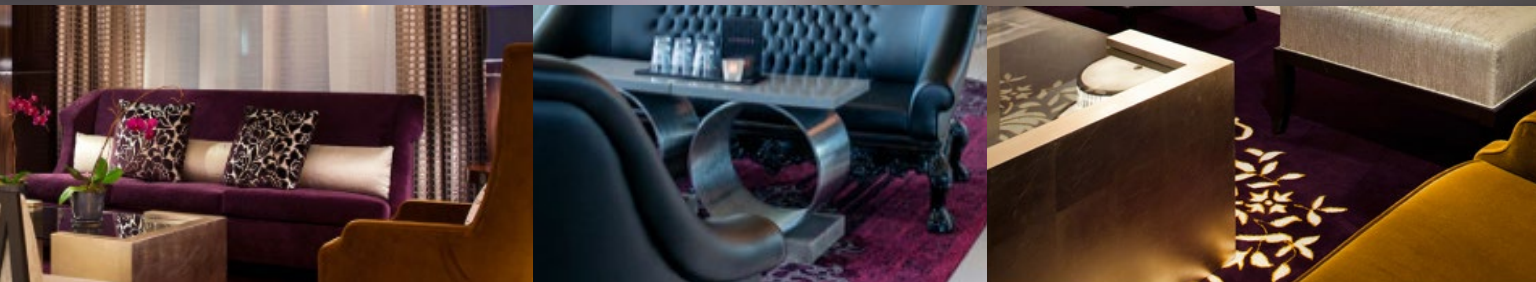


NEWH
The Hospitality Industry Network

ICON
of INDUSTRY
2022



LISAVILLARREAL



NEWH VISION

The Hospitality Industry Network

MISSION STATEMENT

NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence and business development opportunities.

BRIEF HISTORY

Founded in 1984, NEWH is an international non-profit organization with 28 chapters and regional groups across the US, Canada, the UK, France, and Italy. NEWH brings together. NEWH brings together professionals from all facets of the hospitality industry, providing opportunities for education, professional development and networking. The organization offers unique opportunities including an international membership directory, Career Network, NEWH Magazine and sponsorship of leading industry expositions and conferences. To date, NEWH has given in excess of \$7,200,000.00 in scholarships to over 2,650 students wishing to pursue careers in the hospitality industry.

icon

i·con (ī'kŏn')

-noun

An image; a representation.

An important and enduring symbol.

One who is the object of great attention and devotion; an idol.

Each year NEWH gives out its most prestigious honor—the ICON of Industry. The award is presented at the Gold Key Awards for Excellence in Hospitality Design in New York City, held in conjunction with BDNY and HX: The Hotel Experience in November. The award celebrates the leaders of the manufacturing side of hospitality—those who have uniquely impacted the industry through their innovative work. They consistently dedicated their time and efforts to community or industry outreach through education and/or corporate giving and have been doing business in hospitality for more than 30 years. In addition, each year a \$7,500 international scholarship is given in the recipient's honor to one exemplary student who has a minimum 3.0 GPA, participated in an industry internship, and exemplifies the highest standards of professionalism.



Congratulations Lisa!

Your strength shines best when you serve others.
You are an inspiration to us all.

Your courage and determination are evident during each community outreach. You are a problem solver; when we needed storage space, you gladly opened your doors.

Thank you for giving your time, resources, and heart to those in need; this truly is every child's dream.

We salute you. You are an ICON!

It is my pleasure to celebrate the 2022 Gold Key Awards and the NEWH ICON of the Industry!

On behalf of NEWH, it is an honor to present Lisa Villarreal the 2022 NEWH ICON of Industry Award. Each year, NEWH awards our most prestigious award — the ICON of Industry. The award celebrates the leaders of the manufacturing side of hospitality, those who have uniquely impacted the industry through their innovative work, consistently dedicated their time and efforts to community or industry outreach through education and/or corporate giving, and have been doing business in hospitality for more than 30 years. The alumni of this award are an amazing group of individuals, and this year is no exception with the 2022 NEWH ICON of Industry being awarded to Lisa Villarreal, founder and owner of Lily Jack.

Lisa is a powerhouse who leads with her passion in bringing custom high-quality furniture for the ever-changing and demanding needs of the hospitality industry. Lisa provides leadership and has established a scholarship program for the Lily Jack employees. The program offers scholarships for classes in English, finishing high school, college, or graduate school as well as an upholstery school in the Tijuana factory. These opportunities allow employees to be empowered and gain education and work skills to advance their personal/professional careers. We salute Lisa and her achievements and what she continues to bring to the hospitality industry at such a young age with many more great years to come.

The NEWH Tribute book contains more highlights of Lisa's career, as well as tributes from her friends and colleagues. We are pleased to showcase some of her many accomplishments and share some highlights of her personal contributions with you.

With the ICON Award, NEWH presents a special scholarship to an exceptional student meeting our high standards of academics, dedication, and character. Our scholarship program has enabled over 2,650 students to complete their studies and enter their desired careers within hospitality. These students are the future of our industry. We engage many of our scholarship winners to participate as members and board members in our Chapters and Regional Groups to continue their growth within their careers and the industry.

To date NEWH has awarded more than \$7,500,000 USD in scholarships. It is only through generous support and contributions by dedicated members of this industry that NEWH can achieve this vital part of its mission of engaging, encouraging, and elevating our future industry leaders. We sincerely thank you for your continued dedication and support of NEWH!

