



HIRSCH BEDNER ASSOCIATES LAUNCHES NEW DIVISION:

## HBA RESORT

New Indonesia-based office integrates interior design,  
architecture and landscape services to deliver  
global bespoke resort hospitality design

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*BALI, INDONESIA (August X, 2017)* – Hirsch Bedner Associates (HBA), the world’s leading hospitality interior design firm, continues to be on the forefront of the growing hotel industry with the launch of the firm’s seventh subdivision, HBA Resort ([HBAResort.com](http://HBAResort.com)). The new design division will specialize in creating bespoke, luxury resort properties globally with its flagship office based out of Bali, Indonesia, a hub for Southeast Asia’s flourishing resort community. The design team will draw inspiration from Bali’s enchanting locale working local artisans and craftsman for indigenous and authentic design projects to create the world’s most treasured resorts.

“For more than 50 years, HBA has been the creative force behind some of the world’s most exceptional resorts within the most exclusive destinations. With more owners and operators seeking out these types of bespoke properties, we responded to the overwhelming demand and reflected the need for increased specialization in hospitality design by delivering individualized, tailored design for each resort,” **said HBA CO-CEO Ian Carr.** “Our unrivaled capability to offer our clients a ‘one-stop-shop’ for all their design needs from a resort capital such as Bali has HBA Resort poised to be the leader in its industry and we look forward to introducing yet another thriving division from the HBA family.”

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HBA's portfolio already includes an award-winning selection of resort properties, including the

**Four Seasons Seychelles, Park Hyatt Maldives, Jumeirah Maldives and Eagle Island Botswana.**

HBA Resort has already begun work on Anzara Nusa Lembongan in Bali, Intercontinental Hotel Bali and New World Grand Bali Resort. The new division will be spearheaded by HBA Principal David Haughton, who has resided and designed in Bali for the past 25 years. Haughton is responsible for leading both HBA Resort offices in Indonesia in Bali and Jakarta.



“Resort tourism has grown organically over the past 30 years to become more bespoke and personalized for the guest over time. Gone are the days of generic hotels made to fit all guests – today, we create narrative-driven hotels that speak to each hotel’s distinct and discerning visitor by creating an experience through tailor-made design,” said Haughton. “As an artist myself, I have always taken a very hands-on approach to my designs and in working with our clients, I believe it’s what helps us design to each region and market, and create an imaginative new product each time.”







HBA Resort stands apart for its ability to deliver full service resort projects with a hands-on approach – from boutique to comprehensive, large scale mixed-use developments with complete turn-key services backed by 51 years of HBA’s expertise. The new office offers a cohesive service from feasibility master planning packages through room and villa design, hospitality and procurement disciplines. Located in the design base of Bali, surrounded and inspired by the pure artisanal spirit of tropical island life, the design team has direct and exclusive access to the region’s talented artisans specializing in metalwork, stonework, carving and other lost arts that are only found in this region.

HBA Resort’s Bali office utilizes a holistic combination of interior design, architecture, landscape, lighting and art – drawing upon the exploration and skills of HBA’s worldwide network of design studios. The team’s environment is their ethos: whether in reference to an island, desert, volcanic mountain or tropical jungle setting, Bali’s enchantment inspires a unique approach to luxury hospitality

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“Design is an organic process of story telling, derived from one’s passions, emotions and environment. Our day to day experiences are co-dependently connected alongside our forever evolving external and internal environments, stimulated through constant travel and freedom of creative expression.”

David James Haughton Principal

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## ABOUT HIRSCH BEDNER ASSOCIATES (HBA)

World-renowned as the “Number One Hospitality Design Firm” by INTERIOR DESIGN, Hirsch Bedner Associates (HBA), HBA creates the signature looks of today’s luxury brands and unveils the world’s most anticipated hotels, resorts, spas, casinos, restaurants, cruise ships, independent contemporary boutique hotels and world-class residences. 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.

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 1,700 designers around the globe in 26 offices in nearly every major city, 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 new design divisions, including *Illuminate*, *Studio HBA*, *Canvas Art Consultants*, *HBA Architecture*, *HBA Graphics* and *HBA Residential*.

HBA has been honored by Hospitality Design’s Platinum Circle Visionary Award and HD Awards, Boutique Design’s Gold Key Awards, MEIDA 2017 Awards, China Starlight Awards, China Golden Pillow Awards, and Best D.E.S.I.G.N. Hotel Awards, to name a few.

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