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## LETTER FROM THE EDITOR

**Hello All!** I have had such an amazing opportunity as the Atlanta NEWH 2014 Publications Director. The amount of people that wish to donate their time and resources to make this magazine possible is really fantastic. I believe that our chapter is truly dedicated to the NEWH goal of providing scholarships and opportunities for young students pursuing an education in the field of hospitality. This magazine is another way in which our message can reach a broader range of the industry and promote our network. I joined this chapter in 2012 and over the last two years I have witnessed the excitement that all members put into each event. I believe this network is getting stronger and will continue to grow with the support of the dedicated and passionate members. I am looking forward to the rest of this year and I can not hardly wait until our 2015 Scholarship Awards. This years awards were so amazing and Stacy Costa did a perfect job ensuring that all the scholarship recipients had a night they would never forget. This coming year the torch has been passed onto Jennifer Wellman, who is sure to make the 2015 Scholarship Gala just as unforgettable. Here is to the students and to an amazing network of people that have supported all that we do.

Valerie Haase

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# MEMBER NEWS



Christy Thacker has been promoted to Hospitality Sales Coordinator at **Surya**, reporting to Tom Etheridge, VP of Hospitality. In her new role, Christy is responsible for securing new hospitality-focused accounts while growing existing business and assisting in the overall achievement and expansion of the hospitality division at Surya.



Jennifer Loux is now Design Consultant and A&D Sales for **Symmons Industries**.



Amber-Rhiannon Gibson of **Lagoom Interiors** won the "People's Choice Awards" at HI Connect.



**Supreme Hospitality** designed and purchased the first La Quinta Inn and Suites in Summersville, West Virginia last month! This hotel was completed in record time with a

sister property opening in Elkview, West Virginia next month.

Design Team:	Purchasing Team:
Nikki Luke	Alana Shelton
Rebecca Coles	Bijal Balsara



Lori Hoegler and Chance Wyatt were wed on April 19th, 2014. "If I had not attended the NEWH Leadership Conference in San Francisco, CA held in January 2013, I may have never found my husband! I reconnected with Chance after 18 years (we went to high school together, and he was living in SF at the time of the Leadership Conference). He drove across the entire country to be with me after I left (less that 7 days later)." - Lori

**Studio Twist** has been certified as a business owned and controlled by a woman by the National Women Business Owners Corporation (NWBOC), the first national certifier of Women Business Enterprises. The goal of the certification program is to enhance the ability of women business owners to compete for contracts at a national level.

"Certification provides a marketing opportunity for women business enterprises to participate in outreach programs," says Michelle Wildenhaus, Principal and Director of Marketing. "In addition, this program will enable us to develop relationships with larger companies and create opportunities for future partnerships with them."



**DESSO**, the global carpets, carpet tiles and sports pitches company has entered into a joint venture with Masland Contract, a US floor coverings company. The intent is to build a comprehensive floor covering offering for the Hospitality market in the United States and international distribution. Using nearly 250 years of combined manufacturing excellence, both companies will be able to provide more value in the marketplace with complementary product lines to supply a complete offering to any brand-conscious Hospitality environment. Dana Miller is the local representative in the southeast.

from new babies to awards, check out what fellow NEWH Members are up to!

send any submissions for our next issue to [newhatlmagazine@gmail.com](mailto:newhatlmagazine@gmail.com)

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# ON THE SCENE

NEWH Atlanta 360° "A Soirée in the Sky"  
@ The Sundial at the Westin Peachtree Plaza\_12.10.13

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## Education: Canning & Networking @ Preserving Place\_02.18.14

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Hosted by Ceramic Technics & MOSA; Tour of space by designer Laura Jenkins of Square Feet Studio



# ON THE SCENE

## 2014 Scholarship Gala @ The Fox Theatre\_03.27.14

The NEWH Scholarship Awards are held annually to recognize the talent and ability of students and encourage their involvement in all areas of the Hospitality, Food-service, Senior Living and related fields through scholarships.



## NEWH Atlanta Regional Trade-show Networking After Party "Southern Hospitality... A Tradition in Dixie" @ The Hyatt Regency Ballroom V & VI\_04.23.14

Sponsors :Northwest Carpets, Porcelanosa, Ulster, Fairmont Designs, Fabric Innovations, Daltile, The Meriden Companies, P/Kaufman Contract



A special thanks to Chuckyphoto and Media!

# /// SUSTAINABILITY ///



## A conversation with Jessica Stracener

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### The President of Global Sustainability Solutions

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#### **Who is Global Sustainability Solutions?**

Global Sustainability Solutions, or GSS, is a woman owned business providing sustainable solutions to the hospitality industry for end of life products such as mattresses, box springs, TV's, Carpet, Padding, & Appliances. We represent the responsible solution of recycling up to 95% or greater of all of the materials coming out of the old product. We currently operate in the US, Canada and United Kingdom.



#### **What does GSS do exactly?**

GSS provides installation, removal and recycling services, including delivery coordination and installation of new product, as well as removal and transportation of old product to a designated recycling plant. We work closely with major hotel brands and manufacturers of products supplied to the hospitality industry.

#### **What happens to items you take out of hotels and where do they go, if not the landfill?**

Old products are sent directly to the appropriate recycling facility where they are manually or mechanically disassemble, broken down and sent on to be re-manufactured into other products.

#### **How much has been diverted from landfills since starting GSS?**

We have successfully recycled over 500,000 mattresses and box springs and diverted over 1 million lbs. from landfills.

#### **What is the difference between recycling and liquidating?**

The difference between liquidating an old product versus recycling an old product is that the liquidator takes the old product in the state it is in at the time of removal and resells the product to an after-market. When recycling an old product, it is actually sent to a facility where it is manually or mechanically broken down and disassemble. Those raw materials are then resold to non-related industries for the manufacture of other products.

#### **What are some of the benefits for the hotel to recycle vs liquidating?**

Decreased liability of contaminated product being resold in an after-market and being traced back to its original owner.

