

PRESS RELEASE
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**HBA BANGKOK: ELEVATING HOSPITALITY DESIGN IN SOUTHEAST ASIA
WITH THREE LANDMARK OPENINGS -**

- **JIM THOMPSON, BANGKOK, THAILAND**
- **GRAN MELIA, NHA TRANG, VIETNAM**
- **IMPERIAL LEXIS KUALA LUMPUR, KUALA LUMPUR, MALAYSIA**

BANGKOK – Hirsch Bedner and Associates (HBA) Bangkok is the creative force behind three landmark hospitality openings in Southeast Asia. Beginning in July 2023 with the debut of Gran Meliá's inaugural Southeast Asia resort in Vietnam, followed by December's unveiling of Bangkok's newest lifestyle destination, the Jim Thompson Heritage Quarter and its food and beverage wing, and now the highly anticipated opening of the Imperial Lexis Kuala Lumpur in April 2024. Each project is redefining the region's hospitality landscape and each project underscores HBA's exceptional design prowess in supporting the strategic visions of their clients.

Armon Praphavorakorn, Principal at HBA Bangkok, commented, "At HBA, we believe in creating spaces that not only reflect our clients' individuality but also enhances their brand. With a passion for innovation and an unwavering commitment to excellence, we strive to deliver unparalleled design in everything we do. These three projects showcase our design versatility and understanding of a client brief."

Jim Thompson, Bangkok, Thailand

HBA Bangkok was entrusted with infusing its renowned hospitality design ethos into the iconic Jim Thompson brand, as part of a wider strategic repositioning, as the client prepares to become a global Asian lifestyle brand, with plans to diversify into hotels.

The design brief for HBA was to revitalize the brand's food and beverage wing, located in the same precinct as the popular Jim Thompson House Museum in Kasem San 2, Bangkok now formally known as the Jim Thompson Heritage Quarter. The project spanned multiple spaces and design concepts, with HBA Bangkok designing the **Jim Thompson, A Thai Restaurant, The O.S.S. Bar, Jim's Terrace** serving tapas, **Silk Café** for casual dining, **The O.S.S. Room** serving afternoon tea, and **The Moonlight Hall** for events.

The result is an exquisitely crafted interior over two levels that seamlessly blends Jim Thompson's silk opulence with local Thai design elements, paying homage to the brand's heritage. Each aspect was meticulously curated to harmonize within the space, incorporating textures synonymous with Jim Thompson, from the intricately designed ceiling to the sumptuous fabrics of bespoke furnishings.

The grand opening of the Jim Thompson Heritage Quarter marked a significant milestone in the brand's history, offering a vibrant space where history, art, culture, cuisine, and retail converge, while embodying Jim Thompson's personal vision of showcasing Thailand's rich culture to the world.

Nakhan Kaewkao, Creative Director at HBA Bangkok, stated, "Inspired by the enigmatic history of Jim Thompson, we designed this project to pique the audience's curiosity. Our goal was to surpass the expectations of both our audience and our client, delivering an experience that is truly unforgettable."



Jim Thompson, A Thai Restaurant, Bangkok, Thailand / Image: Jim Thompson



Jim Thompson, A Thai Restaurant, Bangkok, Thailand / Image: Jim Thompson



Jim Thompson, The O.S.S. Bar, Bangkok, Thailand / Image: Next Hospitality



Jim Thompson, The O.S.S. Bar, Bangkok, Thailand / Image: Next Hospitality

Gran Meliá Nha Trang, Vietnam

Gran Meliá Nha Trang is a resort, seamlessly combining luxury, lifestyle, and well-being, located in the capital of Khánh Hòa Province on the southern coast of Vietnam. Nestled in a secluded bay and surrounded by the tropical splendour of Fairy Mountain, the resort offers spectacular views of the ocean and Turtle Island. It also forms part of the integrated resort complex of Vega City, known as the City of Arts and Entertainment, adding to its allure as a premier destination in Vietnam.