In the spirit of networking,



Chris Tucker
Owner, Tucker & Associates
NEWH, Inc. International President

On behalf of the Lily Jack Family,
we congratulate our founder, leader, mentor, and friend,
Lisa Villarreal
on receiving this prestigious award in our industry!
Her leadership continually inspires and uplifts us.

Thank you, Lisa, for everything you do for our entire team!
This is well deserved!





Congratulations

LISA VILLARREAL

WARMEST CONGRATULATIONS ON YOUR ACHIEVEMENT!



CHEERS TO YOU,

Lisa V!



YOU ARE AN INSPIRATION!

XOXO, TRACY & AMY

AW
ARNETT | WHITACRE
& ASSOCIATES

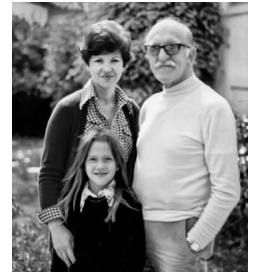
LISA VILLARREAL, 2022 NEWH ICON OF INDUSTRY



LISA VILLARREAL
FOUNDER & CEO
LILY JACK

Lisa Villarreal is the founder and owner of Lily Jack, a third-generation fine furniture manufacturing company, specializing in custom seating, metal and casegoods suited for the luxury high-end hospitality industry. With owned manufacturing facilities in the US and Mexico, as well as factory partners and offices in Vietnam and China, Lily Jack is a global supplier to many of the leading hotel brands in the world.

Lisa fell in love with furniture after spending time in her grandfather's importing business, learning how he designed and developed product for his clients with partner factories all over Europe. After his passing, she joined her mother to help continue the legacy Jack had created.



As a young entrepreneur, Lisa saw the potential to grow the family business, J.S. Greene Associates, into something much bigger. In 1986 with the support of her mother Judy, they began working with local manufacturers to provide custom furniture to serve the needs of their growing clientele. Hospitality projects ensued, and the company continued to expand over the next decade as a private label manufacturer, leaning into hospitality exclusively. Named after her grandparents, Lily Jack made its debut in 2000 with their first in-line collection of furniture at HD Las Vegas.



In the last 22 years, Lisa has focused Lily Jack's efforts towards providing high quality furniture for the ever-changing and demanding needs of the hospitality industry. Her true passion is to collaborate and work with designers to ensure their vision is executed, while utilizing her experience to build products that perform in challenging hospitality environments. Obsessive about the details, Lisa trains her team to consider all factors when developing furnishings with interior designers and architects.



Lisa finds her greatest inspiration from her family. The love for her two boys pushed her to never give up. Her grandfather taught her to always lead with integrity; a core pillar of Lily Jack's values. Beyond her family, Lisa is inspired by all things beautiful; nature, antiques, fashion, art, and photography.

Being able to give her employees opportunities and further their education has become a focus of Lisa's since opening her factory in Tijuana, Mexico in 2014. One example is a scholarship program in which team members can attend classes for English, finish high school, college, or graduate school. With an "A," the company reimburses 100% of their tuition. They currently have over 20 students that have gone through the program, something Lisa is incredibly proud of. Most recently, in early 2022, Lisa started an upholstery school in the Tijuana factory. This school is a way to give the employees an opportunity to gain experience and advance their careers.

After 34 years of producing furniture, Lisa can still be found working on the factory floor, collaborating with the craftsmen that make Lily Jack furniture one of the most recognizable in the industry.



CONGRATULATIONS

Lisa Villarreal



When I think of Lisa, this is what comes to mind:

**embodiment of leadership ...
innovation ... ethical ...
generosity ... talent ...
intelligence ... resourceful ...
caring ... youth ... beautiful**

I am so proud of you Lisa and all your accomplishments!

Congratulations

Shelia Lohmiller, CEO, NEWH, Inc.

FARZANE OMIDI \$7,500 NEWH ICON OF INDUSTRY SCHOLARSHIP RECIPIENT



FARZANE OMIDI

**Master of Interior Environmental
Design**
Texas Tech University

NEWH 2022
ICON
of **INDUSTRY**
SCHOLARSHIP

Before coming to the United States, I received my bachelor's and master's degrees in architecture in my home country Iran. Now I am an interior design graduate student at Texas Tech University. During my education, I was always focused on hospitality and healthcare design and believe the two fields have many overlaps. Specifically, my ideas about the hospitality sector are outside the box, and I believe there are many potential opportunities to explore and many outcomes to the society when looking at these two sectors simultaneously. Examples include providing travel accommodations for seniors, medical tourism, or increasing hotel users' health and wellbeing through sustainable design.

Recently, I worked on developing sustainable designs in the hospitality industry that I presented at the 2022 annual IDEC conference. My current work addresses needs identified in both the hospitality and healthcare sectors in light of the recent pandemic. Specifically, I am exploring solutions that can help address the economic uncertainty that the hospitality sector will face during potential future disasters. The project focuses on designing multipurpose hotels that can serve multiple functions. The first step in expanding this research will be presenting it at the annual HCD conference in October, where I hope to network with reps from the healthcare industry and encourage them to connect with hospitality heads. Then, I will move forward with the steps necessary for funding. Presenting at this conference, which is the largest in this particular field of design, also offers me the opportunity to represent Texas Tech and showcase the quality of the research and instruction provided at our institution. I have also conducted research in partnership with undergraduate students from the school of design that addressed living conditions in senior care facilities. This was a paid opportunity for the students, and I was able to volunteer and assume a leadership role in which I mentored the development of the project and helped prepare it for submission to the National Science Foundation (NSF) Program and TTU Innovation Hub, through which we will pursue a patent.

