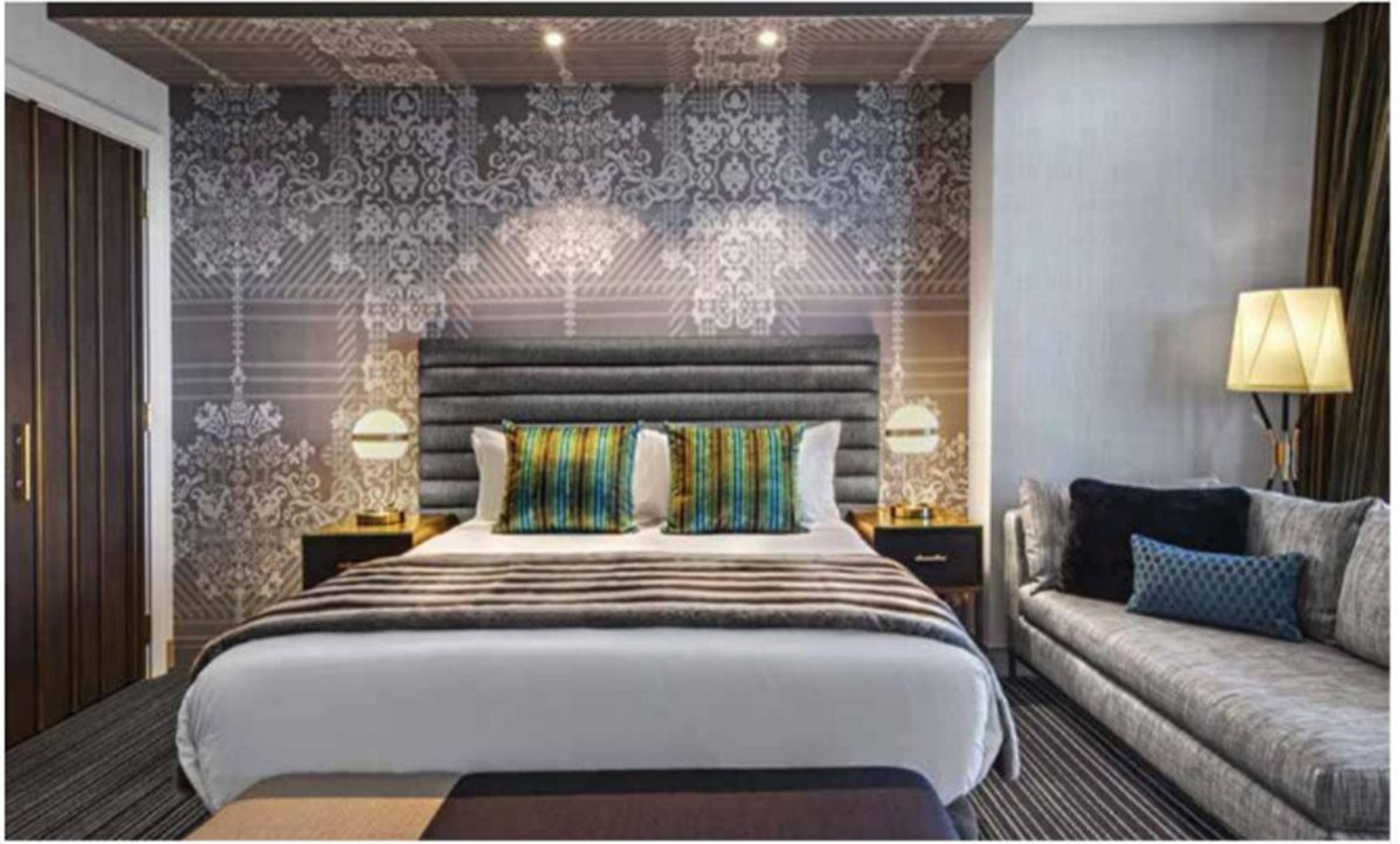




THERESE VIRSERIUS

VIRSERIUS STUDIO

Therese Virserius has been setting standards for design excellence for fifteen years. Her diverse educational and professional experiences, as well as her extensive travels, have allowed her to provide a unique understanding and perspective of the global interior design landscape. She continually leverages these strengths to create lifestyle spaces that push boundaries, create lasting moments for guests and ensure success for clients.



