

# hospitality design

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simply the best  
the hd awards issue

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**HD**  
hospitality design award

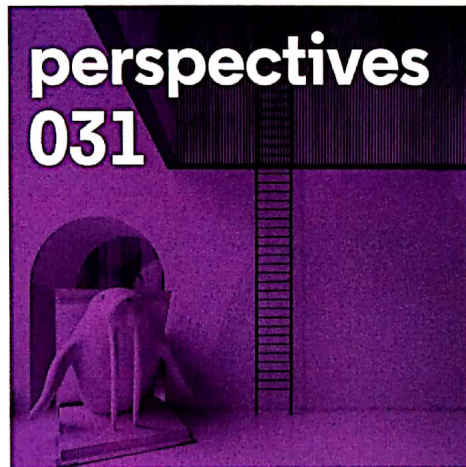


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On the cover:  
Shanghai BFC Bona Cinema  
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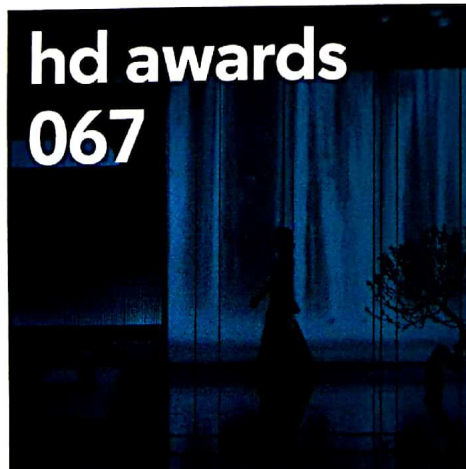
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from the **editor**

## showstoppers



Photo by KATE PREVITE



**By the time you** read this, we will have wrapped our annual HD Awards gala in New York, a special night where we reveal the winners and celebrate the finalists of this year's competition, which honors the best in both project and product design from across the globe. It's a privilege to not only stand on stage and announce the winners, but also be a fly on the wall while our venerated judges (see page 18) deliberate on the nearly 1,000 entries (which is no easy feat) to select the top few who embody what everyone is striving for—experiential design. This is true of our Best in Show project winner, the Jiyu Spa (on page 122) in China from Shanghai Hip-pop Design Team, which is a truly immersive, dream-like space.

For products, associate editor Matt Dougherty says: "I'm stunned on a regular basis at how many innovative products make their way into my inbox year-round, but that's a testament to how alive product design is at the moment. This year's picks, from an umbrella that tracks and shifts with the sun to a lighting installation that reacts to the sound of clinking glasses, prove that product design is evolving in exciting and downright fun ways."

As for projects, executive editor and HD Awards project manager Alissa Ponchione adds: "With our largest number of submissions to date, it only shows there's no shortage of good design in this industry. You'll also notice a few new categories in this year's lineup (Retail + Hospitality and Art + Branding) that epitomize the evolution of hospitality as a comprehensive discipline that goes beyond the traditional definition. Our judges painstakingly considered every detail and wanted to reward projects that not only elevated design, but also touched on every element of the process, which is why some pop up more than once. If you want to see where hospitality is headed, look no further than the 122 winners and finalists in this issue."

This year, we also introduced a Hotelier of the Year and a Design Firm of the Year distinction—our way of celebrating those who have made an impact on these awards, and the industry in general. By chance, we chose two groups of four talented principals, both based in Brooklyn: ASH NYC, which has made a name for itself restoring historic properties into lifestyle hotels (the firm is a finalist for the Hotel Peter & Paul, a conversion of four buildings in New Orleans), and Studio Tack, which swept the midscale category last year with its redo of a rundown motel into the Sound View. The firm is a winner and finalist again this year for two striking hotels in California.

This issue is chockfull of stunning work—from budget-focused to luxury, from Iceland to Illinois, by rising stars and veterans alike—showcasing what an incredible industry we get to be part of. We hope you are as inspired as we are.

### Stacy Shoemaker Rauen

Editor in Chief/Vice President of the Hospitality Design Group

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