Once I graduate, I want to go to a firm that is open to the idea of working on hospitality designs in conjunction with healthcare to address the health and well-being of society overall. When I look for a firm to work for, a willingness to embrace these types of projects will be one of the main criteria I rely on to make my final decision.

As an international student, I cannot work more than twenty hours each week, and it does not cover my expenses. This scholarship would help with this shortage, and I will have a calmer mind to concentrate on getting additional certificates like NCIDQ and LEED GA. These certificates will guarantee my future career and will give me more options in selecting the company that aligns with my specific interest.



Congratulations Lisa!



Thank you for your support of PMI
through the years.

We know that we can always count on you and Lily Jack
to help our clients, our designers, and our team deliver
great projects.

This is a well-deserved honor.

Congratulations

LISA VILLARREAL

NEWH Icon of Industry Award

2022

An Industry leader and Inspiration



DESIGN COLLECTIVE LLC

CONGRATULATIONS

NEWH ICON OF INDUSTRY 2022

LISA VILLARREAL

FABRICUT®
C O N T R A C T

CONGRATULATIONS!

L - LEADERSHIP

I - INNOVATOR

S - SUPPORTIVE

A - ACCOMPLISHMENT

YOU ARE ALL THAT AND MORE!!

FROM HUMBLE BEGINNINGS TO NOW, WE CELEBRATE YOU!

BILL, TRACY, AND CASSANDRA - THE 3 MUSKETEERS



MASHIKA GALLO, \$10,000 NEWH & AGELESS LIVING COLLABORATIVE SENIOR LIVING DESIGN SCHOLARSHIP, SPONSORED BY SAMUELSON FURNITURE



MASHIKA GALLO
Master of Interior Environmental Design
Kent State University



“Now, you sure do look familiar,” she said in her Mississippi manner, staring curiously into my face and searching my features for a crumb of recognition. Looking at me, my grandmother might as well have been looking in a mirror, but I was one of many things, people, places, events, and processes she had long forgotten.

My grandmother’s name was Georgia, but everyone called her Madea - like the Tyler Perry character. She was loving, kind-hearted, and generous. Regrettably, I watched dementia close the door to Madea’s mind. I did not know whether to laugh or cry when at my mother’s wedding she sincerely looked into my eyes and asked why I was so familiar. As a family, we did not have the knowledge or resources to help her in the ways she needed help. What’s more, because of her illness, her experience in her home was one in which she was confused, uncomfortable, and unsafe. I became afraid of ALZ, but what began as anxiety about a disease I did not understand, developed into a passion for advocacy and a desire to create aspirational interior design.

As I progressed in my profession, it became clear that my interests did not rest in residential work. I needed to go beyond aesthetics and wanted to touch more people with my designs. I learned that I am passionate about the impact of the interior environment on user outcomes, employee wellness, and facility functionality but, as a Healthcare Design graduate student at Kent State University, I have developed a specific interest in the challenges associated with designing environments for aging adults and recently added a Gerontology certificate to my studies. Thus, my objective has evolved to enhance the experience of patients in the spaces where they are most vulnerable and receive care.

This fall, my graduate project will focus on challenges associated with designing for aging adults, including those who experience cognitive functional decline due to dementia. The World Health Organization has labeled dementia a public health priority and established an initiative to create dementia-supportive societies capable of shouldering the demands of this priority. This initiative aligns with my graduate project and career objective. I believe healthcare facilities and residential spaces of care can, and will, meet these demands.

Currently, I am interning at a small medical interiors firm where I am able to contribute senior-focused concepts to designs. After graduation, I would like to continue my graduate research subject as a healthcare design fellow at a firm that specializes in senior environments. In the future, I will open a healthcare facilities and senior living design firm and create a non-profit organization to support a home healthcare model that will provide acute care for seniors from the comfort of their homes.

I realize history gives us insight that helps us discover innovative solutions. In obtaining this scholarship, I am closer to becoming a healthcare designer inspired by my family to design patient-centered environments which will enhance healing practices for entire healthcare communities.



*Lisa, you are
a Rockstar!*

You live and breathe what we should all aspire to be in the Hospitality Design Industry.

I am very happy to call you my friend, colleague and mentor. Congratulations on this amazing honor and thank you for all that you do.

Kara Siffermann



Congratulations

LISA VILLARREAL

NEWH Icon of Industry Award
Winner for 2022

P/Kaufmann
CONTRACT



Congratulations Lisa

We are beyond proud of you!
Here's to many more
years of success!

Icon of Industry

TANDEM



LISA VILLARREAL

a true **leader** and **NEWH ICON of Industry**

Congratulations
on a well-deserved recognition!



NEWH

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NEWH HONORS ITS 2022 TOP INTERIOR DESIGNERS FOR THEIR CREATIVITY AND DEDICATION TO EXCELLENCE IN THE HOSPITALITY INDUSTRY!



