



## High-Praise for The Gallery at HBA London

**(London, UK – 21 October, 2011)** HBA London has recently won and been shortlisted in three awards programs for hospitality projects created by The Gallery, the salon within the interior design practice which focuses exclusively on high-concept, bespoke schemes for clients seeking to achieve one-of-a kind guest experiences.



Améthyste, InterContinental Phoenicia Beirut



Pool Cinema Shisha Chill-Out Lounge

### SBID International Design Awards 2011

HBA London's design of the restaurant and cocktail bar Améthyste at the InterContinental Phoenicia in Beirut was honoured with the top prize as Overall Winner in the SBID Awards (Society of British Interior Design). Once known as the "Paris of the Middle East", Beirut's resurgence as a glitzy and vibrant destination is epitomised by The Gallery's transformation of this once-famous hot-spot into a brilliant new destination. Nostalgic aspects, such as the poolside projection of vintage black and white films depicting Beirut's legendary panache, have been layered with a "story" derived from the 1001 Arabian Nights folk tales and the amethyst stone. "We were instantly captivated with the jewel-toned purple colour that seemed prevalent throughout various illustrations and interpretations

of the tales,” says Inge Moore, Principal of HBA London. “Thus, purple became our signature colour and everything started to work around this element”.

In addition, the team’s design of the ESPA at the Istanbul Edition was shortlisted in the Best Interior Design, Best Commercial Design and Overall Winner categories. The first SBID International Awards 2011 ceremony was held at design exhibition Maison & Objet in Paris last month.



ESPA at the Istanbul EDITION - VIP Jacuzzi Lounge Hammam Scrub Room Lighting

## **European Hotel Design Awards 2011**

The ESPA at the Istanbul EDITION has been shortlisted in the Spa, Health and Leisure category of the European Hotel Design Awards, an international celebration of excellence in European hotel design and architecture. As a brand that prides itself on providing guests with unique experiences, EDITION Hotels granted The Gallery full reign to develop an imaginative design for its ESPA.

The design brief given to the team was to provide a contemporary, atmospheric and masculine interpretation of a traditional Turkish spa. Throughout the ages, the architecture of hammams has featured a dome with star-shaped cut-outs which filter the natural light. The spa’s concept was inspired by the dramatically layered shadows cast by these, becoming the thread which weaves together the design details.

The European Hotel Design Awards ceremony will take place on 22 November, 2011, at the Park Plaza Westminster Bridge in London as part of The Sleep Event, the only event of its kind in Europe combining a conference, exhibition and awards programme all dedicated to hotel design, development and investment.



Fairmont Nile City, Cairo – Onyx Lounge Lobby

### **FX Design Awards 2011**

The ESPA at the Istanbul EDITION has also been shortlisted as a Leisure or Entertainment Venue for the FX Design Awards 2011, while the Fairmont Nile City, Cairo, has been named a finalist in the programme's Hotel category. The interior architecture of the Fairmont Nile City, Cairo, connects the Nile's natural beauty with Egypt's ancient and modern forms, imbuing the hotel with a dramatic and timeless mystique. The Gallery was engaged to create a sophisticated environment suited for the world traveller that evokes the romantic Cairo of the Twenties. To that end, the design team delivered a comprehensive present-day retelling of the Deco period in Cairo, giving guests the sense of having stepped out of time into an altogether complete moment that makes the finest examples of the period relevant in the present.

The hotel is home to one of the most distinctive and cohesive commercial collections of contemporary Egyptian art anywhere. Sourced with the help of consultants from a major Cairo gallery, the works have been carefully planned, collected and commissioned from international prize-winning painters and sculptors whose pieces are featured in important collections around the world. The FX Design Awards programme recognises the very best interior products and projects as entered by international design talent and will culminate in an awards ceremony on 29 November, 2011, at the Grosvenor House Hotel in London.

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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 other current and recent projects include: St. Regis Rome; Alfonso XIII Seville; Ritz-Carlton Spa by ESPA, ICC Hong Kong; Jumeirah Carlton Tower, London; Raffles Istanbul Zorlu Center; Westhofen Spa and Resort, Frankfurt; Kempinski Minsk, Belarus; Alpina Gstaad, Switzerland; Waldorf Astoria, Ras al-Khaimah, U.A.E; Mena House Oberoi in Cairo; Banyan Tree villas, Sveti Marko, Montenegro; Grand Hyatt Cologne; Hilton Schipol Airport; and Heckfield Place, Hampshire, UK. 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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