

**Firm:** BraytonHughes Design Studios  
**(New!) Location:** Financial District, San Francisco  
**Interviewee:** Rachel Fischbach, Principal  
**Size of Firm:** 25 employees

**Structure of the firm:**

Departments/Divisions: Principals, Vice Presidents, Associates, and Designers

Founding Principals: Richard Brayton and Stanford Hughes

Active Principals: Janea Nakagawa, Jay Boothe, Ross Barrow, Joel Villalon, Towan Kim, and Rachel Fischbach

**History:**

BraytonHughes Design Studios (BHD) is an internationally acclaimed design firm. Established in 1989, by Richard Brayton and Stanford Hughes, the firm has developed the design of hospitality, corporate, and residential interiors into a comprehensive practice recognized for design excellence.

BHD has a diversified portfolio of work with the majority of projects in the hospitality field. We have provided design services for Fairmont, Hyatt, Marriot, Four Seasons, Ritz-Carlton, Montage, InterContinental, Starwood, Hilton, and other independent owners and operators.

**Describe the culture of your firm day to day:**

Our team is passionate about design, collaborative, friendly and focused. We take pride in creating unique spaces while at the same time enjoying what we do and who we work with.

**What makes your firm special?:**

Our design work evolves from a well-defined design program and reflects our concern with creating a unique sense of place in response to the client's requirements and appropriate to the project context. This process gives each project a narrative rooted in the realm of design and revealed in memorable environments. A team of experienced staff members supports this process with a high level of design skill.

**What inspires your firm's designs:**

BraytonHughes' philosophy of "total design" encompasses space, interior architecture, furniture, art, and decorative objects designed or chosen with an artistic sensibility. Underlying the individual character of our projects is a common foundation of exacting detail and carefully crafted richness of materials, which is derived from the architectural background of the firm's key personnel.

BHD's design approach represents our philosophy of bringing a unique set of solutions to each new design that is appropriate to both the individual requirements and geographic location of the project. Underlying the individual character of our projects is a common foundation of exacting detail and carefully crafted richness of materials.

**What was your firm's most challenging project:**

Every project has its own set of challenges. Our efforts to understand the unique issues of each design problem lead to creative, well-founded solutions, which support the objectives of the project. In all cases, the key to the success of these projects has been close collaboration with clients as integral members of the design team.

**Does your firm have a favorite project, and why?:**

We are always proud of all of our projects. However, if you ask any designer at BraytonHughes, each one will have their own favorite project. For some designers their favorite project is the first project they completed on their own, or it's because of the team involved in the project from the operator to the owner to the architect, or it's because it's in a place they love to travel to.

**Any words of wisdom or inspiration at your firm?:**

The creation of beauty is, at its heart, a demanding, collaborative journey. Be curious by nature, look, listen, research, and draw. This process, the creation of interior experiences, is where a timeless beauty begins to take form and an exacting attention to detail begins to take shape.

**What can we look forward to at BraytonHughes?**

BraytonHughes has a variety of exciting new and different projects that are opening including La Crema Winery, Two Birds/One Stone at Freemark Abbey, Ventana Inn, UCLA Luskin Conference Center and Four Seasons Resort Tunis.

**Favorite Lunch Spot:**

Sushi Taka

**Favorite Bar or Happy Hour:**

Schroeder's Bar/Restaurant