

PRESS RELEASE
29 June, 2026

HBA APPOINTS MADELAINE CHAN AS PRINCIPAL, STRATEGIC PARTNERSHIPS



Madelaine Chan as Principal, Strategic Partnerships, HBA

SINGAPORE, 29 June 2026 – HBA (Hirsch Bedner Associates), the world's leading hospitality design firm, has appointed **Madelaine Chan** as **Principal, Strategic Partnerships**, a newly created senior leadership role designed to deepen client engagement and strengthen the firm's position across the global hospitality landscape.

This appointment comes at a pivotal time for HBA as the firm continues to advance its OneHBA framework, bringing together every design discipline under one unified platform. In this role, Madelaine will articulate that integrated capability to operators and owners, translating HBA's collective expertise into clear, compelling value for clients. As hospitality development becomes increasingly complex, shaped by evolving brand architectures, guest expectations, sustainability priorities, and technological change, this role formalises HBA's shift from design service provider to strategic partner and co-creator.

*"Madelaine's appointment reflects how HBA is evolving as a firm," said **Chris Godfrey, Co-CEO of HBA**. "Her experience enables deeper conversations with our clients about brand intent, commercial realities, and long-term value. This role strengthens our ability to listen, align, and respond thoughtfully as the industry continues to change."*

Reporting directly to HBA's Co-CEOs, Madelaine will focus on early-stage client engagement, strategic relationship development, and market intelligence, ensuring HBA's creative expertise is aligned more deliberately with client ambitions from the outset.

Madelaine brings over twenty years of experience with global hospitality organisations across Asia-Pacific, spanning luxury, lifestyle, and experiential hospitality. Her background in brand differentiation, portfolio strategy, and guest experience positions her to bridge commercial priorities with creative execution.

*"Partnerships are what bring OneHBA to life," said **Madelaine Chan**. "When collaborators are engaged from the beginning, design becomes more intentional and integrated, moving beyond transactional delivery toward shaping outcomes alongside our clients."*

While global in scope, the role has a strong Asia-Pacific focus, where markets across Southeast Asia, Japan, and Greater China are expanding rapidly and demand partners who can balance local nuance with global brand consistency.

"Guest expectations are becoming more refined," Madelaine added. "Successful partnerships require both sensitivity to local context and clarity of brand narrative, an area where HBA is uniquely positioned."

About HBA (Hirsch Bedner Associates)

At HBA, we believe in the power of great design to positively impact lives. Design that opens us to new ideas, new innovations, and new connections. Design that gives form to emotion.

Founded in 1965 by Howard Hirsch and Michael Bedner, our legacy of leadership in hospitality interior design now spans an ecosystem of design services and disciplines.

Today, we are a dynamic and multidisciplinary creative collective, bringing decades of experience to bear across design specialisms, markets, and industries. From hotels to homes, art to architecture, landscaping to lighting, HBA delivers design solutions that transcend function, creating environments that inspire and evoke emotion. With over 1,500 professionals in 29 offices across four regions, each year HBA partners with clients in over 80 countries.

Recognised globally for excellence in hospitality design, HBA has earned numerous awards and industry accolades, including the Gold Key Awards, the AHEAD Awards, *Interior Design's* Best of Year Awards, and the DNA Paris Design Awards. In 2026, the firm once again ranked No. 1 on *Interior Design* magazine's annual Hospitality Giants of Design list, and was named on *Forbes'* inaugural list of America's Top Hospitality Architects & Designers.

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Media contact:

Sherman Ip, Account Director, Petrie PR

Email: sherman@petriepr.com

Phone: +852 2821 9605

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