# ≡≡≡ SUSTAINABILITY ≡≡≡

## **How easy is the process for a hotel to work with GSS?**

It is an easy 5-step process and GSS is available to help every step of the way.

## **Who are some of the hotel brands that have implemented these sustainable initiatives?**

Hilton Worldwide & Starwood properties

## **Are there other market segments GSS works with other than hospitality?**

Yes, GSS works closely with the US military, college campuses/universities and student housing, senior living, municipalities & cruise lines. Basically any type of facility that has multiple beds, TV's, small appliances, carpet and padding. Our goal is to help these segments reduce their carbon footprint and waste output.

## **Seems like there would be a lot of items that non-profit organizations could use?**

### **Does GSS donate to them and if so what types of items would be donated?**

Correct, we currently work closely with Habitat for Humanity to donate items such as dressers, desks, recliners, tables & lamps. They are always looking for case goods and accessories.

## **If you are able to work with a non-profit organization, would the hotels receive any sort of recognition indicating that the items were donated to a worthy cause?**

Yes, they would receive a tax write off form from specific organizations that GSS partners with. In fact, everyone is accustomed to seeing the little cards in hotel rooms about conserving energy by not washing towels and sheets everyday during their stay.

## **Do hotels receive any sort of certificate to display that lets their customers know about these other recycling initiatives that the property participates?**

Yes, all properties receive a Recycling Certificate from GSS, showing an audit-able trace of the items recycled.

## **How does a hotel get in touch with GSS when they are ready to renovate?**

Simply through email, phone or website.

## **About the Interviewee:**

Jessica Stracener, President of Global Sustainability Solutions has a passion for recycling not only for the hospitality market but on a personal level as well. As a mother of four (4), Jessica has taught her entire family the importance of recycling for future generations. While they eliminate and/or recycle everything from cardboard to plastic bottles and cans, her household of 6 accumulates only 1 thirteen-gallon bag of trash a week!

## **Contact Information:**

Email – [jstracener@globalsustainabilitysolutions.com](mailto:jstracener@globalsustainabilitysolutions.com)

Web – [www.globalsustainabilitysolutions.com](http://www.globalsustainabilitysolutions.com)

Phone – 703.743.7670



## Q&A /// Sangeetha Ramkumar



### A conversation with Sangeetha Ramkumar

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The Director of Innovation & Design  
at Global Brand Leadership Marketing  
at IHG

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**What drew you to hospitality?  
How did you end up as the Director of Innovation  
& Design at Global Brand Leadership Marketing  
at IHG?**

Well, I've always been a hotel junkie but the catalyst to switch from healthcare and corporate interiors to hospitality came in 2006 from, of all things, an Elle Décor article! Buried in a tiny corner of the magazine was the profile of Kit Kemp, a hotelier in London and an image of the Haymarket hotel she had designed. I found her intriguing, googled her, and it opened up a whole new world for me. I loved her design style and the way she used it to tell an addictive and beautiful story about her hotels. I decided then I was going to be part of that world. I was doing my executive MBA at that time so when I finished, with a little help from my network, I ended up with a job at IHG and worked my way up to my current role.

**Why did you get involved in NEWH? \*What has NEWH done for you?**

I was given a membership in January 2013 when I participated in an owner's round table – it was a great gift! It's wonderful to be part of a great network that has deep experience in the hospitality industry, so there's a lot of knowledge to tap into. Plus there are all the fun events!

**Do you have any exciting new directions or projects that IHG wants to share?**

It's an exciting time at IHG as we continue to evolve the experience of our nine hotel brands. Design is a powerful tool in bringing the brand experience to life. Our current focus is developing an iconic design style for our brands and continuing to work on creating differentiated experiences for our guests.

Also in the works are projects for the Crowne Plaza brand which is the fourth largest upscale full-service hotel brand in the world and one of the fastest growing. The brand is an important focus for the company right now, and guests will be seeing some exciting changes ahead as we address the emerging needs of the modern business traveler.

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Adding 234 meticulously sculpted designs to the existing collection of over 500 styles, **3M** introduces the 2014 DI-NOC Series. The new collection is comprised of 56 patterns and 24 new pure colors, with designs ranging from exotic and reclaimed woods, to rich marbles and sophisticated concretes to bright, bold hues and brushed metallics and sumptuous leathers.

[www.3M.com](http://www.3M.com) | [www.3Marchitecturalmarkets.com](http://www.3Marchitecturalmarkets.com)



**MTI Baths** is a unique manufacturer that offers an expansive line of high-quality, innovative bath products. Renowned for its extensive customization capabilities, MTI offers its tubs, sinks and shower bases in acrylic as well as Engineered Solid Stone™. All handcrafted with care in the USA, just north of Atlanta. MTI is accustomed to working with architects, designers and other specifiers in developing products and solutions for custom situations. MTI builds most products to order, allowing the product to be built to meet almost any budget.

MTI's innovation, forward thinking and diverse product line support the trends and direction that are evident in the hospitality industry today. The specification of freestanding baths, for example, has grown dramatically in recent years, and they are often used in design to create an architectural element in a bathroom or even in the guest room itself. MTI currently offers 80 models in either acrylic or Engineered Solid Stone to meet the challenge.

Concurrent with this trend is the rapidly growing popularity of one-piece vanity tops with integral bowl sinks. MTI is prepared with a large line of Counter-Sinks which are completely customizable in bowl design and placement, counter length, width and height. All are constructed in Engineered Solid Stone for great looks and easy maintenance.

With more than 15 years of experience in the hospitality industry, MTI is expertly equipped to handle any challenge.

## INTRODUCING /// Stephen Evans Designs



Local Atlanta furniture designer, **Stephen Evans Designs**, created amazing designs for Boundary Road in Washington, D.C. with the owners; Sarah and Brad Walker,

They specified and provided all the woodwork from floors to walls and finished the bar, counters, table tops, with input on design elements such as trim and tables.

