



NINE HBA DESIGNERS ELEVATED TO PARTNERSHIP IN 2023

SINGAPORE [March 2nd, 2023] – A global leader in Hospitality design, **Hirsch Bedner Associates** (HBA) has elected nine (9) new Partners in 2023, bringing the total number of HBA Partners to 25 worldwide. Their appointment recognises their exemplary contribution to the business of design and their leadership across the Group.



Congratulations to our
2023 HBA partners



Collectively, the nine Partners have been the recipients of multiple prestigious design awards, including wins at the SBID International Design Awards, AHEAD Awards, Gold Key Awards and Asia Property Awards.

Their design expertise spans sectors, disciplines and global markets. Each new Partner has been instrumental in leading the design of high-profile projects and expanding the firm's reach into new markets, strengthening the HBA brand position globally, as well as empowering and mentoring the next generation of design talent, while driving continuous innovation in design.

"I am delighted to welcome our new Partners. Their appointment signals the strength and breadth of our leadership team, our robust succession planning and our ability to promote from within." commented Chris Godfrey, co-CEO of HBA.

The HBA Partners take the lead on delivering holistic design solutions, meeting the broad project needs of clients, from architecture, interior design to branding and product design, to lighting and landscaping.

Ian Carr co-CEO of HBA said "Each of our new Partners have shown dedication to HBA's culture of creativity and quality, as well as providing impeccable design expertise and service to our clients."



Joris Angevaere Partner,
studiohba



Sabine Beck Partner,
HBA Singapore



Stephan Brutti Partner, Social
F+B



Gerard Lee Partner,
Light Directions



Flavio Patino Partner,
HBA Hong Kong



Dongmin Shim Partner, HBA
Architecture



Ken Smith Partner,
HBA Residential



Katie Yang Partner,
HBA Singapore



Akihiro Wakasa Partner, HBA
Tokyo



About HBA:

The world-leading hospitality design firm, Hirsch Bedner Associates (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 1,200 designers around the globe in 24 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 several new design divisions, including Studio HBA, HBA Residential, HBA architecture, HBA graphics, SOCIAL F+B, HBA resort, HBA gaming, HBA Procurement, Light Directions, CANVAS Art Consultants, HBA Product and HBA DNA.

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

www.hba.com

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