



Lorraine Francis, AIA, LEED BD+C

Design Principal

CADIZ Collaboration

As Design Principal for Cadiz Collaboration, Lorraine Francis has worked in the Hospitality Industry for over 20 years, leading and setting design direction for a multitude of hotel projects.

At her previous firm Gensler, she was the Regional Director of Hospitality Interiors for 5 years and an integral member of Gensler's regional and firmwide Hospitality practice area. She is an award-winning author and widely respected within the Hospitality community. Lorraine brings to her work a large breadth of interior and architectural project expertise working with major and boutique hotel brands like, Hard Rock Hotel & Marriott (Luxury Collection, Marriott, Westin & Sheraton), Belamar Hotel, Tova Hotel and Xanterra Resorts. Currently, she is working on projects with Cambria Hotels, Marriott RI @ LA Live & several high-end residential clients. Creativity, problem-solving, interaction, continuous learning, and innovation are the driving forces of Lorraine's work. She aims to create solutions that inspire and bring purpose to each space.

She recently completed a research passion project: "Biophilic Design- The ROI for the guest experience" in collaboration with Terrapin Bright Green & Interface. Other research includes: effects of Airbnb in Hospitality, Textile Performance and Design Science and currently focusing on Modular Building in Hospitality.

In addition, she is a pioneer of the Hospitality industry's sustainability movement. She launched Hotels+Green, a platform where she led monthly podcast regarding sustainability best practices. She often speaks at industry events including Green Lodging, BDNY, HD Expo, Hotec, Bitac & NEWH Green Voices.

Cadiz Collaboration provides architectural, interior design and green consulting services. We work together with our clients to conceive, plan and execute distinguished hotel, to produce enduring designs that exceed our clients' expectations. Designing successful hotels, spas and restaurants is our mission. Our projects create beauty, functionality and are profitable to our clients.

In 2019, Lorraine also launched Cadiz Design Build a sister company focused on High-End Residential design and construction.

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