# PROJECT /// EVEN™ Hotels



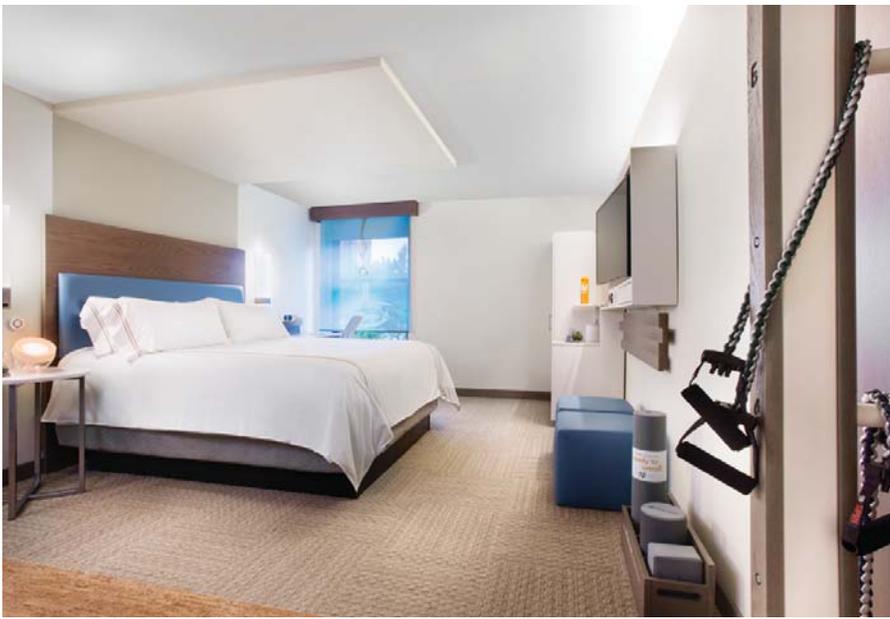
EVEN Hotels – Finally, the idea of wellness travel no longer has to fit in your suitcase.

InterContinental Hotels Group (IHG) debuted its wellness-oriented brand EVEN™ Hotels in Norwalk, CT and Rockville, MD in June 2014. Three more hotels will premiere in New York City beginning late 2015. Many hotels now offer amenities for health-conscious travelers, yet EVEN™ Hotels stands out as an affordable hotel entirely focused on providing a holistic wellness experience to guests. The EVEN brand name speaks to the balances all travelers face in life and the balances EVEN Hotels makes



possible when traveling – revitalization and relaxation, health and indulgence.

Our target guests want a wellness partner on the road, so we meet that need by providing the tools and encouragement to make healthier choices. Through our holistic wellness offering, innovative technologies and distinct service culture, this brand will help guests find the balance they seek while away from home.



As guests first enter the hotel, they will smell natural scents and live plants, which bring the outside indoors. They will be personally greeted at the Well-come Island with a glass of infused, filtered water at check-in by a team member offering a cool, scented hand towel to wipe away the stress of travel.

The EVEN brand was designed around four distinct components of wellness - Eat Well, Rest Easy, Keep Active and

Accomplish More. Eat Well - The hotel restaurant Cork & Kale™ features healthier eating options in a casual setting or grab-and-go items with clear nutritional labeling so guests do not have to sacrifice taste or nutrition. Rest Easy - Guestrooms are designed for working, relaxing, sleeping and exercising. It features a light and fresh space with several flexible work spaces, power where you need it, and an EVEN branded bedding package including natural eucalyptus linens and providing options for best sleep. Keep Active - Each guestroom is equipped with an in-room fitness offering including equipment and technology options for the guests to choose their preferred work-out routine so they can “work-hard or work-out... all while staying in!” The hotel Athletic Studio is a prominent space just off the lobby with best-in-class equipment and approximately 1,200-square-feet divided into three zones: strength, cardio and mat exercise. Guests also have the option to take cycling or yoga classes, or join a morning run led by the property’s Chief Wellness Officer. Accomplish More - The hotel features flexible public work spaces, free Internet, power/data where you need it, dining and social areas with natural light, live terrariums, and natural outdoor spaces.



## FF&E

The IHG EVEN Hotels design & construction team partnered with the interior design and architectural team of RTKL (Dallas and Miami offices) in designing the Rockville, MD property. The IHG team partnered with the interior design and architectural team of JN+A / HVS (Washington D.C. office) in designing the Norwalk, CT property. Benjamin West purchased for both properties. Some of the primary vendors with whom we have worked since the project inception are Interface, Klem Hospitality, Kohler, and Valley Forge.



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## tvdesign

Noble Investment Group (based in Atlanta, GA) realized that they had a 'diamond in the rough' when they purchased the Hotel Midtown in late 2011. The hotel was built as a Wyndham Garden when it first opened in 1987, but had fallen into disrepair and lost its flag. The location was ideal for a boutique hotel, as it was nestled between the bustling activity of Peachtree Street and the quiet neighborhoods of intown. The size of the property is much smaller than one would typically find in the Hyatt portfolio, but the design team, Owner and Brand came together to transform this 153,000 sf hotel into a unique guest experience within the Brand's portfolio. At 194 keys, the Hyatt Atlanta Midtown has a scale that is very intimate and that intimacy became the inspiration for a project the design team named "The Jewel of Midtown." The interior was designed to take advantage of the small footprint and create spaces that flowed into one another. The lobby seating areas seamlessly transition into the lounge, bar and then restaurant dining, allowing the use of the spaces to expand and contract throughout the day.



## FH Design

The Magnolia St. Louis property will evoke a contemporary tone within the boutique property balancing historic with modernity. Inspiration for the interiors and finishes were drawn from the building's exterior limestone finish and detailing of the dentil molding in the architectural eyebrow. Thoughtful reinstatement and interpretations of these elements were infused throughout the interior spaces in the finishes, colorations, fabrics and furniture detailing.

