



HBA/Hirsch Bedner Associates Designs Pan Pacific Seattle Hotel with Both Luxury and Simplicity In Mind

Property Combines Authentic Japanese Design with A Modern Twist

SANTA MONICA, CALIF. (September 26, 2007) — HBA/Hirsch Bedner Associates, the world's leading hospitality design firm, recently completed the interior design for the Pan Pacific Seattle Hotel. The contemporary boutique hotel is situated on one of the most exclusive addresses in Seattle at 2200 Westlake Avenue, on the corner of Denny Way and Westlake Avenue.

“Hirsch Bedner wanted to do something fresh and new for the Seattle marketplace,” says Michael Sandler, managing director of Hirsch Bedner Associates’ San Francisco office, which spearheaded the project. “We designed the lobby areas and guest rooms to reflect Pan Pacific Hotels’ understated elegance, but also in a manner that would promote their renowned attention to detail and customer service. Some of Japan’s most impressive interior design is built on the philosophy that less is more – the classic minimalist approach – and that’s what we tried to do,” he added.

HBA adopted a modern design style while adhering to centuries-old Japanese culture and tradition to create a clean, spacious and inviting interior done in pleasing earth tones of sand, beige and brown. A sense of minimalism is evident throughout, particularly in the hotel’s public areas and meeting rooms. The doors to each of the meeting rooms, for example, are made of zebrawood, which exudes both elegance and charm.

The hotel’s 160 guest rooms were designed so they each incorporate a sense of peace and tranquility – a welcome escape for guests on business or leisure travel. The rooms also boast breath-taking views of Seattle City, the Space Needle and Lake Union. Natural colors and modern furnishings bring the Zen aspect to life. Zebrawood continues its theme in the bathrooms. The zebrawood vanities hold one or two recessed sinks, and porcelain tile floors cascade up the wall to the glass-enclosed shower and frame the European size bathtub.

“Our aim was to have every element of the Pan Pacific Seattle Hotel reflect the Hirsch Bedner tradition of luxury and fine architectural lines,” noted Michael Bedner, chairman and chief executive officer of HBA/Hirsch Bedner Associates. “The Pan Pacific Seattle provided us with a unique challenge in which we were able to blend authentic Japanese culture, tradition and style with a modernistic approach that appeals to the eyes and all senses.”

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The Pan Pacific Seattle offers guests an individualized and personalized package of services and amenities. The hotel's "total stay experience" introduces new service concepts and enhanced offerings such as personal stewards, designer guest rooms, and advanced technology throughout the hotel. The personalized service also is extended to the condominium homes within the hotel for residents to experience the exclusivity that is reserved for hotel guests.

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About HBA/Hirsch Bedner Associates

As global leaders in hospitality interior design, HBA/Hirsch Bedner Associates is credited with revolutionizing the design industry. Since it was founded in 1964, the company has continually set design trends, pushing boundaries and injecting fresh ideas in to some of the worlds most prestigious and well-known addresses.

HBA/Hirsch Bedner Associates has successfully completed over 900 projects in 80 countries worldwide. Approximately 70 percent of its business is currently in the Pacific Rim countries, including many of the world's premier hotels such as The Fullerton in Singapore, the Ritz-Carlton Beijing, the St. Regis Hotel in Shanghai and the Park Hotel in Chennai, India.

HBA/Hirsch Bedner Associates prides itself on its unrivalled knowledge of the cultural, financial, geographical and programmatic requirements involved in design projects, and applies that knowledge to all of its projects, ranging from world-class hotels and resorts to individual boutique hotels, spas, casinos, cruise ships and private residences.

HBA employs over 450 design professionals in 12 offices worldwide: Los Angeles, Atlanta, San Francisco, London, Hong Kong, Shanghai, Tokyo, Singapore, Brisbane, Melbourne, New Delhi and Dubai. HBA hinges its achievements on its fundamental values of research and sensitivity to the needs of its markets.

For more information about HBA/Hirsch Bedner Associates, please visit the company's website at www.hbadesign.com.

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