Arizona (Phoenix)

- » **Bar Napkin Productions**
bnp-llc.com
- » **Katz Design Group, LLC**
katzdesigngroup.com
- » **Mendil + Meyer Design Studio**
mandmds.com

Atlanta

- » **Design Continuum, Inc.**
dciatl.com
- » **designONE studio**
designone-studio.com
- » **Sims Patrick Studio**
simspatrickstudio.com

Atlantic City/Philadelphia Region

- » **APOP Design**
apopdesign.com
- » **Tantillo Architecture**
tantilloarchitecture.com

Chicago

- » **DLR Group/Chicago**
dlrgroup.com
- » **Harken Interiors**
harken-interiors.com
- » **The Gettys Group Companies, Inc.**
gettys.com

Dallas

- » **Gensler**
gensler.com
- » **MatchLine Design Group**
matchlinedesign.com
- » **Studio 11 Design**
studio11design.com

Houston

- » **CH Design Studios**
chdesignstudios.com
- » **Gensler**
gensler.com
- » **MCS Architects, LLC**
mcs-houston.com

Las Vegas

- » **Cunningham**
cunningham.com
- » **Dezmotif Studios**
dezmotif.com
- » **Tandem**
tandemasvegas.com

Los Angeles Founding

- » **Cunningham**
cunningham.com
- » **Rodrigo Vargas Design Associates**
rodrigo-vargas-design.com
- » **SANDdesign**
sanddesign.com

Mid-South Region

- » **HBG Design**
hbg.design
- » **LRK**
lrk.com
- » **West End Interiors, LLC**
westendint.com

Milano

- » **GaS Studio srl**
gasworkstudio.com
- » **Studio Ceccaroli**
studioceccaroli.com
- » **Studio D73**
d73.it

New England Region

- » **Bergmeyer**
bergmeyer.com
- » **Dyer Brown & Associates, Inc.**
dyerbrown.com

New York

- » **Celano Design Studio**
celanodesignstudio.com
- » **Glen & Company Architecture**
glenandcompany.com
- » **HOK**
hok.com

North Central

- » **Cunningham**
cunningham.com
- » **DLR Group**
dlrgroup.com
- » **Shea, Inc.**
sheadesign.com

Northwest

- » **Degen & Degen architecture and interior design**
ddseattle.com
- » **Rice Fergus Miller**
rfmarch.com
- » **Vida Design**
vida-design.com

Orange County Region

- » **Hibner Design Group**
hibnerdesign.com

Pittsburgh Region

- » **Hospitality Furnishings & Design, Inc.**
hfdcorp.com

Rocky Mountain (Denver)

- » **HBC Design Group**
hbcdesigngroup.com
- » **Johnson Nathan Strohe**
jns.design
- » **Kimberly Timmons Interiors (KTI)**
ktinteriors.com

San Francisco Bay Area

- » **Arcsine**
arcsine.com
- » **BraytonHughes Design Studios**
bhdstudios.com
- » **HBA International**
hba.com

South Carolina Region

- » **Elementum Interiors**
elementuminteriors.com
- » **Pond**
pondco.com

South Florida

- » **EoA, Inc.**
eoagroup.com
- » **Gensler/Miami**
gensler.com
- » **ID & Design International**
iddidesign.com

Sunshine

- » **Design Poole Inc.**
designpoole.com
- » **L2 Studios, Inc.**
L2studios.com
- » **Sena Hospitality Design Inc.**
senahospitalitydesign.com

Toronto

- » **Design Link International, Inc.**
designlink.ca
- » **mackaywong**
mackaywong.com
- » **Moncur Design Associates, Inc.**
moncur.ca

United Kingdom

- » **AD Associates**
adassociates.london
- » **Sparcstudio Design Consultants**
sparcstudio.co.uk
- » **THDP, Ltd.**
thdpdesign.com

Vancouver Region

- » **CHIL Interior Design**
childesign.com
- » **Hager Design International, Inc.**
hagerinc.com
- » **Inside Design Studio Inc.**
insidedesignstudio.com

Washington DC Metro

- » **//3877**
3877.design
- » **BANDURAdesign**
banduradesign.com
- » **Baskervill**
baskervill.com

RECOGNIZING DESIGN FIRMS FOR SUPPORT AND LEADERSHIP IN THE HOSPITALITY INDUSTRY



The **TopID** award is a prestigious honor determined by NEWH chapter and regional boards to recognize design excellence and promote design firms engaged in supporting NEWH and its mission of scholarship and education.

We will recognize the 2023 TopID firms on the NEWH website in late December and in an upcoming 2023 edition of the NEWH Magazine. Make sure to watch for the 2024 TopID nominations opening in spring!



2022 Gold Key Finalists

Finalists have been announced for the 42nd Gold Key Awards for Excellence in Hospitality Design, the industry's oldest awards program for hospitality interiors, sponsored by Boutique Design magazine. The 2022 Gold Key judges selected these standout projects from a competitive field of submissions from more than 100 design firms around the world.

ECO- OR SOCIALLY CONSCIOUS HOTEL

Hotel Marcel, New Haven, Connecticut

Design Firm: Dutch East Design, Brooklyn, New York

Client and Architecture Firm: Becker + Becker, Westport, Connecticut

Purchasing: Canoe Hospitality, Annapolis, Maryland

Lolebezi Lodge, Jeki, Zambia

Design Firm: Fox Browne Creative, Johannesburg

Architecture Firm: Fox Brown Creative in partnership with Jack Alexander

Client: Lolebezi Safari Lodge (private owner)

Moliving, Hurley, New York

Architecture and Design Firm: Moliving

Client: Jordan Bem

LOBBY FOCUSED SERVICE

AC Hotel by Marriott & Element Miami Brickell

Design Firm: DLR Group, Minneapolis

Architecture Firms: Arquitectonica, Miami (Design Architect); TAG Architecture, Harbor Island, Florida (Architect of Record)