Modern simplicity and relaxed furniture groupings are set within a palette of weathered tones of neutrals and grays, juxtaposed against the existing leaded glass windows. Accent colors throughout the spaces were extracted from the images evoking a nod to the past in a fresh contemporary format.



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## Fusion Architectural Interior Design

The concept of the design for this project was inspired by its location. When the owner of Kana Hotel Group, an award winning Hotel Development & Management Company based a ½ mile from this hotel site in Knoxville, TN, asked Atlanta based Fusion A. I. Design to create a unique experience for their flagship property, a new 145 rooms Embassy Suites by Hilton hotel, design directors Alice Joseph-Limer and interior architect David Limer seized the opportunity to create a dynamic upscale hotel interior that captures the spirit of its location.

The thriving high tech city of Knoxville nestled in the Great Smoky Mountains with a strong presence of the Tennessee River offers a great blend of urban interest and connection to nature. The design of this project capitalizes on this duality of Knoxville. It is at the same time a contemporary design while expressing the natural elements of the region. This design sensibility is carried throughout the guest experience, from public areas, to the articulated ceiling in the pool and throughout guest levels above. The guest suite design offers a contemporary aesthetic while still providing a comfortable and restful living space.



## designONE studio

The architectural/interior design firm of designONEstudio based in Atlanta has been commissioned to convert an established hotel property in the invigorated Charlotte North Carolina market by re-branding the hotel as the newest Crowne Plaza Hotel in the city. The 300 room, 40 year old hotel is receiving a total conversion and make-over completely gutting the public spaces and re-located meeting and F&B spaces to create a vibrant social lobby featuring the newly relocated bar and lounge. Seeking a European cafe approach to the design, the bar area is partially enclosed with large glass transoms creating an indoor space that opens up to the sweeping layout of the new lobby and restaurant. Various seating styles just outside and throughout allow guests to find comfort whether they need a place for a casual business meeting, dinner with the family, or lounging as the activity of people watching captures them like live theater. A new casual dining experience is being incorporated into and adjacent to the new bar/lounge. The new social ballroom will become one of Charlotte's most sought after social venues as it provides a neutral palate with a bit of sparkle while over-looking the mature landscaping of the exterior courtyard. Marathon Asset Management sought the strong support of the InterContinental Hotel Group (IHG) with management by the experienced Valor Hospitality Group to direct the dramatic transformation of the from the crisply finished exterior to the business travelers' upgraded guestroom appointments. IHG sees this significant conversion and upgraded make-over as a new direction to strongly establish the Crowne Plaza brand in the upper luxury sector of the hotel industry.



# MEMBER HIGHLIGHT ///



## Z-Space Design

Silvia Milic is the Vice President of Z-Space Design Incorporated. Silvia combines her European-roots and real-life American dream to deliver exactly what her hospitality clients want. Working under the late founder, Spiros Zakas, Silvia was taught the ins and outs of the design industry while being very new to the country. A family calling, Silvia grew up in the hospitality industry watching her father in the hotel business. Silvia was born in Bosnia and Herzegovina. She received her degree in civil engineering from the University of Sarajevo. Silvia is quad-lingual and demonstrates the up-most professionalism with her clients.

In her 14 years with Z-Space, Silvia's duties include developing designs, acting as the site supervisor for dozens of projects, coordinating suppliers and contractors to meet her customers' desires. Given her consistent reliability during the ups and downs of any good business, Peter Zakas officially made Silvia a partner of Z-Space in 2009. As she consistently proves, she is able to strike the perfect balance of friendliness with firmness and the ability to remain detail-oriented while focusing on the big picture. Silvia and the Z-Space team have successfully designed over 1,000 hospitality establishments in over 30 states.

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Peter Zakas is the President of Z-Space Design Incorporated, one the very first hospitality design firms to specialize in restaurant and hotel projects for almost 40 years with over 2,000 installations to their credit.

Peter studied architecture and design at Southern Tech University eventually joining his brother as a co-founder in what was once originally known as Zakaspace, in 1975. Peter honed his skills by working with Spiros, his late brother, in design, drafting and acting as the on-site supervisor on hundreds of projects. He also has headed up the procurement division, developed management and marketing skills while learning the ins and outs of the hospitality industry.

Peter's vision for Z-Space is unique to the hospitality design industry by creating enduring, timeless and classic designs that are both emotionally and visually appealing, plus extremely functional and profitable. Along with these lines, Peter has developed a "scientific, big picture vision" for their clients, prior to the detailed design execution. Peter and his team research hotel and restaurant concepts very technically. They begin with studying the demographics, analyzing menu direction, space and traffic flow, plus other crucial elements necessary to provide designs that are ongoing profit centers for the long haul.

In addition, Zakaspace was one of the first design firms in the nation to use CAD when they purchased their first system in the early 80's, now considered a standard tool for most architectural and design firms today.

With offices in Atlanta, GA and Coral Springs, FL, this successful operation has received national attention. Best known for their projects with Lettuce Entertain You, Holiday Inn and Hilton Corporations, Houston's, the Buckhead Life Restaurant Group and the nation's most profitable Hard Rock Café in Myrtle Beach, S. C.

## MEMBER HIGHLIGHT ///

Peter Zakas is the driving force behind his company's straight-forward, personalized and productive approach with clients, suppliers, and contractors, for which Z-Space Design has become synonymous with throughout the industry. His overall career goal is to create, through Z-Space Design, the industry's most successful and innovative hospitality design firm, touching millions of lives through the various projects already completed and those challenges yet to come. The company's track record, of producing successful projects on time and within budget, is due to the efforts of Peter and the Z-Space Design team.

Chicago born, Peter Zakas Jr. started his hospitality endeavor scooping ice cream at the age of 14. Washing dishes, running food, waiting tables, tending bar in both urban and rural markets is what helped him in learning the operations side of the restaurant business which has been an asset in designing restaurants and bars.

