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Michael Bedner Receives IIDA Lifetime Achievement Award

Santa Monica, Calif. (March 29, 2007) -- Michael Bedner, CEO of HBA/Hirsch Bedner Associates, the world's leading hospitality interior design firm, was recently honored with the prestigious Lifetime Achievement Award from the International Interior Design Association (IIDA).

The award was presented to Bedner during the Nineteenth Annual Calibre Awards sponsored by the IIDA Southern California Chapter. It was the highlight of a gala black tie awards presentation and dinner held at the Beverly Hilton Hotel in Beverly Hills recognizing design excellence and consultant teams who "exceeded the expectations of the interior design profession." More than 1,000 design professionals, consultants and others attended the event.

Bedner, who began his design career in Southern California in the early 1960s after driving the length of legendary Route 66 from Detroit to the end of the Santa Monica pier, expressed his appreciation to the IIDA, his clients, industry associates, friends and family, and especially his colleagues at HBA whom he said are "at the heart of what we do." He also noted the three main principles that have guided him throughout his life and career: 1) to always do the best job we can; 2) to learn from experience; and 3) to have fun at what you do.

Summing up his lifetime of achievement, Bedner said, "As a young man, I embarked on a journey that I thought was my final destination – the end of Route 66. But I discovered this truth in a saying I learned from another young man who, very sadly, died while covering the conflict in Somalia as a photo journalist at age 22: The journey *is* the destination. I am very grateful that my journey still continues today and that I can share it with you."

Bedner started his firm in 1964 with his friend and partner, Howard Hirsch. The company began with a focus on hospitality design – then a virtually non-existent category -- working on the Beverly Rodeo Hotel in Beverly Hills and Chez Voltaire, a restaurant in Florida. That led to a career spanning 900-plus projects in all parts of the world, and widespread critical acclaim.

Bedner's vision has been to expand the discipline into a functional art form that continues to evolve. His creative energy and design influence can be seen in hundreds of the finest hotels, clubs and casinos, including: The Beverly Hills Hotel, Beverly Hills, California; The Park Lane Hotel, London; Park Hotel, Chennai, India; The Fullerton, Singapore; Mandarin Oriental, Miami, Florida; The St. Regis Hotel, Shanghai; and The Ritz-Carlton Millenia, Singapore.

Under Bedner's leadership, HBA has raised the bar in every area of hospitality design and developed extraordinarily strong teams for graphic design and art consultation. He has lectured extensively at institutions in North America and Asia, hosted hospitality design classes conducted through UCLA's Extension program, and set up a Design Competition and Awards Program at UCLA to honor his partner and HBA's co-founder, Howard Hirsch.

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