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BDWEST TO SHOWCASE BOUTIQUE DESIGN'S UP-AND-COMING HOTELIERS: THE VISIONARIES BEHIND APARIUM HOTEL GROUP, CACHET HOSPITALITY GROUP, LARK HOTELS AND MOXY HOTELS

Fifth annual Boutique Design West trade fair and conference to include awards presentation and panel discussion with these hospitality industry masterminds, April 5-6 at the Los Angeles Convention Center

CINCINNATI, OH, April 3, 2017 – *Boutique Design* magazine has announced its third annual Up-and-Coming Hoteliers, an award created to honor innovators in the hospitality industry who are changing expectations for how hotels look and function. The five 2017 honorees will be recognized during the upcoming [Boutique Design West](#) (BDwest) trade fair and conference, to be held April 5-6 at the Los Angeles Convention Center.

To qualify for the Up-and-Coming Hoteliers award, the nominee's hotel company must be new on the hotel scene, have at least one property open and have an active pipeline. The individual candidate must demonstrate thought leadership in design, concept and operations across all of the properties in his/her portfolio.

Boutique Design's Up-and-Coming Hoteliers for 2017 include:

- **Robert Blood**, founder and chief executive officer at Boston, Massachusetts-based **Lark Hotels**, which operates boutique hotels throughout New England and in northern California
- **Alexander Mirza**, co-founder and chief executive officer at Shanghai- and Santa Monica, California-based **Cachet Hospitality Group**, a real estate branding and hospitality management company with lifestyle/boutique hotels across Asia and North America
- **Vicki Poulos**, senior brand director at Bethesda, Maryland-based **MOXY Hotels**, a Marriott International brand with eight locations globally, launched in Milan in 2014
- **Kevin Robinson**, co-founder and chief operating officer at Chicago, Illinois-based **Aparium Hotel Group**, a hospitality management company with seven properties currently operating in the Midwest and Southeast, and three more in the pipeline
- **Mario Tricoci**, co-founder and chief executive officer, **Aparium Hotel Group**

“BDwest is committed to celebrating the next wave of influencers who are taking this industry into new territory—whether for design, services or experiences. Our Up-and-Coming Hoteliers award honors the original thinkers who keep this industry vibrant and exciting,” said Mary Scoviak, executive editor, *Boutique Design*, and conference director, Hospitality Media Group (HMG).

Honorees will receive their awards at the **Boutique 18 & Up-and-Coming Hoteliers Celebration** on Wednesday, April 5, 6:00 – 8:00 PM, at the Theatre at Ace Hotel Downtown Los Angeles. The ticketed

event also includes the induction of the newest class of Boutique 18 (B18) honorees, as well as an informal Q&A with the B18, and a cocktail reception.

On Thursday, April 6, the five award winners will participate in the “2017 Up-and-Coming Hoteliers” panel discussion, moderated by Scoviak, on the trade fair floor. The hoteliers’ achievements will be profiled in the June issue of *Boutique Design* magazine.

More than 2,500 hospitality design professionals are expected to attend BDwest, which will feature 250+ manufacturers and marketers of accessories, art, bath and spa fixtures, fabrics, floorcoverings, furniture, lighting, wallcoverings and other design elements for hospitality interiors.

Tickets for the Boutique 18 & Up-and-Coming Hoteliers Celebration are \$125 per person. Advance registration is required; availability is limited.

Attendee registration, event tickets 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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