That knowledge along with an education from Gwinnett Technical College and continual direction and instruction from his mentors, hospitality design became the focus for his career and the focus of his life. Having inspirations like his father and uncle, who started designing restaurants and hotels almost 40 years ago gave Peter a head start in building a keen knowledge for this fast pace industry. Now with Z-Space Design for five years, Peter has proven to be a valuable team member, proficient in CAD and is already an important influence in Z-Space's designs.

Given the years of his of operational experience, design education and understanding the needs of a growing market, Peter Jr. strives to design each establishment with special care to all clients, attentive reasoning with budgets and ultimately a functional design. Peter is a firm believer in Z-Space's psychology. Restaurants should be a visual experience with the ability to take their customer to another place through its interior design and atmosphere. Peter plans on carrying on that tradition for many more years to come.



# MEMBER HIGHLIGHT ///

Z-Space Design created a new hip, New Orleans influenced, oyster concept for Roswell, GA that brings a fun hang out to an area where fashionable atmosphere is in small doses. With purple floors and a mirrored ceiling, a golden hue glows from the channel letters that spell HUGOS, which produce a warm and very inviting space. Oysters on ice are displayed in front of a glazed black brick back bar and large hand-painted murals cover the walls with a touch of subtle modern class.

Photos by Christopher Hornaday Photography.

Restaurant Owners: Rich Clark & John Schwenk

Designers: Z-Space Design Inc.; Peter Zakas Sr., Silvia Milic & Peter Zakas Jr.

Architect: Francis Allegret



# NEWH/ATLANTA /// TOP 3 ID FIRMS 2014





# PROJECT/// ALOFT ATLANTA ATLANTA, GEORGIA

Interiors:  
blackdog studio

Aloft Atlanta is conversion from Days Inn and is a beautiful example of an adaptive reuse project

**Owner:** Banyan Tree Companies

**Operator:** DeBartolo Development, LLC

**General Contractor:** DeBartolo Construction Services

**Architect:** Mark Campis, Hogan Campis Architects

**Interior Designers:** blackdog studio: Jimmy Miller, IIDA , Hannah Massing, Carolyn Auger Joiner.

The aloft Atlanta project is a great example of adaptive reuse; the former Days Inn hotel was completely gutted inside and out and the new aloft room concept was implemented from top to bottom. The addition of the signature aloft elements including: the 'swoof' roof, WXYZ bar and outdoor pool have helped to re-imagine this once forlorn corner of downtown Atlanta. The interior of all levels were re-built and the exterior completely repainted and refurbished.





**FF&E**

*Artwork in guestrooms, suites and lower lobby:  
Art Initiative, Atlanta.*

*Artwork in the lobby/pool table area is a rotating  
collection from Atlanta area art galleries.*

*Suites furniture: Sky Pad, Steve Slater  
Woodworking, Design within Reach, Genesis  
Lighting.*

*Window treatments in guest tower and lobby:  
Virginia Quilting (VQC).*

*Guestroom casegoods: IMA, SA.*

*Plumbing Fixtures: Kohler.*

*Carpets and Rugs: Interface Hospitality,  
Nourisan.*

*Wall coverings: MDC, Wolf Gordon, Koroseal,  
Forbo Victrex.*

*Guestroom task Chairs: Global Allies*

*Public area furnishings: Sky Pad, Genesis  
Lighting, Illumination Lighting, Emeco, Gandia*

*Blasco/USA, IAP planters, Serralunga USA  
lighting, Top Brass Lighting, LEDS C4- SA,  
Munrod Custom Upholsterers, Tropitone,  
Southern Aluminum, Knoll, Neidhardt Lighting,  
Fixtures Furniture.  
Fabrics: Kravet, Wolf Gordon, Design Tex, S.  
Harris, Unika Vaev, Jaden, Demar Leather,  
Fabricut, Anzea, Maharam.*

# PROJECT /// Sonesta Hotel & Resort Hilton Head, South Carolina

## Interiors: Sims Patrick Studio

There is a lagoon style zero entry pool as well as an indoor/outdoor pool that flows into other outdoor entertaining spaces, cabanas, stylized lounge seating and are sprinkled throughout the rambling paths leading past the lake and to the seashore.

Sims Patrick Studio along with designONE Studio created a modern coastal “one of a kind” resort in Hilton Head Island, South Carolina



The 6 story atrium space that is filled with a sculptural hanging of sea glass, shells and driftwood pieces that when lighted from above fill the lobby with glistening objects that catch your eye. The sculpture is reflected in a dramatic 50 foot high stained wood mirror that is the focal point of the lobby.

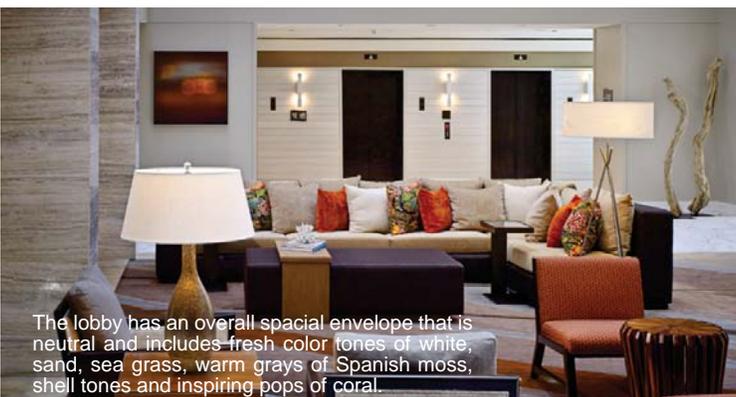
This “one-of-a-kind” resort is a modern coastal interpretation of the South Carolina Low-country, combining the casualness of local architecture and textures of the landscape with streamlined architectural details. The five-story concrete building was \$30 million full renovation of the Public Space Areas and Model Room, 340 Guestrooms, Guest Baths, Guest Corridors, four Hospitality Suites, five Suites, Public Restrooms, renovation of the Ballroom, 20,000 square feet of Meeting Rooms and the Pre-function areas. The neutral overall spacial envelope includes fresh color tones of white, sand, sea grass, warm grays of Spanish moss, shell tones and inspiring pops of coral. Words that help describe the feel of the spaces are: casual elegant charm, natural, weathered coastal landscaping of low shrubs, marsh grasses, palm trees, shells, elements such as birds, and sea grass. The inspiration was to take common things from the surroundings, give them a contemporary edge, and use them in unexpected ways. For instance, the lamps are made of driftwood and much of the porcelain tile is inspired by the wood planks of the board walk. Guests enjoy friendly southern hospitality, breathe in fresh sea air, see lots of beautiful sunsets and relax. This is a place to have a reunion, a wedding, a conference, a family vacation; a place to eat fresh seafood and local vegetables. This is a resort that people will want to return to, where the relaxed elegance that the guests desire pairs beautifully with inspiration from the location.

