

BOUTIQUE design

HOSPITALITY REINVENTED

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FORWARD THINKERS

The 10th annual Boutique 18 class forges new paths for creating cutting-edge hospitality spaces

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This year's Boutique 18 battled through the lean years of the downturn. Now, they're using those lessons to make the most of the hospitality industry's power surge and fire up a wave of creativity both in their projects and in their workplaces.

BY MATTHEW HALL

YES, THE BOOM is on. But lessons learned from the Great Recession still loom large for interior designers of hospitality spaces. That was one of the central messages to emerge from the responses this year's Boutique 18 gave to questions put to them about changes they've seen in the industry in recent years.

This may come as a bit of a surprise. After all, in today's fast-paced business environment, the events of five to seven years ago could be viewed as ancient history. But that's definitely not the case here. As Puccini Group's Grace Machado McClurg put it, "I consider maintaining employment through the Great Recession to be my biggest achievement on the job. That time in our industry

allowed me to grow exponentially and exposed me to life lessons and hard choices that will stay with me forever." In a similar vein, Design Atelier's Echo Lattner notes that, "our industry has seen several rough economic years since I became a designer, and I'm proud of the fact that I stuck with it, maintained confidence and persevered."

Clearly, the downturn will impact the industry for years to come—and that's a good thing, as it served as a crucible that forged these up-and-coming designers into visionaries capable of creating cutting-edge destinations that are done on time and on budget.





GIANPIERO PUGLIESE

Principal
AUDAX Architecture

NOTABLE PAST PROJECTS: The Chase restaurant, Toronto; Colette Grand Café, Toronto; The Shops of Summerhill, Toronto

CURRENTLY WORKING ON:

Architecture/interior design of a 30,000 sq. ft. mid-century modern residence in The Bridle Path, an upscale neighborhood in Toronto

FAVORITE CAREER MOMENT: Seeing the designs my firm creates take shape during construction, and then seeing people use and enjoy those spaces when they are complete.

GIVEN A SKY'S-THE-LIMIT BUDGET, HE'D DESIGN: All the buildings and public spaces of a city. This locale would incorporate modern structures within a preindustrial urban landscape. Imagine your favorite Italian piazza surrounded by human-scaled buildings rendered in a modern aesthetic.



IF NOT A DESIGNER, HE'D BE: *A developer, because they have the abilities to shape our built environment in ways no one else can.*



THE CHASE

WILLIAM SUAREZ (PUGLIESE); BRANDON BARRE PHOTOGRAPHY (THE CHASE); COLETTE GRAND CAFE)