



## HBA London Announces Launch of The Gallery

### World-leading hospitality design practice forms company to focus on individually creative solutions for hotels and resorts

(London, UK – 18 May, 2011) HBA, one of the world's largest hospitality design firms, has announced the formation of The Gallery, an HBA Company which will focus exclusively on high-concept, bespoke projects for clients seeking to achieve a unique guest experience. Based in HBA's London studio, The Gallery will work throughout Europe, Asia and the Middle East creating and delivering original interior environments that interpret the spirit of the age afresh each time.

The Gallery, under the direction of Inge Moore, Principal of HBA London, comprises a truly international team of like-minded creative individuals, hand-picked for the particular creativity, energy and experience that they each contribute to the design process.



InterContinental Phoenicia Beirut, Améthyste Terrace



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Inge explains: "The team embraces design as a lifestyle rather than an occupation. We are globe trotters, fashion lovers and artists, as well as interior designers, and our work is informed by the art of

living well, not by stylistic trends. The Gallery emerged as a way of working, a philosophy towards design, as we increasingly won more boutique-style projects. As HBA London, we will continue as much as ever before to handle large international hotel projects and will feel privileged to do so. Alongside this, The Gallery will have its own specific language suited to one-off and possibly cutting-edge design opportunities.”



ESPA Istanbul EDITION:

Reception



Treatment Room Lighting



Reception Lobby Crystals



Changing Room Lighting

Fundamental to The Gallery's approach will be the development of a narrative – a framework for the design concept and a source for the design details which together elicit an emotional reaction to the environment and create a process of discovery for the guest. This narrative may be extended by The Gallery beyond the interiors into products, books and other accessories to complete the guest experience.

“It's about realising the story in a way that is delightful, enriching and relevant,” says Inge. “To do this well you actually need a lot of specialist experience, as well as imagination, and you need more resources, not fewer. We are extremely fortunate to have the umbrella of HBA with its four decades of luxury hotel design around the globe combined with our niche Gallery team so that we can offer the best of both worlds to our clients. Professional efficiency and ‘know-how’ together with a truly customised approach.”

An initial project designed by The Gallery is the InterContinental Phoenicia Beirut, where it created the stunning Améthyste chill-out poolside lounge in a style which reflects the city's relaxed, cosmopolitan vibe. It has also just completed the ESPA at The Istanbul EDITION, where the time-honoured rituals of the hammam have been interpreted in a contemporary style with a colour palette influenced by the

exotic spices and textiles of the Turkish culture. Elements of surprise, such as the snow-filled ice room, have helped elevate the spa to being a truly exceptional experience.

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## **Note to Editors**

### **About HBA**

HBA creates inspired, brand-defining hospitality design experiences that are a fusion of tradition and innovation, craft and cutting-edge. The company's portfolio spans more than 80 countries and, from 13 studios around the world, its designers blend incomparable industry experience with a passion for artistic exploration. By expanding the aesthetic envelope, HBA develops strong, inspired identities that set new standards for luxury and comfort.

HBA London's current and recent projects include: Mena House Oberoi in Cairo; Banyan Tree villas, Sveti Marko, Montenegro; St Regis Rome; Alfonso XIII Seville; Grand Hyatt Cologne; Hilton Schipol Airport; Heckfield Place, Hampshire, UK; Fairmont Nile City, Egypt; ESPA at the Edition Istanbul. The studio is housed in a former theatre in London's Notting Hill Gate. For more information, visit [www.HBAdesign.com](http://www.HBAdesign.com)

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