### Describe the vibe of the project.

Casual coastal modern with a European twist.

### Favorite artwork that was installed?

It's not exactly artwork, but the 50 foot mirror in the atrium lobby space is a major signature item that opens up the 6 story space and reflects the stunning hanging sculpture which features artifacts exaggerated and inspired by native seashells, driftwood, and sea glass from the Island.



The lobby has an overall spacial envelope that is neutral and includes fresh color tones of white, sand, sea grass, warm grays of Spanish moss, shell tones and inspiring pops of coral.



The essence of the bar is casual elegant charm. The inspiration was to take common things from the surroundings such as birds and marsh grass and give them a contemporary edge and to use them in unexpected ways.

**What's the coolest feature of the project?**

The connection of the interior spaces with the exterior spaces! We have created open and covered terraces overlooking the beautiful sculptural pool for dining. There is flexibility with a variety of outdoor rooms intended for large parties or an intimate cabana space. These are sprinkled throughout the property.

**Any funny or memorable moments during this project?**

Completing the entire project including a model room within a year made for a roller coaster ride!

**What's your process for working to discover the design direction with the client?**

We do an incredible amount of research about the site, the city, the local food, the music and entertainment, the local history, landmarks, wildlife and native plants, the targeted market, and the other hotel options available. All of these items along with the existing conditions, the Owner's functional program, and goals for budget and schedule drive us to our solutions!



To carry the modern coastal feeling into the guest rooms, signature furniture pieces were created to use as a backdrop for the crisp white bedding. There is a play of contrast with a dark gray basket weave carpet and bright white textural wallcovering, ceilings and lighting. Accents of orange and coral in the accessories and artwork work together to tie the guest room and bathroom together.

**Guest Rooms:**  
*Kimball Hospitality - Case Goods*  
*Chapman Lighting - Lighting Package*  
*Signature Hospitality - Carpet*  
*Global Allies - Task Chair*  
*Charter - Upholstery*  
*Soho - Artwork*  
*CDI - Window treatments, shower curtains*  
*Wolf Gordon - Wall Coverings*  
*Majestic - Vanity Mirror*  
**Public Space:**  
*Soho Myriad - Artwork package*  
*Janus et CIE - Indoor & outdoor furniture*  
*iWorks - Custom lighting*  
*Charter - Upholstered furniture*  
*Eykon - Wall covering*

*Troy Wesnidge - Organic bar*  
*Ulster - Carpet*  
*Tucci - Outdoor furniture*  
*Mark David - Upholstered furniture*  
*Corn Upholstery - Upholstered furniture*  
*Eric Brand - Furniture*  
*Kannoa - Outdoor furniture*  
*Lily Jack - Furniture*  
*Royal Custom Design - Furniture / Upholstery*  
**Fabric:**  
*Swavell Mill Creek*  
*Donghua*  
*F. Schumacher*  
*Brentano*  
*ArcCom*  
*HBF Textiles*  
*Reid Witlin, Ltd.*  
*Sina Pearson Textiles*  
*Valley Forge*



The pristine lobby gradually transitions, as a guest walks through the hotel, to a more casual feel all the way to the hurricane-proof pavilion with rough-hewn timbers that can be dressed up for a town and country wedding. The idea is for the interior spaces to flow into the outdoor space to become an exterior version of what is happening inside.

**Owners**  
*Bill Sheehan*  
*Chairman & CEO*  
*Sonesta Hotels & Resorts*  
*John Murraray*  
*President & COO*  
*Hospitality Properties*  
**Trust**  
**Management**  
*Tracy Koneski*  
*Senior Project Manager*  
*Pace Management*  
*Michael Hayden*  
*Principal*  
*Hayden Management*  
**Services**  
**Brand**  
*Sonesta Hotels & Resorts*  
**Purchaser**  
*Bridget Rooks*  
**Project Manager**  
*Benjamin West*  
**Interior Design Team**  
*Libby Patrick*  
**President/Principal in Charge**  
*Sims Patrick Studio*  
*Jenny Rutledge*

**Vice President of Design & Construction**  
*Sims Patrick Studio*  
*Melissa Wylie*  
**Vice President of Design & Operations**  
*Sims Patrick Studio*  
*Jennifer Davis*  
**Project Designer**  
*Sims Patrick Studio*  
*Soleil Smith*  
**Project Designer**  
*Sims Patrick Studio*  
*Shyam Ketkar*  
**Interior Architecture**  
*Sims Patrick Studio*  
**Architect**  
*Daniel Waterman*  
**Principal**  
*designONE Studio*  
**Contractor**  
**Public Space - Winter Construction**  
*Guest Tower - S & A Industries*  
**Electric & Mechanical Engineers**  
*KLG, LLC*



**PROJECT ///  
The Anza hotel  
Calabass,  
California**

**Interiors:  
CMMI**

A sophisticated boutique hotel renovation in sunny Calabass, California by CMMI



The Anza hotel opened in the spring of 2013 following a \$6 million renovation. Located in Calabasas, California, this is the first independent boutique hotel for the affluent Los Angeles suburb. Extensive renovations to both the exterior and the interior of the hotel offer guests a casual and sophisticated vibe without being overly trendy. The fresh design aesthetic blends the style of Los Angeles with the quaintness of Old Town Calabasas.



