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Hotel Design

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for small firms

Spotlight on
DiLeonardo International

East meets West
at Mandarin Oriental Boston

TORTUGA BAY
PUNTA CANA, DOMINICAN REPUBLIC

Therese Virserius

Therese Virserius enjoys exploring. Whether it be discovering ancient works at the museum, walks through nature or traveling to new regions and discovering new cultures, the interior designer gets her best inspiration from exploration.

This trait plays out accordingly in her design. Simply walking into a hotel lobby designed by the Therese Virserius Design team won't give a guest the full effect.



Therese Virserius
Founder and owner
theresevirseriusdesign.com

To truly appreciate the design, visitors must explore the ins and outs, the nooks and crannies, discovering layers upon layers of creativity.

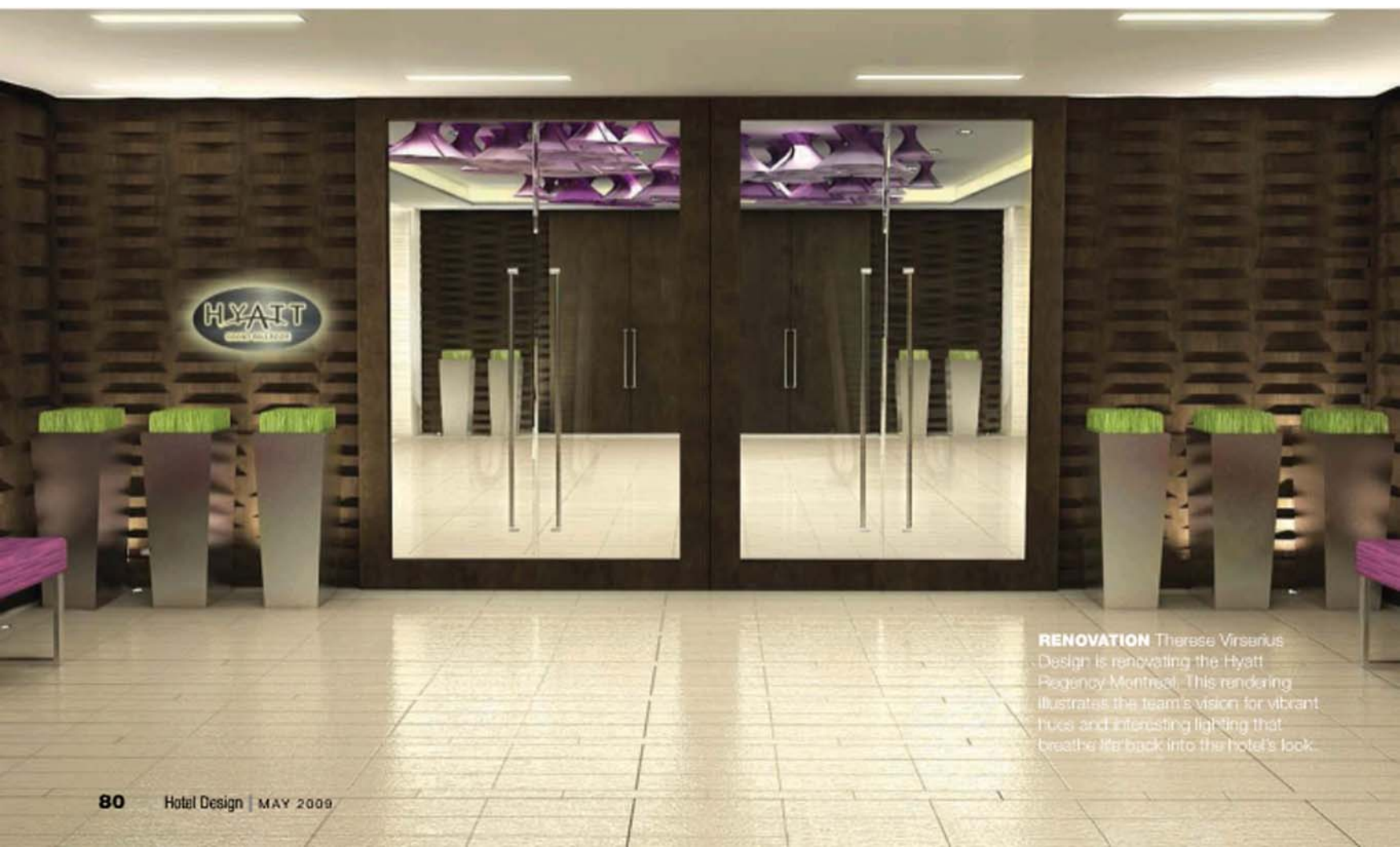
"Seeing everything blatantly up front is, in my opinion, very visually flat and uninteresting," Virserius says. "We enjoy the use of saturated, bold colors as they have an amazing impact in a space. Of course, this creates juxtaposition to the subtle points, which we also like."

Virserius says she enjoys working playful and interactive pieces into her public space design because they get visitors smiling and dictate how people congregate.

"It impacts them on a more personal level," she says.

