

A HOTELWORLD NETWORK PUBLICATION

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# Hotel Design

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## Oceanside escape

270+ beautiful  
furnishings  
for your hotel

who's who  
in architecture  
and design

Signature projects

THE COVE, ATLANTIS  
Paradise Island, Bahamas

# Who's Who 2007

Who's who among the best and the brightest

We've solicited nominations from the design and architecture companies in our database, and based on those nominations we've selected people we feel are making a difference in the hotel design community.

This is by no means a complete list of movers and shakers in the hotel design and architecture world, but they are a solid core of people you should know.



**SUE FIRESTONE**

President/c.e.o., sfa design, Santa Barbara, Calif.

**Number of years in the industry:**  
30

**Design philosophy:** Whether designing a hotel or residence, each project is a unique reflection of our client's lifestyle and vision; we do not have a signature look.

**The coolest property you've**

**been involved with:** Four Seasons Hotel Los Angeles at Beverly Hills

**Your advice to someone looking to enter the hotel design field:** Don't get confined to one particular look or style. Challenge yourself to create quality designs that withstand the tests of time. Think freely and be innovative. Most importantly, LISTEN to your clients and offer creative value-adding solutions that will create a comfort level for them with you as their interior designer.

**Biggest lesson learned in terms of hotel design:** I've learned to listen intently to the client, including all the key players associated with the project. The client's vision of the project in terms of look and feel is

important. Adherence to strict deadlines and budgets is just as key.

**What will hotel design be like in 10 years?** People are viewing hotels as a home away from home. The luxury hotel market is gearing toward a private resi-

dential experience. Guests will feel they are visiting their vacation home, not a hotel. I see our industry becoming more sophisticated, offering unique designs special to each property.

Fairmont Heritage Place Ghirardelli Square, San Francisco