CMMI provided design services for every area of the hotel. The porte cochere features a new stone surround and new furnishings at the entry doors. The lobby space has been completely transformed with new wood flooring, a large decorative ottoman in the entry, and a decorative screen acting as the focal point for guests when they enter. A blue wall behind the front desk adds a pop of color that also accents the fireplace. The lobby area also features a living room with several seating zones for reading or work, meetings, socializing and cocktails. The Graze Bistro & Bar is available for breakfast and dinner and transforms to a bar in the evening.



The oversized guestrooms, averaging 400 square feet, offer guests a residential feel with a color palette of gold and browns with blue accents. The foyer area features a tile floor which carries into the bathroom with a sleek walk in shower, a new vanity and a backlit vanity mirror. A wide selection of textures and subtle patterns play off each other and add richness to the design.

The pool area was updated to include new cabanas, a fire pit, furnishings and a trellis that provides shade and privacy.

*Owner - Channel West Group and Arris Investments, LLC  
 Operator - Evolution Hospitality  
 Project Manager - John Hardy Group  
 Architect and Interior Designer - CMMI, Inc.  
 Contractor - Comren, Inc.  
 Purchasing Agent - Carter & Associates  
 Casegoods - Guestrooms: Klem Furniture Public Areas:  
 Beverly Furniture, Collins Classic Furniture, All Wood  
 Treasures, D Style.  
 Carpet - Guestrooms: Exisiting Lobby: Masland  
 Lighting - Guestrooms: Staiart Public Areas: Entry: Bloom  
 Lighting, Lobby Chandelier Fontana Arte, Bar Pendants:  
 Tech Lighting  
 Wallcovering - Guestrooms: Paint used Public Area: Eykon  
 and Versa  
 Artwork - Guestrooms: Frame it for Less Public Areas: DAC  
 Tile - Guestrooms: Meridian Stone Lobby: Ceramic  
 Technics  
 Furniture - See casegoods. Pool: Neoteric  
 Upholstery - Guestrooms: Chair Choice Public Areas:  
 Andreau World, Mitchell Gold + Bob Williams, Blue Leaf.*



# PRODUCT KNOW HOW



## Luxurious Linear Drains

Mysteriously absent for a few hundred years or so, it wasn't until 2009 when the linear trench drain shower finally touched down on U.S. soil, setting off a whirlwind trend that swept clear across the country in a matter of months. Powered by a perfect storm of indisputable benefits for everyone involved in the process, the hospitality industry in particular grabbed hold of this rejuvenating style to find sweet new design freedom and remarkably more appealing showers featuring modern design linear drains.



Now before we delve too deeply into this topic, it's appropriate to note that hospitality designers can't create these new modern showers with just a pencil and sheet of fancy paper. And luckily for members of the NEHW, Atlanta Chapter, that will never be a concern. Why just down the road happens to be Atlanta-based LUXE Linear Drains, recognized as one of the most dynamic producers of architectural-grade, 100% stainless steel linear drains in the world.



With all that being said, the introduction of linear drains has had a profound impact on hospitality design. While there's plenty of average, 75 room hotels, many current day casino resort hotels can feature as many as 500. The added importance for hospitality brands to be concerned with design appeal has also help fuel this category, including the hugely explosive trend of tub-to-shower conversions that many top existing hotels underwent. There's also some truth to support the linear shower drain trend had



the new modern traveler in mind. Just ask yourself when the last time you felt compelled to hop in the old tan hotel basin for a relaxing bubble bath. And besides, who has time for such pleasures these days.

LUXE Linear Drains features a complete collection of decorative linear, pattern grid and tile insert drains that represent the perfect choice for a new, stylish, wetroom design. LUXE Linear Drains address another ultra-critical issue regarding the required percentage of guest rooms with zero-threshold, easy to enter and exit barrier-free custom showers for the disabled or those confined to a wheelchair. And remember, hospitality settings also require a corresponding percentage of roll-in-showers in order to fully comply with Title III of the ADA requirements.

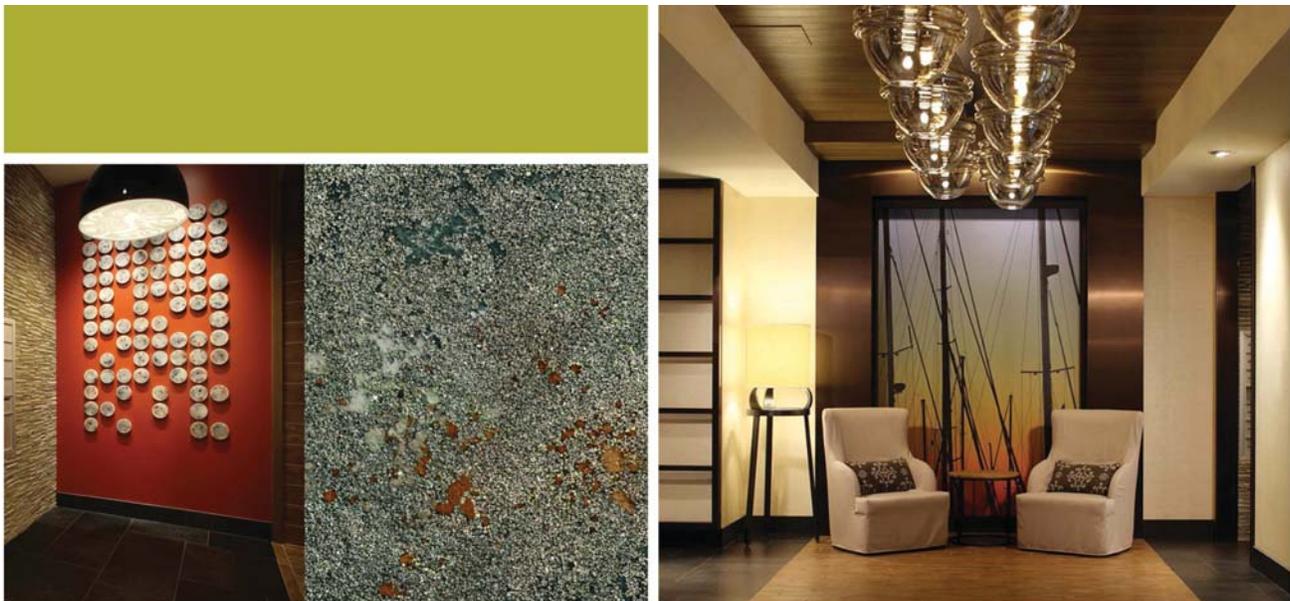
Based in Atlanta, Georgia, LUXE Linear Drains produces an award-winning complete collection of architectural-grade, 100% stainless steel modern design linear drains in decorative, pattern grid and tile insert drains that are universally designed to include a welded, 2" diameter central outlet that simply replaces the strainer and flange in any standard clamped down shower floor.

