

boutique™ DESIGN

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May+June 2012: The Boutique 18

COVER STORY: Up-and-Coming Designers

Posh Airport Lounge Lands in Turkey

Q+A: Studio Gaia's Ilan Waisbrod

Highly Styled Hallways



THE
boutique 18
DESIGNERS OF THE
NEXT GENERATION

COVER STORY



Courtesy of Avenue Interior Design



Andrea DeRosa
principal, co-owner
Avenue Interior Design

Biggest lesson DeRosa learned from the Great Recession:
“Don’t go overboard with smoke and mirrors. Clients want great design at a fair price.”

Select projects: Borgata Hotel, Casino & Spa, Atlantic City, N.J. (shown); SBE Hotel, Los Angeles; Canary Hotel, Santa Barbara, Calif.

Why her? Haley Hustedt, principal/sales manager of Sapphire Chandelier, says DeRosa “has great communication skills, a wonderful work ethic and true passion for Impeccable design.”

Given a sky’s-the-limit budget, she’d design: “A gorgeous, Parisian-inspired restaurant with intricate marble molding, white gold leaf accents and whimsical pastels.”



Courtesy of Bill Rooney Studio



Robert Veluz
project designer
Bill Rooney Studio

Select projects: Corbu Spa & Salon at the Charles Hotel, Cambridge, Mass. (shown); The Peninsula New York; Jumeirah Beach Hotel, Dubai

Favorite career moment: Reinventing himself: “I started my hospitality career on the corporate side, working in franchise development with Hilton Worldwide and sales and marketing with Gettys. Those experiences helped me to better understand and respect the power of design, and inspired me to redirect my career path to become a designer.”

Given a sky’s-the-limit budget, Veluz would:

“Collaborate with a luxury fashion designer or retailer and develop a new lifestyle hotel destination.”