



**FOR: HOSPITALITY DESIGN MAGAZINE**

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**HOSPITALITY DESIGN MAGAZINE HONORS INDUSTRY'S MOST REVOLUTIONARY  
TALENTS AT PLATINUM CIRCLE AWARDS DURING HD EXPO**

***Vegas titan Stephen Wynn receives Manfred Steinfeld Humanitarian Award***

NEW YORK, NY (April 10, 2009) – A few of the industry's leading visionaries who designed some of the world's most iconic properties will receive special recognition during the **22nd Annual Platinum Circle® Awards** at the **Hospitality Design Exposition & Conference (HD Expo)** in Las Vegas on **Thursday, May 14**. Sponsored by *Hospitality Design* magazine, those who helped redefine the bar for extraordinary design and played an integral role in designing properties such as the Four Seasons Hotel George V in Paris, Grand Hyatt in New York City, Harrah's in Atlantic City and Wynn Las Vegas, will be honored by their peers during the prestigious ceremony which takes place at The Venetian Hotel Ballroom from 6:30 to 9:30 p.m.

Recognized as some of the most talented and distinguished names in the industry, the **2009 Platinum Circle® Award recipients** includes: **Brad Friedmutter** from Friedmutter Group (Las Vegas); **James Looney** from Looney & Associates (Dallas/Chicago) and **Pierre Yves-Rochon** from PYR Design (Paris/Chicago).

Established in 1987, the Platinum Circle® Award is an accolade honoring achievement within the hospitality design industry through concept development and/or design execution. "This year's roster of honorees is, as usual, a portrait of the best hospitality design has to offer," says **Michael Adams**, editor in chief, *Hospitality Design* magazine. "Each in his own way has created properties that are exemplars of their category: hotels, resorts, restaurants, casinos and spas. Cumulatively, they represent nearly a half-century of experience and expertise in the industry and they join a host of Platinum Circle members who constitute the best of the best," adds Adams.

An industry leader who has had enormous impact in the hospitality world and on the overall development of Las Vegas is Chairman of the Board and CEO **Stephen Wynn** from Wynn Resorts, Limited, who will receive the honorable **Manfred Steinfeld Humanitarian Award** during the special gala. "Steve Wynn himself was a Platinum Circle honoree ten years ago. In addition to being a titan of hospitality and a Las Vegas legend, Steve is a generous and passionate supporter of many medical and educational causes and institutions. It's a pleasure to recognize him in this way," comments Adams.

#### **ABOUT BRAD FRIEDMUTTER - PLATINUM CIRCLE® AWARD RECIPIENT:**

Founder and CEO of Friedmutter Group, **Brad Friedmutter** began his career as vice president of design and construction for Steve Wynn and Mirage Resorts, followed by a senior position with Bally's Inc. He began Friedmutter Group in 1992, which now boasts offices in six offices around the world, including Hong Kong and Dubai. His designs have won multiple awards, including the 2007 Sarno Lifetime Achievement for Casino Design. Born in Brooklyn and raised in Queens, Friedmutter came by his career genetically: his mother was Director of Cultural Arts for the New York City Board of Education. His degree: Cooper Union School of Art and Architecture. Friedmutter's specialty has been the creation of large and lavish casinos and hotels throughout the world, with clients such as Harrah's, Foxwood, Trump, MGM/Mirage and Ritz-Carlton.

Notable projects that the **Friedmutter Group** have been involved with include the Red Rock Casino & Spa (Las Vegas); Isle of Capri Casino (Biloxi, MS); Harrah's Atlantic City; Pala Casino Hall & Spa (Pala, CA) and Green Valley Ranch (Henderson, NV). For more information, visit [www.friedmuttergroup.com](http://www.friedmuttergroup.com).

#### **ABOUT JAMES LOONEY - PLATINUM CIRCLE® AWARD RECIPIENT:**

The creative head of more than 425 hospitality projects in the United States, the Middle East, Africa, Mexico and Asia, **Jim Looney** was born in Memphis, Tennessee and educated at the University of Mississippi and the University of Arkansas. It was an interview with a local Mississippi architect for a college paper (Looney was originally a history and English major) a meeting with Fay Jones that he first thought seriously about a career in architecture. Trained in hospitality at the legendary Wilson & Associates he started his own firm in 1995, and since then has created hotels and resorts that exemplify creativity, impeccable taste and innovative style. His clients include Ritz-Carlton, Hilton, Hyatt, Westin, and Sheraton.

Notable projects that **Looney & Associates** have been involved with include the Grand Hyatt (New York); Sheraton Fisherman's Wharf (San Francisco); Westin Riverwalk (San Antonio); Casa Marina Resort (Key West); Ritz-Carlton Kapalua (Maui) and The Saratoga, Saratoga Springs. For more information, visit [www.looney-associates.com](http://www.looney-associates.com).