Purchasing: Marriott International

Client: Robert Finvarb Companies, Aventura, Florida

The Pad Silverthorne, Colorado

Design Firm: BraytonHughes Design Studios, San Francisco

Architecture Firm: Smith Design Company, Oklahoma City

Client and Purchasing: The Pad Hostels, Silverthorne, Colorado

LOBBY MIDSCALE

Courtyard by Marriott Cincinnati Downtown

Design, Architecture, and Purchasing Firm: Luminant, Cincinnati

Client: SREE Hotels, Charlotte, North Carolina

The Pelham Hotel, New Orleans

Design Firm: Suomi Design Works, Englewood, Florida

Architecture Firm: HCI Architecture, New Orleans

Purchasing: Carroll Adams, Orlando

Client: AMS Hospitality, Atlanta

The Slate, Denver

Design Firm: The Society, Seattle

Architecture Firm: 42|40 Architecture, Denver

Purchasing: Hilton Supply Management

Client: Stonebridge Companies, Englewood, Colorado

LOBBY UPPER MIDSCALE

The Ameswell Hotel, Mountainview, California

Design Firm: BAMO, San Francisco

Architecture Firm: WRNS Studio, San Francisco (Design Architect); RYS Architects, San Francisco (Architect of Record)

Purchasing: James W. Crawford Company, Tucson, Arizona

Client: Broadreach Capital Partners, Palo Alto, California

The Catbird, Denver

Design Firm: Swan Dive Design Studio, Denver

Architecture Firm: Shears Adkins Rockmore (SAR+) Architects, Denver

Purchasing: Absolute Procurement, Portland, Oregon

Client: Sage Hospitality Group, Denver

Wanda Realm Yan'an, China

Design and Architecture Firm: Wanda Hotel Design Institute, Beijing

Purchasing and Client: Wanda Hotels & Resorts, Beijing

LOBBY UPSCALE

The Algonquin, New York

Design and Architecture Firm: Stonehill Taylor, New York

Purchasing: Interstate Hotels/Aimbridge Hospitality, Plano, Texas

Client: Highgate, New York

InterContinental Buckhead Atlanta

Design Firm: KTG Simeone Deary Design Group, Chicago

Architecture Firm: TVS Design, Atlanta

Purchasing: Populate Procurement, Chicago

Client: Brookfield Properties, New York

The Millennium Hilton New York One UN Plaza

Design Firm: dash design, Long Island City, New York

Architecture Firm: Dyami Architecture, Chestnut Ridge, New Jersey

Purchasing: Alternate Resources, Hartsdale, New York

Client: Millennium Hotels, Denver

PGA National Resort & Spa, Palm Beach Gardens, Florida

Design Firm: KTG Simeone Deary Design Group, Chicago

Architecture Firm: Leo A Daly, West Palm Beach, Florida

Purchasing: Carroll Adams, Orlando

Client: Brookfield Properties, New York

The Thompson Savannah, Georgia

Design Firm: Studio 11 Design, Dallas

Architecture Firm: Smallwood, Atlanta

Purchasing: Carroll Adams, Orlando

Client: Regent Partners, Atlanta

LOBBY LUXURY

Four Seasons Hotel New Orleans

Design Firm: Bill Rooney Studio, New York
Architecture Firm: CambridgeSeven, Cambridge, Massachusetts
Purchasing: GS Associates, Newburyport, Massachusetts
Client: Two Canal Owner, Cambridge, Massachusetts

The Hythe, a Luxury Collection Resort, Vail, Colorado

Design Firm: Wilson Ishihara, Sonoma, California
Architecture Firm: Neo Studio, Denver
Purchasing: Benjamin West, Dallas
Client: DiamondRock Hospitality, Bethesda, Maryland

Roku Kyoto, LXR Hotels & Resorts

Design Firm: BLINK Design Group, Singapore
Architecture Firm: Tokyu Architect & Engineers
Client and Purchasing: Tokyu Land Corporation, Shiba-ku, Japan

GUESTROOM MIDSCALE

Hotel Indy, Indianapolis, a Tribute Portfolio Hotel

Design Firm: ESG Architecture & Design, Minneapolis
Architecture Firm: RATIO, Indianapolis
Purchasing: Coury Hospitality, Irving, Texas
Client: KennMar, Speedway, Indianapolis

The Jasper, Fargo, North Dakota

Design Firm: ESG Architecture & Design, Minneapolis
Architecture Firms: ESG Architecture & Design and SOM, Chicago
Purchasing: Neil Locke & Associates, Chicago
Client: Block 9 Hotel, Fargo, North Dakota

The Kelly Birmingham, Tapestry Collection by Hilton, Alabama

Design Firm: Sims Patrick Studio, Atlanta
Architecture Firm: Fifth Dimension, Birmingham
Purchasing: ADM Associates, Atlanta
Client: Rhaglan Hospitality, Birmingham

GUESTROOM UPPER MIDSCALE

Canopy by Hilton London City

Design and Architecture Firm: ACME, London
Purchasing: Blue Moon, London
Client: 4C Hotel Group, London

The Catbird, Denver

Design Firms: Swan Dive Design Studio, Denver; DLR Group, Denver
Architecture Firm: Shears Adkins Rockmore (SAR+) Architects, Denver
Purchasing: Absolute Procurement, Portland, Oregon
Client: Sage Hospitality Group, Denver

GUESTROOM UPSCALE

Omni Boston Hotel at the Seaport

Design Firm: Waldrop+Nichols Studio, Dallas
Architecture Firms: Elkus Manfredi Architects, Boston; Moody Nolan, Boston
Purchasing: The Cardy Group, Toronto
Client: The Davis Companies, Boston