Q. How would you describe your design style?

A. Eclectic, layered, bold, playful and trans-cultural.



RENOVATION Therese Virserius Design is renovating the Hyatt Regency Montreal. This rendering illustrates the team's vision for vibrant hues and interesting lighting that breathe life back into the hotel's look.

up close & personal

Q. What was your most important business lesson learned?

A. Always trust your gut feeling and pick your battles wisely.

Q. Where will hotel design be in 10 years?

A. Sustainable design will be part of the DNA and not merely a novelty and aspiration. Technology and maybe nanotechnology will be incorporated into the designs. As a result, the designer will have to truly understand the guest segments and the cultural environment they are operating in to be successful. Hotels will have to achieve greater flexibility to assess and personalize the guest experience further with design. As a result, guests will ask for more personalized styles in terms of the design experience.

Q. Who is your favorite hotel designer? What is your favorite property?

A. Jean-Michel Gathy at Denniston; favorite property is hard to single out, but I adore the Aman Resorts. They are both amazing and completely embrace their natural surroundings through sensitive interior design. It's like one stepped into a history book and re-lived the time and the space it was created in, but with all the modern amenities.

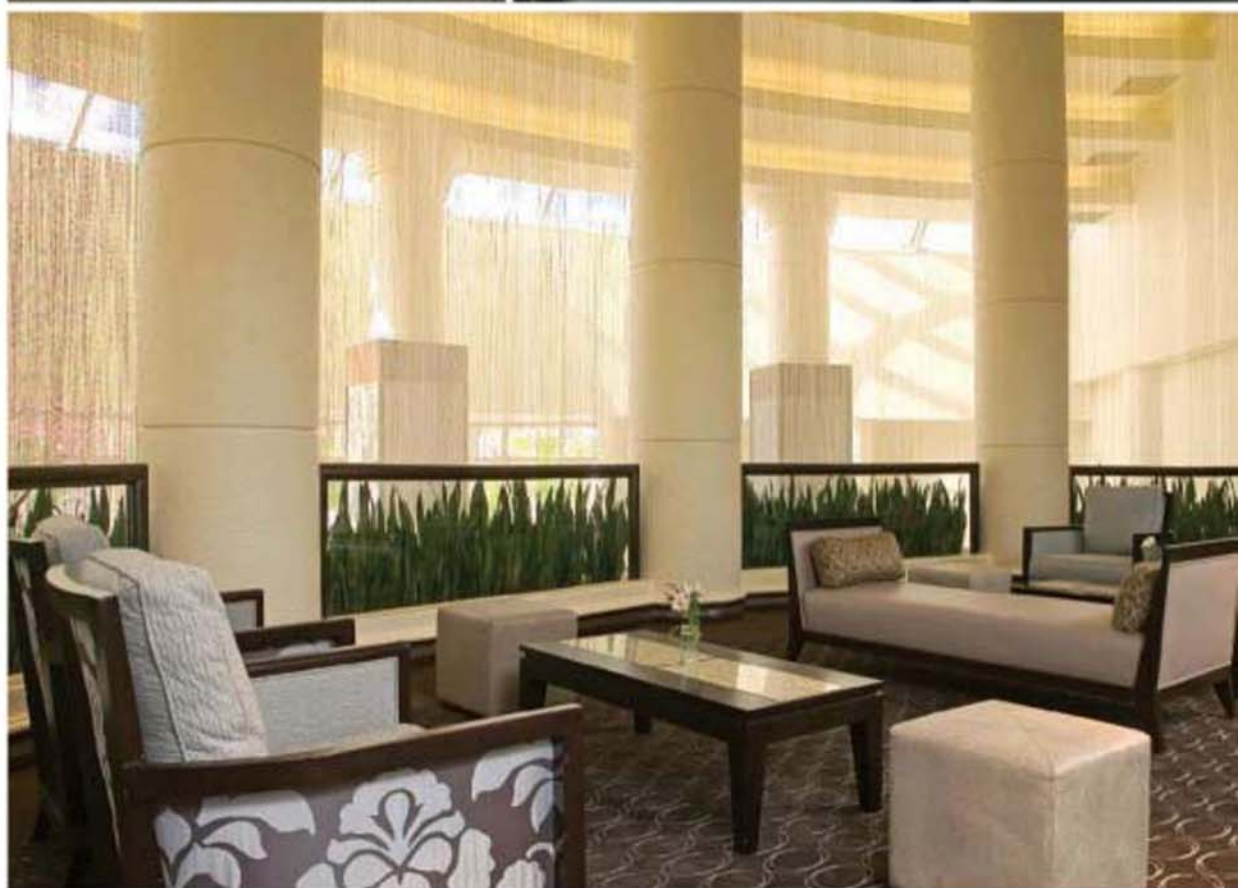
Q. Describe the perfect client. The worst?

A. The best client knows his limitations and understands he is hiring a firm because he recognizes the need to bring in an experienced professional to create that certain feel or mood within the hotel/restaurant/lounge.



MICHAEL KLEINBERG

ELEGANCE These Virserius Design renovated the guestrooms and public spaces of The Westin Fort Lauderdale (Fla.). Pictured is one of the hotel's junior suites and (below) its prefunction lobby located on the second floor.



The best client also is willing to take a risk.

The worst client is the one who does not give you any creative freedom.

Q. When you have the chance to relax and unwind, how do you do it?

A. It's rare, but I enjoy cook-

ing and having guests over for dinner. I really love to entertain and have great conversations with my family and friends.

—Jason Q. Freed