



ISSUE 2 [SEPT. 2013]

# RE-DEFINE LUXURY IN HOSPITALITY

There is a growing awareness to integrate sustainable practices into all areas of the interior design industry, and hospitality is no exception. Ecologically friendly and Green Design is demanded not only from the designers, but from the travelers themselves. Guests like having a story behind their stay and sharing what makes it green. It is one way to tell a story, brand and differentiate a property. The awareness of the world's naturally spectacular environments and the positive consumer responses to environmentally friendly features, demand the use of Interior Design in an environmentally sustainable manner. Growth of worldwide benchmarking and certifications in Eco programs pertaining to hospitality and travel is just a pinpoint in a dynamic global movement. Luxury and green can go hand in hand creating healthier working, playing and resting environments with more natural light and cleaner air, improving occupant health, comfort and productivity. Hospitality design incorporating sustainability must support the guest, employee and the investor while minimizing the environmental footprint.



## SUSTAINABLE HOSPITALITY DESIGN

The hospitality industry in the United States is finally catching on to what the world has been doing for many years now. Whether it is a developed countries' sense of enviro-consciousness, as in the eco-friendly hotels of Europe, or the necessity driven sustainable efforts of lodging in the underdeveloped, resource poor, countries around the world; the United States hospitality industry is employing what the rest of the world has been doing for years - "to do what is right because it is right". Whether it is because of the result of recent federal economic incentives or the expressed desire of consumers', hospitality sustainable design is flourishing in the US. New buildings are being designed to recognized sustainable standards, environmentally friendly operation practices are being employed and environmental awareness by both employees and patrons is being realized. Finally, in an industry that has been built on the "more is more" concept a little "less" in the right places is making a big difference.

*Diana Castro*

Diana Castro, ASID, IIDA, LEED A.P  
President of H3Design

## PROJECT SPOTLIGHT FLORIDA HOUSE EXPERIENCE



Florida House Experience is a luxury addiction treatment center providing beautiful surroundings. Focusing on an alternative setting, as the designers, we incorporated the use of rich woods and colors to create a warm and comforting atmosphere to encourage healing. The lighting design utilizes various lighting techniques to create different ambiances from a dramatic dining area, which promotes interaction, to tranquil healing rooms, which promote a therapeutic setting.

## HD Americas Expo Hospitality Design Event

This year's HD Americas Hospitality Industry Conference will set the tone with a distinct international style where restaurants, hotels, interior architects and interior design companies get valuable new insight into the Latin American market.



HD AMERICAS EXPO  
September 24 – 25, 2013  
Miami Beach, Florida

SFHHA - Annual Golf Tournament:  
October 21, 2013  
Fort Lauderdale Country Club  
Sponsored by H3Design