The Thompson Buckhead, Atlanta

Design Firm: Studio 11 Design, Dallas
Architecture Firm: Rule Joy Trammel + Rubio, Atlanta
Purchasing: Neil Locke & Associates, Dallas
Client: Regent Partners, Atlanta

GUESTROOM LUXURY

Bishop's Lodge, Auberge Resorts Collection, Santa Fe, New Mexico

Design Firm: HKS Hospitality Interiors, Dallas
Architecture Firm: Nunzio Marc DeSantis Architects (NMD), Dallas
Purchasing: Neil Locke & Associates, Dallas
Client: Juniper Investment Advisors, Scottsdale, Arizona

Centara Reserve Samui, Koh Samui, Thailand

Design Firm: AvroKO, New York
Architecture Firm: Begray, Khlong Tan, Thailand
Client and Purchasing: Centara Hotels & Resorts, Bangkok

Hermann Bungalows, Palm Springs, California

Design, Architecture, and Purchasing Firm: Steve Hermann Design, Santa Barbara, California
Client: Steve Hermann Hotels, Palm Springs

Roku Kyoto, LXR Hotels & Resorts

Design Firm: BLINK Design Group, Singapore
Architecture Firm: Tokyu Architect & Engineers
Client and Purchasing: Tokyu Land Corporation, Shiba-ku, Japan

Stanly Ranch, Auberge Resorts Collection, Napa, California

Design Firm: CCID, Glen Ellen, California
Architecture Firm: Overland Partners, San Antonio, Texas
Purchasing: The Cardy Group, Toronto
Client: SRGA, LP, Denver

HOTEL FOCUSED SERVICE

Bluebird Dennisport, Dennis Port, Massachusetts

Design and Purchasing Firm: Elder&Ash, Amesbury, Massachusetts
Client: Bluebird Hotels, Amesbury, Massachusetts

Bluebird Sunapee, Newbury, New Hampshire

Design and Purchasing Firm: Elder & Ash, Amesbury, Massachusetts
Client: Bluebird Hotels, Amesbury, Massachusetts

Hampton by Hilton Shenzhen Nanshan Science and Technology Park, China

Design Firm: ADD Design, Guangzhou, China
Architecture Firm: Machinery Institute Architects, Shenzhen
Purchasing Firm: Zhongnanfang Engineering, Shenzhen
Client: Hongfu Hotel Management (Shenzhen) Co. Ltd.

The Pad Silverthorne, Colorado

Design Firm: BraytonHughes Design Studios, San Francisco
Architecture Firm: Smith Design Company, Oklahoma City
Client and Purchasing: The Pad Hostels, Silverthorne, Colorado

2022 Gold Key Finalists

HOTEL MIDSCALE

106 Jefferson Huntsville, Curio Collection by Hilton, Alabama

Design Firm: Looney & Associates, Dallas
Architecture Firm: BGKT Architects, Memphis
Purchasing: Bray Whaler, Centennial, Colorado
Client: Crunkleton Associates, Huntsville, Alabama

Flamingo Resort, Santa Rosa, California

Design Firm: BAR Interiors, San Francisco
Architecture Firm: Weddle Gilmore Black Rock Studio, Scottsdale, Arizona
Purchasing: Bray Whaler, Centennial, Colorado
Clients: The Ehret Family, Yang Capital, and Palm House Hospitality, Tiburon, California

Hotel Indy, Indianapolis, a Tribute Portfolio Hotel

Design Firm: ESG Architecture & Design, Minneapolis
Architecture Firm: RATIO, Indianapolis
Purchasing: Coury Hospitality, Irving, Texas
Client: KennMar, Speedway, Indianapolis

The Kelly Birmingham, Tapestry Collection by Hilton, Alabama

Design Firm: Sims Patrick Studio, Atlanta
Architecture Firm: Fifth Dimension, Birmingham
Purchasing: ADM Associates, Atlanta
Client: Rhaglan Hospitality, Birmingham

HOTEL UPPER MIDSCALE

Motto by Hilton New York City Chelsea

Design and Architecture Firm: Stonehill Taylor, New York
Purchasing: Benchmark Procurement Group, Englewood, Colorado
Client: Magna Hospitality, East Warwick, Rhode Island

HOTEL UPSCALE

Hotel Indigo Nanjing Garden Expo, China

Design Firm: YANG & Associates Group, Shenzhen
Architecture Firm: HKS Architects (China) Ltd., Shanghai
Client and Purchasing: Nanjing Yangtze River Urban Architectural Design Co. Ltd. Nanjing, China

The Londoner, London

Design Firm: Yabu Pushelberg, New York
Architecture Firm: Woods Bagot, London
Client and Purchasing: Edwardian Hotel Group, London

The Thompson Buckhead, Atlanta

Design Firm: Studio 11 Design, Dallas
Architecture Firm: Rule Joy Trammel + Rubio, Atlanta

Purchasing: Neil Locke & Associates, Dallas
Client: Regent Partners, Atlanta

The Thompson Savannah, Georgia

Design Firm: Studio 11 Design, Dallas
Architecture Firm: Smallwood, Atlanta
Purchasing: Carroll Adams, Orlando
Client: Regent Partners, Atlanta

HOTEL LUXURY

1 Hotels Toronto

Design Firm: Rockwell Group (Interior Architect), New York, in collaboration with SH Hotels & Resorts (Internal Design Team), Coconut Grove, Florida

Architecture Firm: Architects Alliance, Toronto
Purchasing: Sue Dulmage & Associates, Toronto
Client: Mohari Canada Inc., Toronto

