



HBA Residential expands global leadership team

NEWS • 01 Jul 2024



Luxury design practice appoints regional Principals to oversee EMEA, Asia-Pacific and the Americas.

Top-end design firm HBA Residential has unveiled a new-look global leadership team, appointing three regional Principals to oversee the business across EMEA, Asia-Pacific and the Americas.

William Bles ([LinkedIn](#)) will head up EMEA, with Mak Hon Yue taking responsibility for Asia-Pacific and Carlos Agelet de Saracibar leading the Americas.

The Singapore-based firm is the specialist residential arm of HBA (Hirsch Bedner Associates), whose hospitality clients include Four Seasons, Mont Blanc, Grosvenor House Hotel, One&Only, Mandarin Oriental, Jumeirah and Ritz-Carlton. A London studio was launched in 2016 and it now operates across four international locations, employing around 110 people in total and offering architecture, interior design, furniture and procurement services under one roof.



Bles leads HBA Residential's London studio and teams across Europe and the Middle East

The portfolio includes a number of high-profile schemes globally, including The Delmore Residences in Miami, The OWO Residences by Raffles and The Whiteley in London, SHA Emirates in the UAE and Hyundai Appujeong District 3 in Seoul, alongside a range of private projects.

Ken Smith, Partner & Global Principal at HBA Residential, said the firm's regional leadership model would help maintain a consistent design approach while supporting further international growth.

Former 1508 London, PDP London and Residence One designer Bles, who already leads HBA Residential's London studio and teams across Europe and the Middle East, said his focus would be on expanding the firm's footprint in key European markets while building on its existing momentum in the Middle East.



HBA Residential projects: The Whiteley London; The Delmore Miami; Giorgetti; Kumiki Collection

“ Ken Smith, Partner & Global Principal of HBA Residential: "At the core of HBA Residential is what we call a 'house way of thinking' – a shared design sensibility that is measured, elegant, and exacting. As we intentionally strengthen our leadership infrastructure across key regions that foundational philosophy remains absolute. Our regional Principals ensure design integrity is maintained internationally, anchoring the deeply trusted relationships that support our ongoing expansion across territories."

“ William Bles, Partner and Principal, HBA Residential, EMEA: "Looking ahead, I'm focused on expanding HBA Residential's presence across key European markets, while continuing to build on the momentum we've established across the Middle East. A significant part of that is strengthening our specialist teams across Europe, where demand for ultra-prime residential design is becoming more sophisticated."



Carlos Agelet de Saracibar, William Bles & Mak Hon Yue

IN THIS ARTICLE By [PrimeResi Editor](#)

COMPANIES [HBA Residential](#)

LOCATIONS [Americas](#) [Europe](#) [International](#) [London](#) [MENA](#) [Prime Central London](#)
[Prime Outer London](#) [United Kingdom](#)

CATEGORIES [Business](#) [Business & People](#) [International](#) [International Business](#) [People](#)