

hospitality design

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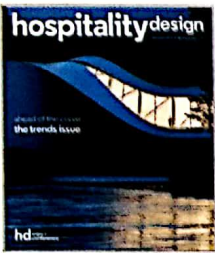
ahead of the curve
the trends issue

hd Presenter of
expo+
conference

hospitality^{design}

december 2019

from the
editor 010
behind the
design 014
people: cityscene
new york 018
people: women
in design 020
ad index 142
back space 144



On the cover:
The Twist in Jevnaker,
Norway, designed by BIG.
Photo by Laurian Ghinitoiu.



perspectives
023

sketchbook 023
interview **jason wu** 031
inspiration 036



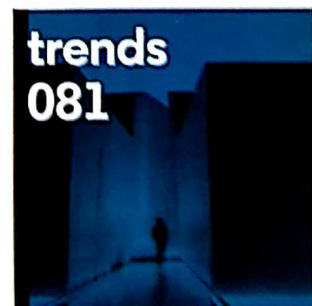
products
045

profile **apparatus studio** 045
art 049
bath 052
carpet 055
fabrics 059
upholstered furniture 061



**platinum
circle**
067

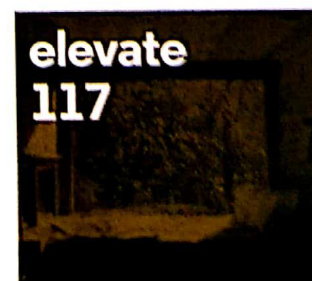
grupo **habita** 068
andrew zobler 070
the **parker company** 072
anouska hempel 074
roman and williams 076



trends
081

self-care 082
remote retreats 090
next generation housing 094
retail 096

kid-friendly spaces 098
schools 104
cinema 108
cultural centers 110



elevate
117

joyce bromberg 118
emily isenberg 120
ashley marsh 124
aaron richter 126

ian schragar 130
jon staff 132
michael vasku 136
bashar wali 138

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from the editor

looking ahead



Photo by KATE PREVITE

We like to end each year by looking forward, and with a new decade on the horizon, we wanted to do a deep dive into the trends that will be shaping our industry in the years to come. It's not the least bit surprising that the leading one is wellness. As the \$4.2 trillion industry continues to grow, so do new concepts that are rethinking the status quo. We focus on a few goodlooking ones that take a mind-body approach, but the star of the group is certainly the Well. Since opening in October, nearly 500 members have signed up to relax in the serene environment that acts as a refuge from the chaos of Manhattan. It's one of many spaces in this issue that have a similar goal: to encourage us to disconnect from our

hectic everyday lives and take in our surroundings.

Beyond wellness, we look at cultural centers that make a statement and heal the spirit; ecommerce retailers that are finding unlikely brick-and-mortar homes; and schools and kid-friendly spaces that instill wonder for both learning and play. Design, it seems, is more important than ever, across every sector.

Since inspiration comes in many forms, our Sketchbook section dives into a few nontraditional spaces, one of which is a funeral parlor that colorfully celebrates life. In that same vein, we check in with three artists who use color to make a statement, and also sit down with the incomparable fashion designer-turned-product designer Jason Wu to explore his process, impact, and influence.

Speaking of inspiring, meet our 2019 Platinum Circle honorees—Roman and Williams, Anouska Hempel, Andrew Zohler, and Grupo Habita, as well as the Parker Company, which we celebrated for 50 years of contribution to the industry. I have long been a fan of each, and it was a privilege to fête them last month during our annual black-tie event in New York for their impressive career achievements. Prior to that, one of our past Platinum Circle inductees, Ian Schrager, kicked off our second annual Elevate event, where we brought together some of the greatest minds across all disciplines for one memorable day (read the highlights starting on page 117). When the program starts with Schrager sharing Studio 54 stories and ends with Ashley Marsh of MASS Design Group nearly bringing the room to tears with the firm's moving social good work, what more could you ask for?

To hear more from Schrager's candid conversation with me, listen and download our "What I've Learned" podcast and head to hospitalitydesign.com to get to know more about our Platinum Circle honorees.

Until then, we at *HD* wish you and your family a wonderful holiday season!

Stacy Shoemaker Rauen

Editor in Chief/Senior Vice President, Design Group

Follow me on Instagram: @StacyRauen

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