Therese was born and raised in Helsingborg, Sweden. With a bachelor's degree in Mandarin, and an undergraduate degree in law, she began her career in Shanghai, China, working in business and logistics management with IKEA. In 2000 Therese moved to New York City where she got a degree in interior design from NYSID. She also began working with Jeffrey Beers International and continued there upon graduation, working on several high-profile projects such as Olive in Bellagio in Las Vegas, Tabu at MGM in Las Vegas as well as Hilton Tokyo.

In 2003 Therese founded Therese Virserius Design and quickly developed a reputation for envelope-pushing design with keen attention to detail on such projects as CityCenter, Las Vegas; Bar Vdara in Las Vegas and Hyatt Regency Montreal. By 2013, with several global projects under her belt, the firm expanded and rebranded: Therese's sister, Regina, joined as creative director to head up the new Paris office, and TVD became Virserius Studio.

Today, Therese leads a global team of designers, architects and artists, all dedicated to successfully transforming spaces around the world and providing superior guest experiences. When asked what makes Virserius Studio stand out, Therese says, "With us, everything you can imagine is real. We love to create together, to share knowledge and experience, we are emotionally connected, and we love the challenge to put together making a dream into a reality. We look for the surprise and the unexpected. We are bold, curious and funny."

How would you describe your personal interior design style?

My personal interior design style is eclectic, surprising, layered, warm and welcoming.

Where does your design inspiration come from?

Because of our global portfolio of clients, I travel extensively all over the world. Much of my design inspiration comes from freely immersing myself in different cultures: through food, wine, language, and local experiences

that engage my senses. I also love exploring nature and try to take a walk through a park or a dip in the sea any chance I get. Art is also key for me, and I draw inspiration from everything from dramatic theatre staging to street art.

What products/services could you not live without when designing?

I couldn't live without color, materials like stone and wood, fabrics, or upholstery. But, quite honestly, I really couldn't live without light, because without light, the rest doesn't really matter, does it?

In what direction do you feel that design is moving towards in a general sense?

In general terms, what I have noticed when travelling is that the scale of spaces I see is getting smaller, more intimate, layered, cozy and warm.

Name five key themes to consider when approaching design in the future:

1. The client – of course, working closely with them to develop their vision and ensure the project's success.
2. Narrative – each space must tell a story and invite the guest to take part, like characters in a play.
3. Atmosphere – The atmosphere fills in the pieces necessary to realize the narrative.
4. Target Market – what does our guest want, like, and expect during their stay?
5. Location – how can the local community be involved?

If you could offer one piece of advice when it comes to product design, what would it be?

For product design, it is crucial that you understand scale. For interior design, one of the key pieces of advice is to listen to the client, but to also have the knowledge, understanding and guts to follow your creative instinct.

How important are The Design Awards as recognition of talent and achievement?

The Design Awards are a world-renowned industry accolade. To be recognized for stellar achievement in our craft by a jury of peers and leaders is a tremendous honour.

What projects are you currently working on?

We just completed the overhaul of 3,000 guest rooms and suites at The Cosmopolitan Las Vegas, which was a big deal on the Vegas Strip and for Virserius Studio. It was a great undertaking, making something so large feel intimate.

On the opposite scale, we are also working on a completely new construction and design at The Ray in Florida. It's a smaller project, 300 rooms, but everything will be custom – the lobby, bar lounge, guestrooms, event spaces, play spaces, and rooftop that belongs to event space. Our concept is to make it feel like a flowing complete experience.

Our design of the Exhale Spa in the Manhattan and Hamptons locations marks our entry into the wellness space, which we are excited about. Wellness is no longer just going to a dark, dull place, it involves accessibility and being a part of a like-minded community. We redesigned the spa and fitness studio as well as the retail spaces.

What are your aims and goals for the next twelve months?

To continue cultivating meaningful relationships with ownership and brands, and dive deeper into those relationships to find new ways to work together, ideally to collaborate and be part of the development of full-circle projects from concept to completion.

Final thoughts...

Your favourite place to travel to in the world? Italy, especially along the Amalfi coast

Your most treasured possession?

Honestly, time – you can never get it back, so it must be treasured, every single moment. But I also love my art collection!

Any final thoughts?

I believe that being in this world of interior design requires you to be an artist, but it also pushes you to understand and master the balance between artistry and operations.



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INTERIOR ARCHITECTURE + DESIGN

