



**FOR: HD EXPO**  
**NIELSEN EXPOSITIONS**  
1145 Sanctuary Parkway, Suite 355  
Atlanta, GA 30009  
(770) 291-5459  
[www.hdexpo.com](http://www.hdexpo.com)

**CONTACT: WAGSTAFF WORLDWIDE, INC.**  
Jim Lee / Ty Bentsen  
(312) 943-6900 / (323) 871-1151  
[jim@wagstaffworldwide.com](mailto:jim@wagstaffworldwide.com) / [tyb@wagstaffworldwide.com](mailto:tyb@wagstaffworldwide.com)

---

**HD EXPO ATTENDEES CAN EXPLORE AND BE INSPIRED BY HAPTIK:  
WINNER OF THE FIRST-EVER SUSTAINABLE SUITE DESIGN COMPETITION**

*The U.S. Green Building Council's Sustainable Suite redefines how a high-performance, energy and resource-efficient hotel suite should look and function*

(ATLANTA, GA; February 5, 2010)—Culminating a year long competition challenging interior designers to create their vision for the best environmentally-friendly hotel suite, attendees at [HD Expo 2010](#) will have the unique opportunity to explore [Haptik](#)—winner of the U.S. Green Building Council's (USGBC) first-ever **Sustainable Suite Design Competition**. Conceptualized by WATG, a destination design firm, in conjunction with IDEO, an innovation and design firm, Haptik embodies the meaning of this Greek term—to experience interactions based on a sense of touch—with design that successfully juxtaposes sustainability and luxury without sacrificing either ideal. The USGBC Sustainable Suite will be built in full and showcased at HD Expo, taking place May 19-21, 2010 at the Sands Expo and Convention Center in Las Vegas.

“We’ve seen an exciting shift in the hospitality industry in recent years. Being environmentally friendly has gone from being a passing trend to something that consumers expect and care about when choosing all types of accommodation—from budget to luxury,” said Michelle Finn, vice president of the Hospitality Design Group. “We’re excited to showcase USGBC Sustainable Suite’s innovative environmental solutions at HD Expo and attendees can source many of the products showcased in Haptik by simply shopping the tradeshow floor,” she added.

Winning design strategies on display in the USGBC Sustainable Suite include an “all-off” switch to ensure lights are automatically turned-off based on passive infrared sensors (PIR) and room conditioning equipped by a four-pipe horizontal fan-coil system. The suite also features a

Trombe wall in the shower that captures solar heat to warm the shower water and a graywater irrigation system that filters and recycles shower water to an outdoor herb garden, which in turn scents the room.

Because the hospitality industry is a large consumer of energy and water use, the USGBC created the Sustainable Suite Design Competition in conjunction with the American Society of Interior Designers (ASID) and NEWH to motivate sustainable practices industry-wide among newly built and existing hotels. The council chose the winning design to be displayed at HD Expo 2010 and inspire project teams for leading hotels worldwide to adopt the latest environmentally-friendly practices.

Submissions from 65 professional designers and aspiring young professionals were received, each one redefining how a high-performance, energy-and-resource-efficient hotel suite should look and function. Design submissions were judged on three overarching categories: Design Elements (water efficiency, energy and atmosphere, materials and resources and indoor environmental quality), Education (guest room attributes and guest practices) and Overall Design (integrated design approach, originality and innovation, general aesthetic and financial feasibility). To ensure impartiality of the winning design, participants could not solicit monetary donations, but rather had to submit a list of in-kind product contributions from sponsors. Industry professionals and design practitioners chosen by USGBC, ASID, and NEWH comprised the panel of [judges](#). For more information about the Sustainable Suite Design Competition, visit [www.usgbc.org/sustainablesuite](http://www.usgbc.org/sustainablesuite).

### **U.S. Green Building Council**

The Washington, D.C.-based U.S. Green Building Council is committed to a prosperous and sustainable future for our nation through cost-efficient and energy-saving green buildings. With a community comprising 78 local affiliates, more than 20,000 member companies and organizations, and more than 131,000 LEED Accredited Professionals, USGBC is the driving force of an industry that is projected to soar to \$60 billion by 2010. The USGBC leads an unlikely diverse constituency of builders and environmentalists, corporations and nonprofit organizations, elected officials and concerned citizens, and teachers and students. Buildings in the United States are responsible for 39% of CO2 emissions, 40% of energy consumption, 13% water consumption and 15% of GDP per year, making green building a source of significant economic and environmental opportunity. Greater building efficiency can meet 85% of future U.S. demand for energy, and a national commitment to green building has the potential to generate 2.5 million American jobs.

**Hospitality Design Exposition & Conference (HD Expo)** is presented by the Hospitality Design Group, part of Nielsen Expositions, which also produces HD Boutique in Miami Beach, September 13-14, 2010. HD Expo is presented 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. For more information, please visit [www.hdexpo.com](http://www.hdexpo.com).

**XXX**

**FOR MORE INFORMATION, PLEASE CONTACT  
WAGSTAFF WORLDWIDE, INC., (312) 943-6900**