

# SPACE

INTERNATIONAL HOTEL DESIGN

Jan/Feb 2024

PEOPLE | PLACES | PROJECTS | PRODUCTS



**JESSICA PEREIRA**

BA Interior Design

**MIDDLESEX UNIVERSITY**

newh.org

Jessica has always been intrigued by the effect of interiors on people's emotions and wellbeing, and the way they respond to their surrounding environment. Studying interior design at Middlesex University has allowed her to learn and explore how she could be involved in making a difference in the design world, while her work experience at Jestico + Whiles allowed her to experience the industry firsthand before graduating later this year

**Selected project (pictured):**

Jessica's project for the first semester of her 3rd year on BA Interior Design at Middlesex University was a retail concept for skincare brand, Aesop.

**N**EWH is an international not-for-profit organisation with 29 chapters across the United States, Canada, and Europe. Bringing together professionals from all facets of the hospitality industry, NEWH provides opportunities for education, professional development, and networking. To date, it has awarded more than seven million USD in scholarships that provide promising interior design and architecture students opportunities to pursue careers in the hospitality industry.

separates from the personal leisure sector. This demonstrates consideration for the experience of the modern travelling worker which offers flexible spaces that go beyond providing accommodation.

**Tell us about your dream design project**

A design project that I would have loved to have worked on would be 'The Line' in Saudi Arabia which is described as 'the future of urban living'. It redefines how the future of cities will appear, where the focus of the design is set on people's health and well-being. I would find it an interesting challenge to design within a reduced



**How has the NEWH scholarship benefited you so far?** NEWH has allowed me to gain insight into the design industry and relevant design topics through attending round table talks and design-related expos. It's also given me the opportunity to speak with and learn from industry professionals, improving my networking skills and building connections. In other ways, the NEWH scholarship has allowed me to contribute it towards my tuition fees for my degree.

**Pick a design innovation that's emerging, or a major change you are foreseeing in hotel design and tell us a little about it**

With the rise of work and leisure combining in today's world, hotel design aims to focus on the guest experience which caters to their needs of attending business whilst in the comfort of their own space. This means the incorporation of ergonomic workspaces in hotel rooms, as well as potentially bringing the business meeting into the hotel room with increasing the size of the space and providing a secluded work room which

infrastructure footprint which is 500 metres above sea level but a restricting 200 metres wide. It would also be intriguing to design a space that runs on 100% renewable energy with the incorporation of nature, to benefit the progressive lifestyle of its residents.

**What is your selected project?**

I selected this project as it's my favourite piece of work I've produced during my degree in terms of my attention to detail and care for the user experience inspired by the concept of skin's flexibility and role in providing safety and containment. It also links to my dissertation, titled 'Sensory Selling', which investigates the relationship between the senses and retail design, where the triggering of the sense modes can encourage engagement within and connection to a space. The retail store offers an opportunity to detach from the chaos of Oxford Street and provides various speeds of transaction through a product testing area, to a workshop in creating a personal skincare product, to the hospitable qualities of a facials suite.

# KEVIN SWART, VICE PRESIDENT AND DIRECTOR OF MEMBERSHIP, NEWH UK CHAPTER



Hailing from KwaZulu Natal, South Africa, Kevin Swart initially pursued a career as a shoe designer before discovering his true calling in interior design. Now, infusing his skills in business development and interior design at NEWH, Swart imparts his valuable insights with SPACE

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## What was your first involvement with NEWH?

I was introduced to NEWH about 10 years ago by Lynn Fisher, when I was looking for fresh ways to network and establish new relationships within the hospitality industry. She invited me to an NEWH event, and it was evident that the core of the NEWH was about the next generation of designers – raising funds for student sponsorships through membership and fundraising, facilitated by the events. This was so much more than networking! This was a business model that went beyond building relationships and sales opportunities. The calibre of the interior designers, suppliers, specifiers, and hotel brand specialists involved, combined with the passion of its board members and volunteers demonstrated that here was an organisation that was unique.

## As VP and Director of Membership, what are you responsible for?

My role as Director of Membership is to primarily facilitate and communicate all things membership. Being on the board, where we are all volunteers, creates a space of helping to 'make things happen'. Although being VP is integral to the decision making and the planning, I am always aware that it's the whole team that brings things together and not just the leadership.

## Like all voluntary roles, finding time alongside a demanding day job must be a challenge. How do you manage to fit it all in?

