**HIRSCH BEDNER ASSOCIATES (HBA) STRENGTHENS EUROPEAN PRESENCE WITH**

**LONDON EXPANSION**

*Two New Offices Open: HBA Residential London and MUSE; New Principal Appointed to HBA London*

**London (October 18, 2016)** – The world’s leading hospitality interior design firm[, Hirsch Bedner Associates (HBA)](http://www.hba.com/), announces its significant U.K. expansion with two new office openings in London – HBA Residential London and MUSE – and the appointment of a new principal to HBA’s London office. This growth cements the design firm’s presence in Western Europe and increases the range of HBA’s reach and services.

“As the global market continues to demand exceptional interior design services, HBA is leading the way in Western Europe by expanding in the intercontinental hub that is London,” said HBA Co-CEO Ian Carr. “With Matt White driving our HBA London office and the expansion of our specialized design offerings with HBA Residential and MUSE, we take the same approach to our firm’s growth as we do to our design philosophy – we stay nimble and responsive to client needs and always looking to raise the standard for design worldwide.”

Matt White has been appointed as principal of HBA London to drive development for the firm in Europe, raising the bar in designing the finest hotels, resorts, restaurants and spas. After initially spending ten years at HBA’s Singapore and London offices, White most recently ran the U.K. office of Silverfox Studios, where he worked with luxury hospitality brands across Europe and the Middle East. White brings with him more than 25 years of luxury hospitality design experience to HBA’s London office, which is currently working on notable projects, including Four Seasons Hotel Kingdom Towers Jeddah, St. Regis Palm Dubai, Waldorf Astoria Doha and The Ritz-Carlton Tunis.

Helmed by HBA visionaries Inge Moore and Nathan Hutchins, MUSE will serve as a specialty design studio focusing on one-off, high-concept boutique projects. Opening in London in early 2017, MUSE will cater to clients seeking specialized and bespoke projects.

[HBA Residential](https://issuu.com/hbaresidential/docs/hba_residential_160726), HBA’s ultra-high-end residential design division has opened its second international office strategically located in west London. Creating the world’s finest residences, HBA Residential brings its signature styling to private clients and developers of elite private villas, penthouses, luxury buildings and homes. The firm’s second office will be spearheaded by Chris Godfrey, global principal of HBA Residential and cater to clientele throughout Europe and internationally, offering a global approach to holistic residential design. The firm is currently working on private residences spanning India, China, Azerbaijan and the United Arab Emirates.

**###**

**About Hirsch Bedner Associates (HBA):** World-renowned as the “Number 1 Hospitality Design Firm” by *Interior Design,* HBA unveils the world′s most anticipated hotels, resorts, casinos and spas. In 2015, HBA was honored by *Boutique Design's* Gold Key Awards, *Hospitality Design's* Platinum Circle Awards, Best Interiors of Latin America and the Caribbean, I Design Awards and the China Hotel Starlight Awards. Leading the hotel design industry since 1965, HBA remains keenly attuned to the pulse of changing industry trends governed by today’s sophisticated traveler. The company′s international presence, depth of experience, and detailed industry knowledge enables them to identify interior design trends at their source, make definitive predictions about new directions and innovations, and influence design standards at a global level. HBA′s ultimate objective is to add value, raise standards and enhance the brand of a project’s owner and operator.

HBA creates the signature looks of today′s luxury brands, independent contemporary boutique hotels, urban resorts spas, world-class residences, restaurants, and casinos. From continent to continent, each HBA interior is the result of a unique and sensitive response to location, architecture, and client vision. With more than 1,500 designers around the globe in 23 offices and a recent expansion in several locations in Asia, HBA is a true global company. HBA′s international presence, combined with its extensive knowledge of the interior design industry, has facilitated the ability to rewrite the language of design with each new project. In the past six years, the firm has launched six additional divisions, including [Illuminate](http://www.illuminateld.com/), [Studio HBA](http://www.studiohba.com/en/index.html), [Canvas](http://www.canvasartconsultants.com/), [HBA Architecture](http://cp.mcafee.com/d/5fHCNEe3x0SyMUOUqen3hOed79KVJeVEVuvsvvsjdFETvKOOCUYrjKqenDT7TT63qab3bP2oV5YTgDVVVrz_cOw2yp3undAO6YKrK_XfIzD-LObb3ObP3fnKnjhd7av9K8I3DHTWyaqRQRrzCul3PWApmU6CQPqtPt-hojuv78I9CzATsS029AdSdysF_qrsvVvfxw5Y3zsOuBAfw2BmUH4ORi4pv3BPqpEVsv7cECNs1kzh09lxeeSCq8avVmk29Ew9REJauDOCmd42QqyfSDgQgjGq85CO1YG4PrWpKXYHp8lj3z3l), [HBA Graphics](http://cp.mcafee.com/d/FZsS938srhospsd7bxEV76zATsSDsQsLfKfLK9CQQrLTppjsudFTd7bPXzXXz1J55xBVxcsy-rEjYYYJN_Cpg1hcxLbCOp3undTvZDShP_nV5BxV5VxDHTbFECzBfAT4m1PRXZh5dqWqJNPfaxVZicHs3jr9JeVK_8I9LfzAm4PhOrKr01AO6AoWIjBqASQ9lVv3sOuBAfw2BmUH4ORi4pv3BPqpEVsv7cECNs1kzh09lxeeSCq8avVmk29Ew9REJauDOCmd42QqyfSDgQgjGq85CO1YG4PrWpIi59hX0U) and [HBA Residential](http://www.hba.com/services/residential/). [www.hba.com](http://www.hba.com).

**About HBA Residential**

An independent division within the Hirsch Bedner Associates (HBA) family, HBA Residential creates distinctive, sophisticated and sublime environments for private villas, penthouses, luxury buildings, and houses. HBA Residential services include architecture, interior design and FF&E (furniture, fixtures, and equipment). From concept to completion, drawing to door handle, the HBA Residential team of professionals creates and executes designs for bespoke residences around the world. <http://hbaresidential.com/>

**Media Contacts:**

Shelly Levin

Director of Public Relations

Hirsch Bedner Associates (HBA)

Shelly.Levin@hba.com

|  |  |
| --- | --- |
|  |  |