FACES OF NEWH // Rob Veluz, Bill Rooney Studio

Tell us how you got into hospitality design.
My design career started out in a different capacity, as a sales and marketing associate at Gettys, a hospitality design and procurement firm based in Chicago. I was so intrigued by what was happening on the design side of the office that it made me want to pursue a career change. After leaving the firm to go back to school, they hired me back as a full-time intern. I was drawn to the hospitality design side of the office that it made me want to pursue a career change.

Tell us how you got into hospitality design today?
I do not see trends or themes in hospitality design today. I do see more lobby plans becoming more dynamic, multi-use spaces. It’s not only for checking in/out but also for formal and casual talks, as wifi-ready working spaces, and a place to have a drink or maybe a bite to eat.

Do you see any trends or themes in hospitality design today?
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What was the inspiration for the fabulous new Residence Inn and Courtyard by Marriott Central Park?
The energy, the rich culture and the people of NYC were our inspirations. The goal was to create two distinct experience for each of the hotels. Bill Rooney Studio created two distinct experience for each of the hotels in this iconic tower: the Courtyard has a modern aesthetic and bolder color palette for the business and guest travelers, while the Residence Inn has tasteful, residential-like details and a refined color scheme for the extended-stay guests.

What are some of your favorite hotels, restaurants or spaces in NYC?
There are so many. The grandeur of the Plaza Hotel, the design of the Seagram Building. NoMad, and cocktails at the bar at the iconic Four Seasons Restaurant in the Peninsula Suite (a Bill Rooney Studio project), dining in the Library at the New York Public Library, and the Culture Club at the Seagram Building.

Do you see any rituals or habits to help inspire or ideate when working on a new project?
As an interior designer, rituals and habits are not always possible. However, I try to always do research, visit hotels, and go to events to learn about trends. I try to always do research, visit hotels, and go to events to learn about trends.

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What were you majoring in before you started your hospitality design career?
I was a marketing major before I started my hospitality design career.