

# BOUTIQUE design

HOSPITALITY REINVENTED

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## 7-STAR CZAR

TODD-AVERY LENAHAN  
TAL STUDIO





## HBA'S NEWEST IN-HOUSE STUDIO SPECIALIZES IN RESORT DESIGN

During its half-century-plus existence, Hirsch Bedner Associates (HBA) has designed more than 50 resorts. Now, the design giant has launched a dedicated, full-service studio for that market, its seventh in-house unit.

HBA Resort's flagship office is based in Bali, a location chosen for its position as a hub for Southeast Asia's resort community. The design team says it will draw inspiration from the Indonesian island for its projects, as well as leverage the region's artisans and craftsmen who specialize in metalwork, stonework, carving and other arts.

"Throughout its existence, HBA has been the creative force behind some of the world's most exceptional resorts within the most exclusive destinations," says HBA co-ceo Ian Carr. "With more owners and operators seeking out these types of bespoke properties, we responded to the overwhelming demand and reflected the need for increased specialization in hospitality design by delivering individualized, tailored design for each resort."

The new division will be spearheaded by HBA principal David Haughton, who has lived and designed in Bali for 25 years. Haughton will lead both HBA Resort offices in Indonesia, which are located in Bali and Jakarta, respectively.

"Resort tourism has grown organically over the past 30 years to become more bespoke and personalized for the guest over time," says Haughton. "Gone are the days of generic hotels made to fit all guests—today, we create narrative-driven hotels that speak to each hotel's distinct and discerning visitor by creating an experience through tailor-made design," he adds. "As an artist myself, I've always taken a very hands-on approach to my designs and in working with our clients. I believe it's what helps us design to each region and market, and create an imaginative new product each time."

HBA's current portfolio includes several resort properties, such as the Four Seasons Seychelles, Park Hyatt Maldives, Jumeirah Maldives and Eagle Island Botswana (shown). The new unit has begun work on Anzara Nusa Lembongan in Bali, Intercontinental Hotel Bali and New World Grand Bali Resort.

HBA launched its first in-house studio, Illuminate, in 2009. That was followed by: Studio HBA, Canvas Art Consultants, HBA Graphics, HBA Residential and HBA Architecture.



DAVID HAUGHTON  
HBA RESORT