LUXE Linear Drains is owned and operated out of Atlanta by Mr. Joe Phillips. Please contact [sales@luxelineardrains.com](mailto:sales@luxelineardrains.com) or call 877.398.8110. [www.lineardrains.com](http://www.lineardrains.com)

LUXE Linear Drains, P.O. Box 8064, Atlanta, Georgia 31106. Call 877.398.8110

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Eric Carson is the Director of Blueprint Global Media, is a full-service public relations, marketing and social media agency dedicated to the architectural building products and projects industry, offering more than a decade of in-depth experience representing top brands from around the world. He can be reached at [epc@blueprintglobalmedia.com](mailto:epc@blueprintglobalmedia.com) or by calling 207.317.3775.



*Designer: R.D. Jones Project: Park Lane Seaport Apartments Boston, Massachusetts*



**Faulkner+Locke**  
Art Consultants

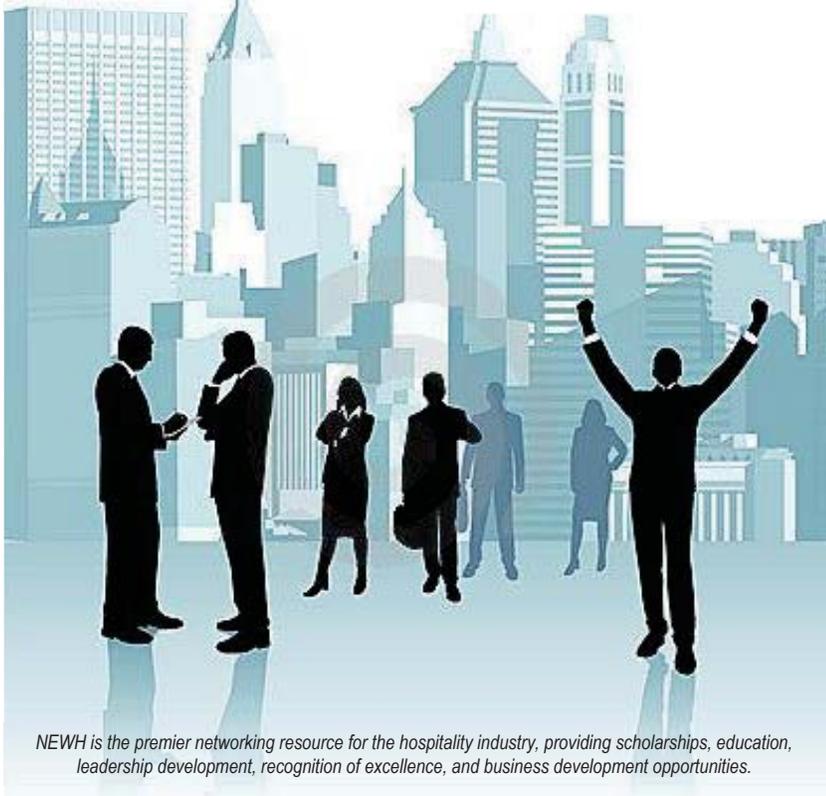
Faulkner+Locke Inc. 739 Trabert Avenue, Suite B, Atlanta, GA 30318 404.367.8300  
[www.faulknerlocke.com](http://www.faulknerlocke.com)

Don't forget to check out the NEWH Atlanta Chapter website as well as our FaceBook page for the most up to date info on all of our events and to see more great pics!

[www.newh.org/atlanta](http://www.newh.org/atlanta)

The image shows two overlapping screenshots. The top one is the NEWH Atlanta Chapter website, featuring a navigation menu with links like HOME, NEWS, CHAPTERS, EDUCATION, RESOURCES, CONNECT, EVENTS, and SUSTAINABILITY. It also displays a 'Thank You Chapter Sponsors' section with logos for Electric Mirror and Fabricu' Contract. The bottom screenshot is the Facebook page for NEWH/Atlanta, showing a list of events for October, November, and December, including the 'NEWH Atlanta Annual Golf Event' and the 'Atlanta NEWH Holiday Soiree'.

## Atlanta NEWH CALENDAR OF EVENTS 2014



*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

- JAN Board Training Retreat
- FEB Preserving Place
- MAR\* Scholarship Awards Gala
- APR\* Tradeshow After Party + CEU
- MAY Month off
- JUN\* Bowling Event
- JUL Summer Series Tour
- AUG Summer Series Tour
- SEP Summer Series Tour
- OCT\* Golf (Scholarship Fundraiser)
- NOV Month off
- DEC\* Holiday Soiree

*\*Sponsorship Opportunities are available. All dates, venues, locations, etc. are subject to change at anytime throughout the year.*

Atlanta  
**NEWH**  
 The Hospitality Industry Network

Contact the Programming Director of your Atlanta NEWH Chapter for more information and/or  
 \*Sponsorship Opportunities: [atlnewh@gmail.com](mailto:atlnewh@gmail.com)