#### **ABOUT PIERRE-YVES ROCHON - PLATINUM CIRCLE® AWARD RECIPIENT:**

Born in France's Brittany region, **Pierre-Yves Rochon** traveled widely as a child, soaking in international culture and opening his eyes to a wide range of influences, cultures and art forms. Music intrigued him, as did filmmaking. But it was the world of interior design that happily proved the most seductive. Rochon worked for several designers, largely creating offices and banks, before launching his own firm in 1979, swiftly gaining a reputation for some of the most luxurious properties on earth.

Notable projects that **PYR Design** have been involved with include the Four Seasons Hotel George V (Paris); Hotel Keppler (Paris); Monte-Carlo Bay Hotel and Resort; Ritz Lisbon; Sofitel Chicago Water Tower; Sofitel St. James (London); L'Atelier de Joel Robuchon (Paris, New York City, London, Hong Kong) and Restaurant Benoit, Alain Ducasse (Tokyo). For more information, visit [www.pyr-design.com](http://www.pyr-design.com).

#### **ABOUT STEPHEN WYNN – MANFRED STEINFELD HUMANITARIAN AWARD RECIPIENT:**

A legend in Las Vegas, Atlantic City and international hospitality, **Steve Wynn** has enjoyed a 42-year career as a hotelier and developer, from his first job at the Frontier Hotel, through the transformation of the Golden Nugget from ordinary to first-class, to his current holdings that include Bellagio, Wynn Las Vegas, Wynn Macau and Encore, he has embodied the spirit of entrepreneurship, leadership and boldness that has led to not only impressive success, but also admiration. By raising the bar for the city's design, style and service, Wynn helped the transformation of Las Vegas into one of the world's most desired

destinations. Not surprisingly, he was cited by *Time* magazine in 2006 as one of the World's 100 Most Influential People.

But Wynn's reach extends far beyond the sites where his hotels stand. His philanthropy and humanitarian endeavors extend to his alma mater, the University of Pennsylvania, where he has served on the Board of Trustees; an advisory board position at the Center for Strategic and International Studies in Washington D.C.; an award for Global Vision and Philanthropy from the Order of the Sons of Italy; honorary doctorates from the Culinary Institute of America; a seat on the Board of Trustees for the JFK Center for the Performing Arts; the creation of the Golden Nugget Scholarship Fund to help worthy Nevada students pay for college; and a member of the International Advisory Council for the Moran Eye Center. For his generosity, civic spirit, and bountiful good will, *Hospitality Design* magazine honors Steve Wynn with the 2009 Manfred Steinfeld Award.

The **2009 Hospitality Design Exposition & Conference (HD Expo)** is presented by *Hospitality Design* magazine and produced by the Hospitality Design Group, part of Nielsen Business Media, which also produces the Hospitality Design Boutique Exposition & Conference (HD Boutique) in Miami (September 14-15, 2009). The event is in association with: International Interior Design Association (IIDA); International Society of Hospitality Purchasers (ISHP), National Council for Interior Design Qualification (NCIDQ); American Society of Interior Designers (ASID); and NEWH, Inc.—The Hospitality Industry Network.

**Nielsen Business Media**, a part of The Nielsen Company, is a leading market-focused provider of integrated information and sales and marketing solutions, helping businesses go to market more effectively and efficiently. Serving more than 30 industries spanning entertainment, media and marketing, retail, travel and performance, and design, Nielsen Business Media provides business-to-business products and services in print, online and face-to-face. With 40 publications, over 135 trade shows and conferences, and 195 digital products and services, Nielsen Business Media offers insight, analysis and face-to-face contacts to help professionals better understand their markets, serve their customers and grow their businesses.

**The Building Design Group**, part of Nielsen Business Media, includes leading publications, events and digital offerings in the residential and commercial property design industry including *DDI*, *GlobalShop*, *Commercial Property News*, *Contract*, *Hospitality Design*, *Hospitality Design Expo* and *Hospitality Design Boutique*, *Kitchen & Bath Business*, *Kitchen and Bath Industry Show*, *Multi-Housing News* and *Multi-Housing World*. The group also produces publications and events in the decorated apparel and home healthcare industries including *Impressions*, *The Imprinted Sportswear Shows* and *Medtrade*. Additionally, three Marine Military Expositions are produced that are focused on the US Marine Corps. Nielsen Business Media is a division of The Nielsen Company.

**Media registration** for HD Expo: <https://www.xpressreg.net/register/hdes059/media/regInfo.asp>

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