Hermann Bungalows, Palm Springs, California

Design, Architecture, and Purchasing Firm: Steve Hermann Design, Santa Barbara, California
Client: Steve Hermann Hotels, Palm Springs

SUITE

Bishop's Lodge, Auberge Resorts Collection, Santa Fe, New Mexico

Design Firm: HKS Hospitality Interiors, Dallas
Architecture Firm: Nunzio Marc DeSantis Architects (NMD), Dallas
Purchasing: Neil Locke & Associates, Dallas
Client: Juniper Investment Advisors, Scottsdale, Arizona

Etéreo, Auberge Resorts Collection, Riviera Maya, Mexico

Design Firm: Meyer Davis, New York
Architecture Firm: Migdal Arquitectos, Mexico City
Purchasing: HPG International, Walnut Creek, California
Client: Auberge Resort Group, Mid Valley, California

The Royal Senses Resort & Spa Crete, Curio Collection by Hilton, Greece

Design Firm: Studio LOST, London
Architecture Firm: Peppas N Architects, Rethymno, Crete
Client and Purchasing: Troulis Royal Collection, Rethymno, Crete

RESORT

Conrad Tulum Riviera Maya, Mexico

Design Firm: HBA International, San Francisco
Client and Purchasing: Parks, Mexico City

Etéreo, Auberge Resorts Collection, Riviera Maya, Mexico

Design Firm: Meyer Davis, New York
Architecture Firm: Migdal Arquitectos, Mexico City
Purchasing: HPG International, Walnut Creek, California
Client: Auberge Resort Group, Mid Valley, California

Regent Phu Quoc, Vietnam

Architecture and Design Firm: BLINK Design Group, Singapore
Client and Purchasing: BIM Land, Hanoi, Vietnam

SENIOR LIVING

The Watermark at the Heights, Houston

Design Firm: Looney & Associates, Dallas
Architecture Firms: Munoz Albin, Houston; Kirksey Architecture, Houston
Purchasing: RR Williams & Associates, Houston
Client: Hines, Houston

The Watermark at St. Peters, Missouri

Design Firm and Purchasing: DesignPoint, Bethlehem, Pennsylvania

Architecture Firm: Fox Architects (formerly Zwick + Gandt), St. Louis, Missouri

Client: Longview Senior Housing Advisors, Bethlehem, Pennsylvania

WELLNESS

Conrad Tulum Riviera Maya, Mexico

Design Firm: HBA International, San Francisco

Client and Purchasing: Parks, Mexico City

The Royal Senses Resort & Spa Crete, Curio Collection by Hilton, Greece

Design Firm: Studio LOST, London

Architecture Firm: Peppas N Architects, Rethymno, Crete

Client and Purchasing: Troulis Royal Collection, Rethymno, Crete

Stanly Ranch, Auberge Resorts Collection, Napa, California

Design Firm: CCID, Glen Ellen, California

Architecture Firm: Overland Partners, San Antonio, Texas

Purchasing: The Cardy Group, Toronto

Client: SRGA, LP, Denver

NIGHTCLUB/LOUNGE

Delilah Las Vegas

Design, Architecture, and Purchasing Firm: Wynn Design & Development, Las Vegas

Client: Wynn Resorts, Las Vegas

Founders Club, Seattle

Design Firm: Lázaro Rosa-Violán, Barcelona

Architecture Firm: MG2, Seattle

Purchasing: The Parker Company, Miami

Client: Tamarack Capital Partners, Santa Monica, California

Smoke & Mirrors, Dubai

Design Firm: Bishop Design, Dubai

Architecture Firm: AEDAS, Dubai

Client and Purchasing: World of Wonders Real Estate Development, Dubai

RESTAURANT CASUAL

Assembly Food Hall, Nashville

Design and Architecture Firm: Gensler, Dallas

Purchasing: PMP Design Services, Rockwall, Texas

Client: Front Burner Restaurants, Dallas

Cala Scottsdale, Arizona

Design Firm: House of Form, Scottsdale

Additional Design Firm: Studio 11 Design, Dallas

Architecture Firm: Nelsen Partners, Scottsdale

Client: We Are Clive, Scottsdale

Hello Sunshine, Banff, Canada

Design, Architecture, and Purchasing Firm:

FRANK Architecture, Calgary

Design Firm: Little Giant Studio, Calgary

Client: Banff Hospitality Collective, Banff

Rumi's Kitchen, Atlanta

Design, Architecture, and Purchasing Firm: The Johnson Studio, Atlanta

Client: Rumi's Kitchen, Alpharetta, Georgia

RESTAURANT FINE DINING

53, New York

Design Firm: ICRAVE, New York

Architecture Firm: Anthony Mrkic Architect, New York

Client: Altamarea Group, New York

Ci Siamo, New York

Design Firm: Goodrich, New York

Architecture Firm: Grizform Design Architects, Washington, DC

Purchasing: Dorothy Vogt Consulting, New York

Client: Union Square Hospitality Group, New York

The George, Seattle

Design Firm: Lázaro Rosa-Violán, Barcelona

Architecture Firm: MG2, Seattle

Purchasing: The Parker Company, Miami

Client: Tamarack Capital Partners, Santa Monica, California

Oiji Mi, New York

Design Firm: AvroKO

Architecture Firm: David Buchovy Architect, Brooklyn, New York

Purchasing: P360, San Francisco

Client: Brian Sehong Kim, New York

Prime, Chandler, Arizona

Design Firm and Purchasing: Preen, Los Angeles

Architecture Firm: Friedmutter Group, Las Vegas

Client: Shula's Restaurant Group, Fort Lauderdale, Florida

SPECIALTY DESIGN

AutoCamp Joshua Tree, California

Design Firm: Narrative Design Studio, San Francisco

Architecture Firm: HKS, Dallas

Purchasing: Benjamin West, Louisville, Colorado

Client: AutoCamp, San Francisco

Le Commandant Charcot, Marseille, France

Design Firms: Studio Jean-Philippe Nuel, Paris and New York; Wilmotte & Associates, Paris

