

For Tiffany's Wall Street location in New York, YP turned a former bank building into a glittering gem. Over the entrance is a 18-metre-long sculpture by Ingo Maurer, made of wire mesh and hung with 20,000 Swarovski crystals.



The lobby of the Hazelton Hotel in Toronto subtly reflects the heyday of luxury travel through its green marble cladding and bronzed screens. Stacks of chromed suitcases are by Toronto artist Bruno Billio.

And how does YP ensure that all the projects under way – including hotels in Malaysia, China, Mexico, Hawaii, New York, Toronto and India – are executed according to the same meticulous design standards?

// **It has to be good – that's the only option.** George is here, and they know they have to present everything to him. I look at it occasionally, and if it's a competition I look at it even more intensely. And we present it together; the designers never present alone. //

What are the bad boys of 30 years ago – whose promotional materials now define their work as “luxury interiors,” but who once rocked the Toronto club scene with exuberant avant-garde designs – cooking up now?

// We are doing a bit more residential work; we always thought we would hate it, but it's actually quite interesting. We are doing yacht interiors and airplane interiors, and we are doing some W Hotels, but they're more sophisticated than the usual, our take on it. And we're working for Ian Schrager on the renovation of a 400-room hotel in Waikiki Beach, Honolulu, that's on a really tight budget. Yesterday we did a proposal for a hotel in Toronto that's very whimsical and witty, but in a more refined way. It's easy to do pastiche and exaggeration. If you edit better and refine your work, you can still be witty, innovative and unusual, but in a more controlled way. The luxury stuff can become too easy, and if we don't add an element of artistic nature to it, it becomes boring. **AZ** //

Glenn Pushelberg joins *Azure's* editor, Nelda Rodger, in an informal interview setting to share his perspective on business and design strategy at NeoCon in Chicago, June 16 at 4:30 p.m. Holiday Inn Chicago Mart Plaza, Sauganash Ballroom.

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*The better you pay your employees, the better the projects, and everybody wins. You add value through design, and you shouldn't give it away*