HBA Bangkok was appointed to design all 272 rooms, including 94 private pool villas and a multi-level four-bedroom villa, together with the resort's public areas and food and beverage outlets. The three food and beverage concepts created by HBA Bangkok included, the ultra- fine dining Japanese restaurant, '**Shibui**', the al fresco all-day eatery '**Natura**' and the sophisticated '**Theia**' cocktail bar.

HBA Bangkok designers drew inspiration from the natural beauty of Vietnam's coastline and the rich stories of Vietnamese mythology, particularly the mythical palaces of Lac Long Quan and Au Co. The materials and colour schemes selected for the resort reflect the hues of the sky, mountains, and ocean, creating a cohesive and elegant ambiance. The colour palettes are carefully balanced between the 'masculine and feminine', reminiscent of the mythological Prince and Princess.

Armon Praphavorakorn, HBA Bangkok said, "Designing Gran Meliá first resort in Vietnam was a remarkable experience for us. We aimed to capture the essence of Gran Meliá's European brand heritage with Vietnam's natural beauty and rich mythology in every aspect of the resort's design. It's not just a place to stay; it's a journey through Vietnamese culture and history, offering guests an unforgettable experience of European luxury and sophistication."



Gran Meliá_Nha Trang, Vietnam / Image: Gran Meliá



Theia Cocktail Bar at Gran Meliá Nha Trang, Vietnam / Image: Gran Meliá

Imperial Lexis Kuala Lumpur, Malaysia

Lexis Hotel Group is gearing up for the highly anticipated soft opening of Imperial Lexis Kuala Lumpur in April 2024. A 53-storey glass-encased skyscraper, it stands tall on the city's skyline, with 275 hotel rooms and suites, each uniquely featuring a private pool - a first in Kuala Lumpur - as well as offering serviced residences.

Appointed by Lexis Hotel Group and its partner, boutique property developer, KL Metro Group to design its first-ever city hotel, HBA Bangkok, was commissioned to create and deliver an exceptional urban guest experience throughout Imperial Lexis Kuala Lumpur. HBA created for the client an opulent sophisticated design that spans multiple spaces and concepts from the hotel public areas to the six food and beverage outlets on various levels, including the rooftop '**Satellite Restaurant and Bar**', '**UMI Japanese Restaurant**', '**Lexis Lounge**', '**Coralz Café**', '**Roselle Coffee House**' and the '**Poolside Bistro**'.

"We aimed to create a sanctuary for guests amidst this vibrant city. Our design was purposely a harmonious blend of elegance and modern luxury, inspired by fashion and flowers, and particularly the beauty of the Hibiscus flower, as well as introducing soft pastel hues and rose gold accents to contribute to a soothing ambiance. Intricate details resembling flower petals provided the unexpected floor-to-ceiling detail, creating a visually stunning and immersive experience for guests ", stated **Nakhan Kaewkao, Creative Director at HBA Bangkok**.



*Lexis Lounge at Imperial Lexis Hotel Kuala Lumpur, Malaysia
Image: Lexis Hotel Group*



*All Day Dining at Roselle Coffee House at Imperial Lexis Kuala Lumpur, Malaysia
Image: Lexis Hotel Group*

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For media inquiries, please contact:

Nicha McLean
HBA Bangkok
Nicha.McLean@HBA.com
T: 02 068 3161

About HBA

Hirsch Bedner Associates (HBA) is a renowned global hospitality design firm that has been leading the industry since 1965. With 1,330 designers in 24 offices across major global cities, the firm creates a unique sense of place for today's most anticipated hotels, luxury brands, and world-class residences, with 2,000+ completed projects in over 80 countries. Driven by a passion for storytelling through design, the inspired team creates holistic solutions tailored to client needs in a creative collective of designers, in-house specialists, and brand partners, including HBA Design, studio hba, HBA Residential, HBA Architecture, HBA Graphics, HBA DNA, HBA Leisure, HBA Procurement, HBA Product, Coopers Hill, SOCIAL F+ B, Light Directions, and CANVAS Art Consultants. For more information, visit hba.com and follow on [LinkedIn](#) and [Instagram](#).