

HBA Appoints Alejandra de Cordoba Estepa as Principal of Architecture for EMEA Region

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Alejandra de Cordoba Estepa, Principal of Architecture for EMEA

HBA is pleased to announce Alejandra de Cordoba Estepa as Principal of Architecture for the EMEA region, based in HBA's London office. With nearly two decades of experience and an extensive portfolio of award-winning hospitality projects, Alejandra will play a key role in advancing HBA's architectural vision and contributing to the firm's ongoing success in the hospitality sector.

"I am honoured to join HBA, and I look forward to leading our talented team as we push the boundaries of architectural design in hospitality," Alejandra says.

Alejandra brings a holistic, forward-thinking design approach to the firm, having led a diverse range of hospitality projects, including luxury hotels, resorts, mixed-use developments, and branded residences across the EMEA region. Her work is characterised by a deep understanding of how design can shape memorable guest experiences, while embracing both contemporary needs and cultural context.

SHAPING THE FUTURE OF ARCHITECTURE AT HBA

Alejandra's appointment further drives HBA's ongoing growth and evolution in the EMEA region. As Principal, she will lead the Architecture team in delivering innovative solutions for the modern traveller while upholding HBA's legacy of design excellence in hospitality.

"The EMEA region presents exciting opportunities, and I am excited to collaborate with clients and partners to deliver exceptional, visionary designs."

Prior to HBA, Alejandra was Managing Director of WATG EMEA, and before that she served as Vice President, Hospitality with HKS Architects in London. During her tenure at WATG and HKS, she was instrumental in growing the practices through the addition of services and expanding their design reach.

COLLABORATION ACROSS DISCIPLINES

Alejandra's vision will continue to encourage cross-discipline integration between architecture, interior design, and landscape teams at HBA. This unified approach results in spaces that are both harmonious and impactful - creating truly distinctive experiences for clients and their guests.

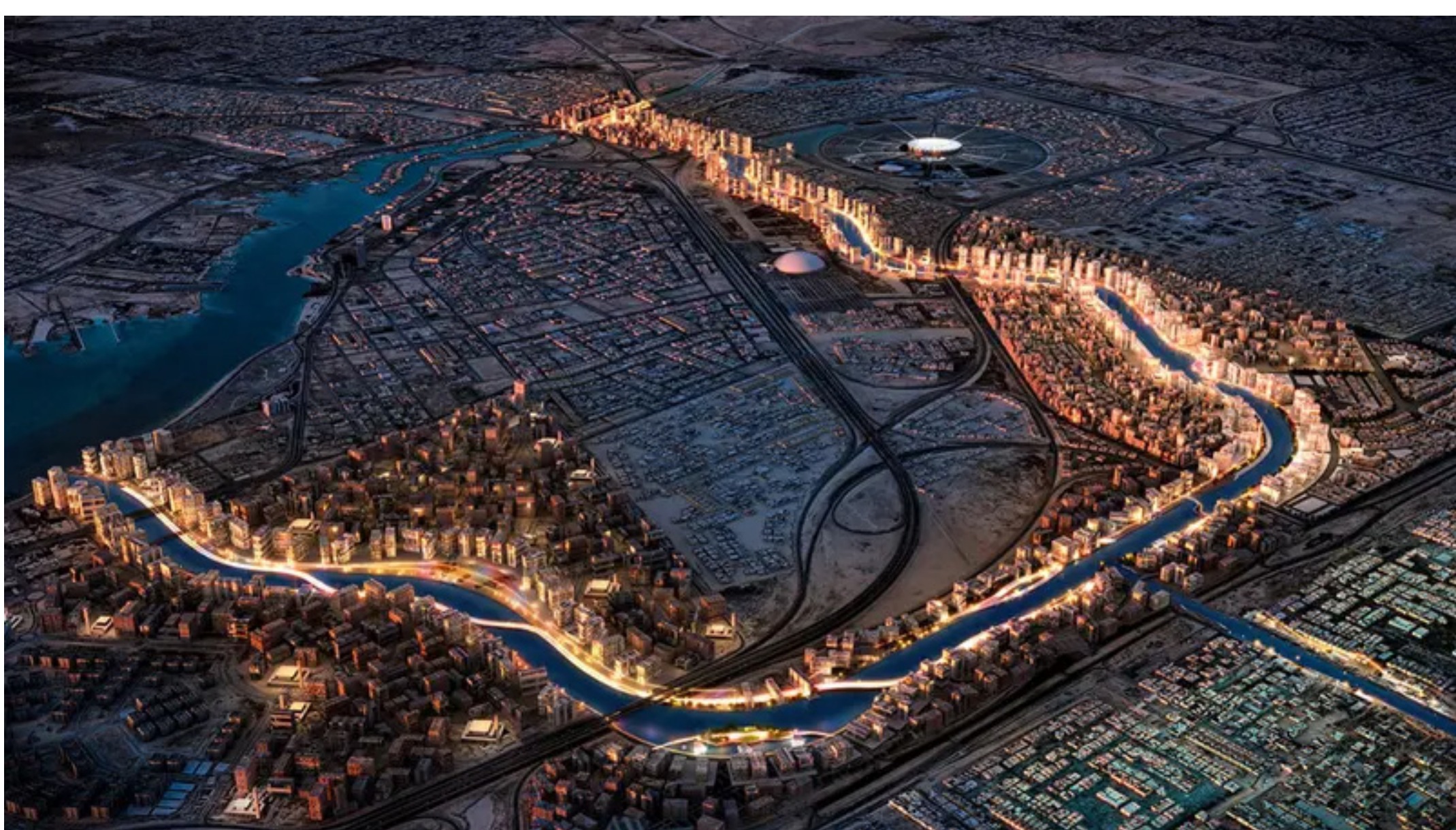
"Architecture is about creating spaces that foster connection, enhance experience, and celebrate the environment, " Alejandra says. "By collaborating closely with HBA's interior design and landscape teams, we can create spaces that are intuitive and inspiring."

ALEJANDRA'S DESIGN PHILOSOPHY: CURIOSITY, QUALITY, AND CREATIVITY

Alejandra's approach to design is shaped by three core principles: curiosity, quality, and creativity. These values are reflected in the projects she has led and will continue to inspire her work at HBA.

CURIOSITY

Alejandra's recent work on the Marafy development in Jeddah, Saudi Arabia, exemplifies her passion for exploring bold, transformative concepts. The Alarous district masterplan aims to elevate Jeddah into a world-class destination, blending hospitality and urban design to create an innovative and culturally rooted environment. Thoughtfully designed residential communities are integrated with leisure and wellness-focused spaces, shaping a vibrant and sustainable way of life.



Marafy Development Jeddah, Saudi Arabia

QUALITY

Alejandra's commitment to quality design is showcased in her work on the Fairmont Taghazout Bay Hotel and Residences in Morocco. Collaborating with Partner and Design Director of Coopers Hill, Philip Jaffa, the project blends modern architecture with local Berber heritage, creating a coastal retreat that enhances the surrounding landscape.



Fairmont Taghazout Bay Hotel and Residences, Morocco

CREATIVITY

In her renovation of Mar Sea Club at St. Regis Mardavall in Mallorca, Alejandra reimaged the island's architectural materiality, respecting its artistic heritage while meeting contemporary needs. The design integrates local materials and vernacular principles, delivering a sustainable, creative solution with a hospitality-centric approach



Mar Sea Club at St. Regis Mardavall, Mallorca

Alejandra's appointment underscores HBA's commitment to delivering exceptional design through collaboration and expertise. HBA's global network of specialists ensures that our projects are realised to the highest standards, delivering timeless, inspiring spaces at scale.