

DDC

design
develop
construct
JOURNAL

SPRING 2015 \$16.00
WWW.DDCJOURNAL.COM

"We are a family business, and we have a passion for what we do," says Aaron Malinsky, CEO of Curbcut Urban Partners. "We work seven days a week. There is not one aspect of the development process that we cannot personally do. However, if you ask me what the biggest advantage of our company is, it's our passion for our business. We love the creative process and taking your creation all the way to completion."

CURBCUT
URBAN
PARTNERS

DERMODY PROPERTIES

Clearly defined markets and property types leads developer's strategy

GUTIERREZ COMPANY

Local knowledge produces new office building designed to meet needs of local tenants



Exceptional Designs and Interiors

Internationally-respected design firm helps create unique experiences for four- and five-star hotels around the world



Within just a few short years, Wimberly Interiors has become one of the most sought-after design studios for the hospitality industry, particularly four- and five-star hotel brands.

"Although we are a young brand, we have assembled a talented group of people who have more than 30 years of experience in the hospitality industry having worked with established, successful interior design firms," says Margaret McMahon, Senior Vice President and Managing Director.

Wimberly Interiors was formed in 2011 as part of WATG, an internationally-renowned design firm specializing in the leisure and hospitality fields. WATG is highly acclaimed for excellence in design and creativity and producing award-winning designs that consistently rank among the top in the world by the most discerning travelers.

"The work is considered top-quality relative to hotel and resort design in particular," says Bradford McNamee, Senior Vice President of WATG. "Our humble beginnings have led to a 70-year legacy of designing hotels and resorts around the globe. It has now expanded into a much greater diversity of buildings—not just hospitality but also residential, commercial and urban mixed-use as well."

INTERIORS THAT PRESERVE HISTORY

Wimberly Interiors has become equally respected, offering services such as facilities programming, interior architecture, value engineering, installation, procurement management, design documentation and more.

As part of its process, the team at Wimberly Interiors examines how the client and the property are trying to connect with the surrounding community.

"We look at the market positioning and the brand messaging they are trying to convey," McMahon says. "We feel that we take a much more intimate approach, asking bigger questions. It's not just about why, but also when, how and for whom."

In New York City, Wimberly Interiors is working on the JW Marriott Essex House, an iconic hotel located on Central Park South.

"As Marriott goes through redefining what the JW Marriott brand is in the context of New York, we are working with the owners to redefine the DNA of the property," McMahon says. "It is completely transforming

Wimberly Interiors; WATG

SENIOR VICE PRESIDENT
AND MANAGING DIRECTOR
Margaret McMahon

SENIOR VICE PRESIDENT
Bradford McNamee

LOCATION
New York, New York

it, from the guestroom corridors to a residential approach in the guestrooms. We have curated collections of artwork and furniture that reflect the uptown Manhattan location."

GLOBAL SUCCESS

Over the past 10 years, WATG and Wimberly Interiors have competed internationally, and most of their current projects are outside the United States. In Xi'an, China, the company is working on the Ritz-Carlton and Retail Complex, which will serve as a new landmark for a city that served as the terminus of the Silk Road more than 2,000 years ago.

The project has three components: a luxury hotel, five residential luxury apartment towers and a large retail shopping center.

"It's in a district just outside the historical city center of a developing area," McNamee says. "All three [components] are interrelated and designed to be compatible in terms of function, architectural character, materials and overall design elements."

Xi'an, home to a rapidly growing area of the country, has experienced a great deal of growth in recent years in residences, new businesses and commercial development. The five-star Ritz-Carlton hotel will meet the high demand for these types of developments in the region.

"Our client has intended this project to be the most luxurious development within the city of Xi'an, which is rapidly catching up to the development of cities like Beijing and Shanghai," McNamee says. "It's a major destination for tourists because of some of the historical elements of the city."

According to McNamee, WATG is well positioned to meet the unique needs of developers and clients in the Asian market.

"Communication is important, as is knowing the expectations of our clients and making sure both parties agree and understand what is being designed and delivered," he says. "We also must work with multiple design consultants from many different places around the world. There is a lot of communication and coordination involved, which can be challenging at times."

ALL-INCLUSIVE DESIGNS

In most of the projects, WATG and Wimberly Interiors attempt to create sustainable designs that contribute to greater energy efficiency for hotel assets.

"We really look at each project in terms of how we can reduce our carbon footprint, embrace sustainable practices, and create a richer experience for the hotel guest. It's not just about attaining LEED® certification," McMahon says. "It's taking it much further down the road."

In the future, Wimberly Interiors would like to continue to grow, but do so in a sustainable manner that makes sense for the company.

"We are always looking at growth, but we want to be extremely strategic in how we do that," McMahon says. "We have a small team in Dubai right now, and we see potentially growing that to serve our clients in the Middle East. We want to make sure that we don't just react to the market and remain client-centered."

According to McNamee, the future growth of WATG and Wimberly Interiors will be tied to the teams' ability to think holistically about designs and developments.

"We need to make sure that our designs exceed the expectations of our clients and the end users and consumers who are experience and enjoying the development," he says. ▶

ENVISION INTERNATIONAL

Envision International is grateful to ZhongDa ZhongFangXin Proprietary Co., Ltd. for the opportunity to help create the magnificent mixed-use project, The City, in Xi'an, China and honored to be a part of its world class design team led by WATG.

Waikiki Beach Marriott Resort
Honolulu, Hawaii

Ritz-Carlton Club & Residences
Kapalua, Hawaii

ANdAZ Resort & Spa
Wailea, Hawaii

Ritz-Carlton Tianjin
Tianjin, China

Casino Lisboa
Macau, China

Kauai Lagoons Resort
Lihue, Hawaii

Four Seasons Beijing
Beijing, China

Crimson Boracay Resort
Boracay Island, Philippines

Ritz-Carlton Langkawi
Langkawi Island, Malaysia

Montage Kapalua Bay
Kapalua, Hawaii

The City
Xi'an, China

VIDA at 888 Ala Moana
Honolulu, Hawaii

Park Lane Ala Moana
Honolulu, Hawaii

Westin Nanea Ocean Resort
Ka'anapali, Hawaii

Envision
INTERNATIONAL
HONOLULU • HONG KONG

Environmental Graphic Design
Identity & Branding
Marketing Communications

T +1 808.366.7209
www.envsnintl.com