

# hospitality design

october 2016 [hospitalitydesign.com](http://hospitalitydesign.com)

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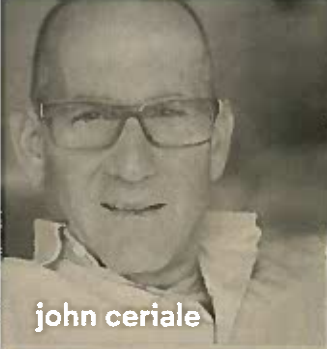
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HID Expo  
hospitality design event





john cerialo



PLATINUM  
CIRCLE  
2016



tom colicchio



By MICHAEL ADAMS



kit and tim kemp



Recognizing four with *HD's* highest honor for their lasting industry impact; plus Jeffrey Beers International for 30 years of influence, and Clodagh's philanthropic mission



hd.visionary award: jeffrey beers international



manfred steinfeld humanitarian award: clodagh







# hd visionary award jeffrey beers



Jeffrey Beers (center) works with some of his team in his New York office



db bistro moderne in New York

**First design inklings:** As a teenager, I was fascinated with the design and was captivated by the grand and imposing buildings I would visit in Europe during my travels with my parents. During my junior year of high school I was a lifeguard at a local pool and there I met a student from [Brooklyn, New York's] Pratt Institute, who I would meet on campus and absorb myself in his design projects and studies.

**Influential mentors:** Dale Chihuly, Oscar Niemeyer, and I.M. Pei

**First hospitality project:** [While working for I.M. Pei] I was sent to Singapore for the design and construction of Raffles Hotel. While there I was asked to design the public and hospitality spaces for the neighboring Raffles hotel, and I enjoyed it. Upon my return to New York, I planned to take time off but instead found myself thrown into the world of hospitality design.

**Breakthrough moment:** I was at a party [in the 1980s] and met restaurateur Philip Clarke, famous today as the owner of P.J.



The spa lobby at the Ritz-Carlton San Juan, Puerto Rico

Clarke's, who had just acquired a very long (200 foot) and very narrow (33 foot) space on Broadway. He had no idea what to do with it, and I suggested he build the longest bar in New York, stretching from Broadway to Mercer. That was Bar Lui, and its success in the 1980s opened the door [for me].

**Industry changes:** The '80s marked the beginning of hospitality spaces as theaters. In F&B, chef Wolfgang Puck and his [former] wife Barbara Lazaroff pioneered the movement with restaurants including Chinois on Main in Santa Monica, California, and Postrio in Las Vegas. Around



# Jeffrey Beers International

Jeffrey Beers  
Principal and Founder  
New York

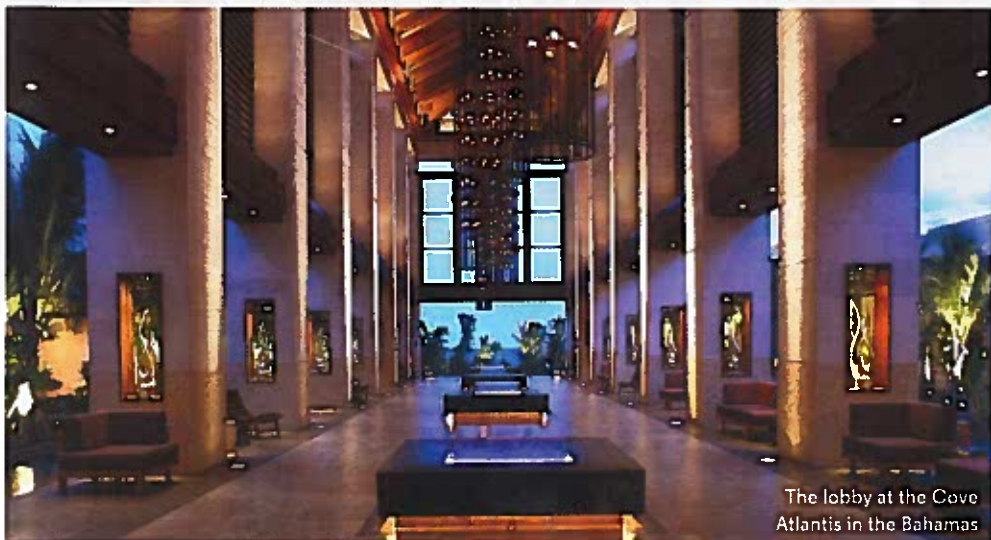
Photos courtesy of JEFFREY BEERS INTERNATIONAL



The former Rumjungle nightclub at Mandalay Bay Las Vegas



Porter House restaurant in New York's Time Warner Center



The lobby at the Cove Atlantis in the Bahamas



A guestroom at the Renaissance New York Midtown Hotel

the same time, Ian Schrager opened the first boutique hotel, the Royalton, and chose Philippe Starck to design the property's flashy and theatrical interiors. In the '90s, hotels and restaurants in Las Vegas invested heavily in conceptual and themed design, where more was always more. Today, interior design is necessary for restaurants and hotels; it is one of the key elements

in drawing public attention and securing success.

**Career highlights:** Bar Lui, China Grill in New York, and Rumjungle in Las Vegas

**Secrets to success:** Stay informed and aware of global trends in design, fashion, and other visual and performance arts. Share

these observations with colleagues to inspire your team. Foster an atmosphere of creative exploration, and motivate your designers to explore the limits of their own creativity, without fear of judgment and failure.

**Career satisfactions:** It has definitely been the journey, and the opportunity to meet and work with hugely talented people across the industry. They include chefs, hoteliers, restaurateurs, artists, and craftsmen, and last but not least the designers at Jeffrey Beers International.

[jeffreybeers.com](http://jeffreybeers.com)