

# hospitality design

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## the hd expo issue



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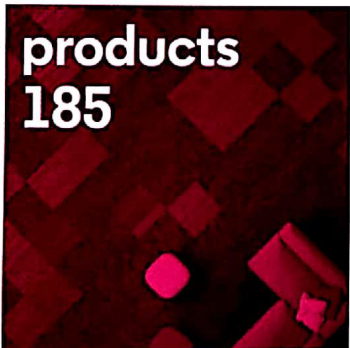
from the editor 014  
cityscene: miami 030  
hd summit 034  
ad index 316  
back space 320



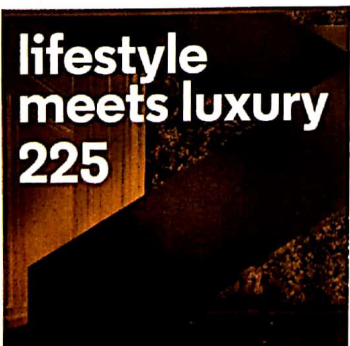
**sketchbook** 045  
trends **hybrid spaces** 059  
trends **homesharing** 081  
places **london** 093  
brand identity **moxy** 103  
inspiration **tower of bricks** 113  
interview **charlie macgregor** 115  
interview **marguerite mariscal and  
anwar mekhayech** 123  
interview **on our radar** 131  
5 questions for **marc ellin** 142



**from the show director** 154  
**conference highlights** 156  
places **las vegas** 170  
**products** 174

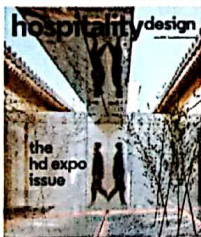


profile **roman and williams** 185  
**collaborations** 189  
**icff preview** 193  
**hardware** 197  
**textiles** 199  
**carpet** 205  
**upholstered seating** 211



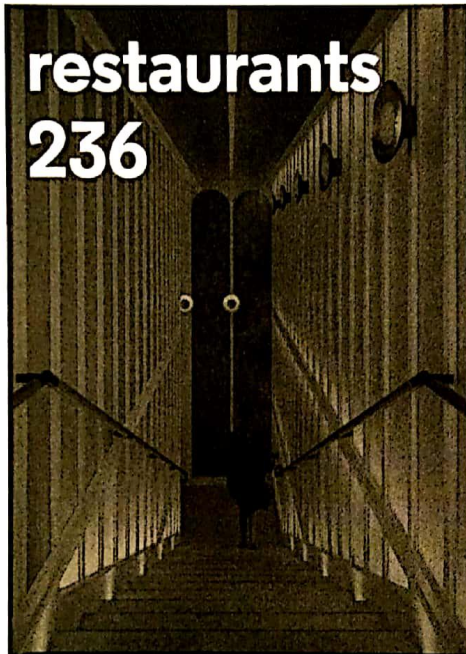
**the times square edition** 225  
**dream nashville** 228  
**the hoxton, chicago** 230  
**thompson zihuatanejo** 232

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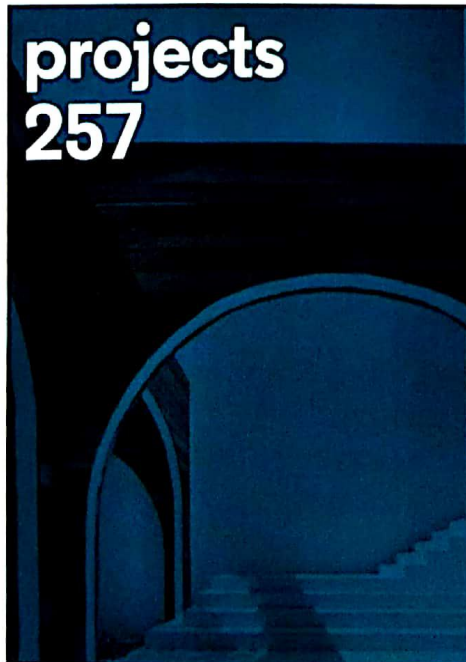
On the cover: One of four images. Top to bottom: Bay Point Landing, Coos Bay, Oregon, photo by Jeremy Fenske; Under, Lindesnes, Norway, photo by Ivar Kvaal; Layering Courtyard, Beijing, photo by CreatAR Images; the PuXuan Hotel and Spa, Beijing, photo by Zhuhai.

## restaurants 236



- masa 236
- the fireside 239
- heytea at zhengzhou grand emporium 240
- john anthony 242
- beefbar paris 244
- imperial hotel 245
- merkato 246
- xiamen haigan xiaoyouyu seafood restaurant 247
- benno 248
- under 249
- tesoro 250
- spojovna 251
- greenwich grind 252
- broadway bakery 253
- elayki 254

## projects 257



- layering courtyard 258
- shinola hotel 264
- lloyd's inn bali 270
- the douglas 276
- the puxuan hotel and spa 282
- sala samui chaweng beach resort 288
- cyrus hotel 294
- puro kraków kazimierz 298
- casa madrona 302
- hotel amparo 306
- salt of palmar 310



from the **editor**

## great expectations



Photo by KATE PREVITE

**Welcome to 320 pages** (and four covers to boot) of pure celebration of this industry. We look forward to this issue every year because it allows us to explore so many different elements of hospitality—innovative people, need-to-know trends, developing places, and standout projects.

There has been no shortage of inspirational content. We narrowed it down to 11 eye-catching hotels, plus four more that showcase how lifestyle and luxury continue to merge; 15 restaurants that define experiential dining; and five rising design firms you should get to know. We also check in with a few brands that are updating the extended stay model (it's so much more than kitchens in the

room), and catch up with Charlie MacGregor, an entrepreneur who is challenging the idea of student housing, proving that a lot of what guests want is only a mindset. One movement that is apparent throughout: hybrid concepts that continue to experiment with blending disciplines—hospitality with residential, retail, and office. In fact, we highlight eight spaces that are meeting consumer's evolving-needs, including one with evening daycare and a restaurant for parent date nights—genius.

One of the hybrid concepts I am most excited to feature is the Guild from Roman and Williams founders Stephen Alesch and Robin Standefer (page 185), the masterminds behind many game-changing restaurants and lifestyle hotels like Ace and the Standard, to name a couple. Together, we walked the retail-meets-restaurant space that serves as an outpost for their custom pieces, and with its amazing home away from home feel, it is a great example of where hospitality is headed.

Hopefully you are reading the issue before you head to HD Expo May 15-17th in Las Vegas. In our show preview on page 151, we catch up with a few of the more than 100 speakers taking the stage this year to learn about their latest creations and how they are rethinking the norm; some of the thousands of products that will make their debut on the show floor; and since Sin City continues to reinvent itself with attention-grabbing design, the latest places to check out when you are in town. One of those hotels is the NoMad, and we are lucky enough to have Sydell Group CEO Andrew Zobler as our keynote. It's a rare appearance you won't want to miss.

### Stacy Shoemaker Rauhen

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