There are many hours after a full working day that are taken up by NEWH, and that's when you realise that what we do comes from a passion for our industry. Working within a team is vital and being organised to get on with what's needed, becomes inherent – it's part of our DNA! As with anything voluntary, you have to be committed to the cause – and with NEWH, the purpose of facilitating scholarships does become paramount – to play a small part investing in the designers of the future!

## Could you tell us a little about your role at ARTERIORS?

Arteriors began 35 years ago as a boutique accessories business. Today, it is a leading lifestyle brand used by interior designers globally for luxury modern furniture, lighting and wall décor and accessories. I joined Arteriors in May 2023 to lead a team of incredibly passionate people, to grow sales and build brand awareness with both residential and hospitality designers across Europe, UAE and Africa.

## What professional experience do you bring to your NEWH role and vice versa?

I would like to think that my 30 years in Business Development and Interior Design, has given me an insight and understanding of the complex and ever-changing world of Hospitality which our NEWH community of Suppliers and Interior Designers are challenged with. It's understanding who to connect and build relationships with that allows our community to thrive. NEWH has certainly exposed me to industry leaders – both locally and globally – many of whom I have had the privilege of building relationships with. It's a symbiotic association and relationship which I don't take for granted!

## What initiatives/projects is NEWH currently working on?

Student scholarships are at the forefront of everything we do, and this is facilitated through our memberships and the events we hold. So, growing the membership and the quality of our events is an initiative/project in itself! Being a not-for-profit organisation and with all our board members being unpaid volunteers, shows the passion for the sector by all involved – it's in our blood, and demonstrated by the excellence of our events, and the amazing strength of our membership.



NEWH Events and fundraisers 2023



**How closely do NEWH UK Chapter work with the Chapters across the globe?**

As part of an international organisation, with 29 Chapters and over 4,500 members worldwide, the UK Chapter board is invited to attend four International Board meetings annually. Through this we have built a strong alliance with the European Chapters in Milan and Paris and over the last few years have organised numerous BrandEd Events – yet again creating amazing opportunities for designers and suppliers to build relationships and understanding of global hospitality brands and what is needed from us as a community.

**Many people shy away from professional networking, how would you encourage someone who finds it a daunting prospect to join in?**

NEWH encourages a non-aggressive approach to networking, focussed on developing relationships that could lead to business rather than the other way around. I sometimes get asked what companies will gain from a membership and my response is always the same: to put relationship building before sales. It is a fundamental mentality often missing in a business environment! When the professional community build relationships, it naturally creates an environment for conversation to

'supply what's needed to support the project and design'. My NEWH business community have become my friends rather than a database to hound for business – so there's nothing to be daunted by!

**What was your standout NEWH moment in 2023?**

Ten students were shortlisted for this year's Student Scholarship and through funds accumulated throughout the year, we were able to award three amazing Interior Design students their NEWH Scholarships. Our small part in the bigger picture of our next generation!

**And on a rare day off...**

For me, weekends are my sacred days off – spending quality time with family and precious friends! Moving to a country 20 years ago, where I knew very few people, I am humbled by the quality of people in my life. I am privileged to call Cheshire my stomping ground and love the fact that I have so much open countryside to explore whilst walking – my happy place! I also love cooking and spending time entertaining in my home accompanied by 'quality grape produce'. It's the trilogy of life – people you love, food and wine – the perfect combination in my opinion!

**HOW CAN YOU JOIN THE WORLD'S BIGGEST ORGANISATION FOR NETWORKING IN THE INTERNATIONAL HOSPITALITY DESIGN INDUSTRY?**

NEWH UK welcome new members throughout the year – there are two options for joining:

**PERSONAL MEMBERSHIP £100**

Are you an individual looking to join? Then this is the membership for you with an annual fee of £100.

**BUSINESS MEMBERSHIP £300 Annual fee**

This covers two people from a company, with the option of two more to join at a 50 per cent discount.

For an application form, please contact Director of Membership, Kevin Swart at [kswart@arteriorshome.com](mailto:kswart@arteriorshome.com)

Check out the NEWH website [newh.org](http://newh.org) to find out more.

**You can also stay current with what's happening in the NEWH-UK through the following:**

-  [NEWH/United Kingdom @newhuk](#)
-  [NEWH UK \(company page\)](#)
-  [newh\\_uk](#)
-  [NEWH UK chapter @NEWHuk](#)