Architecture Firm: Stirling Design International, Nantes, France

Client and Purchasing: Ponant, Marseille, France

Tribune Tower Residences, Chicago

Design Firm: The Gettys Group Companies, Chicago

Architecture Firm: Solomon Cordwell Buenz, Chicago

Purchasing: Populate Procurement, A Gettys Group Company, Chicago

Client: Golub & Company, CIM Group, Chicago

EMERGING HOTEL CONCEPT

Bluebird Hotels, Amesbury, Massachusetts

Design, Architecture, and Purchasing Firm: Elder & Ash, Amesbury, Massachusetts

Client: Bluebird Hotels, Amesbury, Massachusetts

The Catbird, Denver

Design Firms: Swan Dive Design Studio, Denver; DLR Group, Denver

Architecture Firm: Shears Adkins Rockmore (SAR+) Architects, Denver

Purchasing: Absolute Procurement, Portland, Oregon

Client: Sage Hospitality Group, Denver

Moliving, Hurley, New York

Architecture and Design Firm: Moliving

Client: Jordan Bem



Congratulations to Lisa Villarreal!
She is an ICON.

Lisa and Lily Jack have been a valued trusted partner.
She is unwavering in her commitment to quality and design.
She has treated our firm like family. She is a leader and tireless in her
commitment to design, our industry and the projects she contributes to.
We can't imagine a better recipient of the ICON award.

To one of the most dynamic
people I know, beautiful in every
way and talented beyond words.

I'm so proud of you!

Congrats!
Hard work pays off.

Love you tons!

BFF Wendy Hertz



CONGRATULATIONS

LISA VILLARREAL

On being awarded the NEWH
Icon of the Industry Award for 2022!



Neil Locke & Associates
Hospitality Procurement

*Congratulations Lisa
you are a true Icon.*



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Hospitality

2022 Gold Key Finalists

Gold Key Awards finalists and winners are determined by a high-profile jury of hospitality industry leaders from the operations, design, development and investment sectors.

THIS YEAR'S 42ND GOLD KEY AWARDS JUDGES ARE:

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Jessica Gidari, director of design + concept development, Union Square Events

Stacey Greene, project executive, Generis Collective

Kavitha Iyer, head of design, Americas, IHG Hotels & Resorts

Diana Kessler, creative director, the Kessler Collection

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BRAY WHALER

warmly congratulates

Lisa Villarreal

for her outstanding leadership and recognition as the well-deserved recipient of the
NEWH Icon of Industry Award 2022



NEWH ICONS OF INDUSTRY



2004 Thomas Durkan



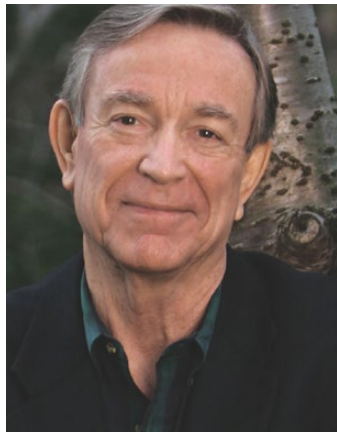
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2007 Manfred Steinfeld



2008 Roger Milliken



2013 Ray Anderson



2014 Bob Thomas



2015 Deborah Herman



2016 Jane Skeeter



2009 Jerry Hruby-Holly



2010 Judy Dobin



2011 Harvey Nudelman



2012 Herbert V. Kohler, Jr.

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2017 Janice Feldman



2018 Esther Cohen



2019 Sandy Banks



2019 Curtis Breedlove



2021 Lawrence Chalfin



2022 Lisa Villarreal

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Anna Perryman

Harrington School of Design

Shelley Stuart

Design Institute of San Diego

2006

Stacey Schield Shiring

University of Cincinnati

Kandice Pierce

Savannah College of Art & Design

2007

Ashley Anderson

Georgia Southern University

Alisa Biel

Boston University

2008

Jaclyn Livelli

Savannah College of Art & Design

Alysce Christian

Colorado State University

2009

Saray Gill

Savannah College of Art and Design

Kayla McCullough

Colorado State University

2010

Andrea Vasquez

Savannah College of Art and Design

Chelsea Lawrence

Colorado State University

2011

Santiago Arcila

Kwantlen Polytechnic University

Kyi Gyaw

Cornell University

2012

Stacey Sefcik

Savannah College of Art and Design

Ashley Cuoco

New York Institute of Technology

2013

Amanda Krueger

Florida State University

Alexandra Kern

Savannah College of Art and Design

2014

Tara Headley

Savannah College of Art and Design

Katherine Timmerman

Florida State University

2015

Katelyn Koch

Savannah College of Art and Design

2016

Tyson Baker

Maryville University

2017

Brianna Hunter

Florida International University

2018

Jieru Lin

California College of the Arts

2019

Carolina Cardona

Florida International University

2021

Okhyun des Lauriers

Hillier College of Architecture and Design, New Jersey Institute of Technology

2022

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Texas Tech University

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