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**INFLUENTIAL DEVELOPERS, RISING DESIGN STARS AND UP-AND-COMING HOTELIERS
AMONG 100+ SPEAKERS FOR BDWEST 2017**

Panelists from Ace Hotel Group, Best Western Hotels & Resorts, Dalian Wanda Commercial Properties, HBA/Hirsch Bedner Associates, Gensler, Hyatt, KNA Design, Marriott Intl., SBE Entertainment Group, Skidmore, Owings & Merrill, Stonehill & Taylor, Viceroy Hotel Group, WATG, Wilson Associates and more to share insights at fifth annual Boutique Design West trade fair and conference, April 5-6 at the Los Angeles Convention Center

CINCINNATI, OH, March 28, 2017 – More than 100 design and business leaders from some of the hospitality industry's most watched hotel brands, architectural and design firms, procurement agencies and ownership groups will participate as panelists at the fifth annual [Boutique Design West](#) (BDwest) trade fair and conference, April 5-6 at the Los Angeles Convention Center.

This year's fair will feature 40,000 square feet of exhibit space, with 300+ manufacturers of fabrics, furniture, floorcoverings, lighting, wallcoverings, accessories and other design elements for hospitality interiors.

More than 2,500 hospitality design professionals from the western U.S. and Canada, Hawaii, Mexico and Latin America are expected to attend, including interior designers, architects and purchasing executives as well as hospitality owners, operators, developers and investors.

CONFERENCE PROGRAM

BDwest's conference program kicks off Wednesday morning, April 5, with "Money Talks: Investor Outlook," a panel discussion featuring executives from **Bainbridge, The Chartres Lodging Group, Dalian Wanda Commercial Properties Co. Ltd., Hersha Hospitality Management, KSL Capital Partners** and **TQP Investments LLC** on where the smart development money is going in 2017 and beyond, and what that means for their hospitality design partners.

An additional 30 interactive discussions fill the two-day program, including eight fully accredited sessions earning 0.1 IDCEC CEU or 1 AIA LU each. Topics for accredited sessions range from the art of writing a good spec to a crash course in furniture design and manufacturing, the bottom line benefits of biophilic design and how to pump up repeat business.

In "Refreshing and Re-Positioning Legacy Brands for an Industry Leader," an accredited session, **Guild 13** founder Bradley Barnett will moderate a discussion on what it takes to make yesterday's iconic flags today's red-hot stays. Panelists include Eric Nicolas, director global brand innovation & design, **InterContinental Hotels Group**; Sam Suleman, principal & executive vice president, **Equinox Hospitality**; and Rebecca Williamson, director, brand experience, **Holiday Inn Americas**.

"BDwest connects influencers from all aspects of hospitality design. Its intimate scale means attendees can join in the conversation with the thought leaders who are changing this industry," says Mary Scoviak, executive editor, *Boutique Design*, and HMG conference director. "We want designers not just to attend,

but to be part of BDwest. Ask questions. Make new friends. Build a chair. This is strictly a hands-on exploration of what's ahead for design."

Much of that insight will come from owners, hoteliers and others on the client side. In panel discussions such as "Lifestyle Leaders" and "The Other Side: Designers, Clients and Making the Perfect Project," designers will learn what would-be clients from **Ace Hotel Group**, **KHP Capital Partners**, **MOXY Hotels**, **Zisli Group** and others are thinking—and what they're looking for in their next design partners.

"Brand Central," a Boutique Design signature session, will again feature the design minds behind some of the most innovative flags in the hospitality industry. Leora Halpern Lanz, principal, **LHL Communications**, and faculty, **Boston University School of Hospitality**, will moderate the discussion with panelists including Sagar Desai, vice president, acquisitions and development, **Viceroy Hotel Group**; Amy Hulbert, managing director, design, **Best Western Hotels & Resorts**; Emily Keip, studio head, regional vice president, Americas Design Services, **Hyatt Hotels Corp.**; and Cameron Schmitt, vice president of design and construction, **Dakota Development**, a division of **SBE Entertainment Group**.

EXHIBIT FLOOR HIGHLIGHTS

In addition to showcasing inventive elements for hospitality interiors, BDwest facilitates connection between attendees and manufacturers via pre-arranged BD Hosted meetings with relevant buyers in the exhibitors' display space; ample, elevated food & beverage options throughout the exhibit floor; and exquisite Designed Spaces for impromptu attendee meetings and intimate, on-floor conference sessions.

This year's BDwest experience will include five Designed Spaces, including: Aaltitude, a Nordic-inspired conservatory concept by **The Gettys Group**; Cabanas, a lounge space with an ocean-inspired SoCal aesthetic, by **Meyer Davis Studio**; Darling Nikki, an homage to musical icon Prince, by **P3 Design Collective**; Midnight Garden, a lush and tactile storybook fantasy concept by **Marriott International Global Design**; and Ooh-La-La!, a sexy lounge concept inspired by Parisian culture, designed by **Stonehill & Taylor**.

Among the new exhibit floor additions for 2017: multiple BD Bistros with varied dine-in and grab-n-go menus for lunch or snacks; the Soho Sketch-Off drawing competition sponsored by art consulting firm **Soho Myriad**; and a new "Industry Feud" game show featuring teams of designers, purchasing executives, owners/investors and brand leaders competing to name the most popular responses to industry-related survey questions.

SOCIAL & EDUCATIONAL EVENTS

Continuing its emphasis on rising stars in the hospitality industry, BDwest will host the **Boutique 18 & Up-and-Coming Hoteliers Celebration** on Wednesday, April 5, at the Theatre at Ace Hotel in Downtown L.A. The ticketed event includes the induction of the newest class of Boutique 18 honorees, as well as an informal Q&A, the introduction of the Boutique Design 2017 Up-and-Coming Hoteliers and a cocktail reception.

This year's Up-and-Coming Hoteliers, who'll share their perspectives in a panel discussion moderated by Scoviak on Thursday, April 6, include: Robert Blood, founder, chief executive officer, **Lark Hotels**; Alexander Mirza, chief executive officer, **Cachet Hospitality Group**; Kevin Robinson, co-founder and chief operating officer, **Aparium Hotel Group**; and Mario Tricoci, co-founder and chief executive officer, **Aparium Hotel Group**.

Other ticketed social and educational events include the **BDwest Opening Reception** on Tuesday, April 4, at Vibiana; the **NEWH Orange County Regional and L.A. Founding Chapter's Hospitality**

Fashion Challenge Runway Event on Thursday, April 6, at Exchange LA: and the *Boutique Design Power Players: Women Leaders in Hospitality Breakfast & Panel Discussion*, presented in partnership with NEWH, on Thursday, April 6, at the L.A. Convention Center.

Panelists for the Women Leaders discussion include: Sophia Chan, interior design director, **Crescent Heights**; Mary Beth Cutshall, svp & chief business development officer, **HVMG**; Amy Jakubowski, managing director & design director, **Wilson Associates**; Kay Lang, president + chief executive officer, **Kay Lang + Associates**; Vicki McWilliams, executive vice president, retail and business sales, **Williams Sonoma, Inc.**; and Jeanne Starling, director of design development, **MGM Resorts International – design**.

Also at the breakfast, NEWH will award the \$5,000 NEWH Women Leaders scholarship sponsored by HMG and the \$3,000 NEWH Colleen Smith Studio Series scholarship sponsored by Séura.

RATES & REGISTRATION

Registration options for qualified attendees include: two-day Trade Fair Exhibition Only, \$75; two-day Trade Fair & Conference pass, \$175; and one-day Trade Fair & Conference pass, \$100.

Registration options for non-exhibiting manufacturers/multi-line representatives include: two-day Trade Fair Exhibition Only, \$300; two-day Trade Fair & Conference pass, \$475; and one-day Trade Fair & Conference pass, \$400.

Attendee registration and trade fair details are available at boutiquedesignwest.com.

ABOUT HMG

HMG is a privately held company serving the global hospitality and related industries and specializing in trade fairs, conferences and event management and development. Events in the HMG portfolio include: BDNY; BDwest; management of HX: The Hotel Experience (formerly IHMRS); Boutique Design Forums; Boutique 18; Senior Lifestyle Design Match; and sponsorship of the Gold Key Awards for Excellence in Hospitality Design.

BDwest is produced by HMG in association with the Boutique & Lifestyle Lodging Association (BLLA); the International Society of Hospitality Purchasers (ISHP); the Hospitality Industry Network (NEWH); and the International Society of Hospitality Consultants (ISHC).

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