



TVD to renovate the Hyatt Regency Montreal

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Therese Virserius Design, (TVD) has been retained to renovate the Hyatt Regency Montreal. The first stage of the renovation encompasses 12,000 s/f and will include an improved look for the ballroom, pre-function and meeting spaces. Construction is to begin in the summer.

Since the locale is in the middle of Montreal's culture epicenter, the new concept for the ballroom will have a synergy with the Place des Arts, not only because the Hyatt is strongly connected to the Montreal Jazz festival and Film du Monde, but also due to the geography of these two institutions.

Therese Virserius Design, which is expected to change the definition of modern-day ballrooms, will dramatically transform the pre-function and public areas leading up to the ballroom. The space, a perfect marriage of functionality and beauty, is expected to be a sophisticated, new concept influenced by an interactive art gallery. The extraordinary refuge will incorporate artwork, vibrant hues and interesting lighting reminiscent of the largest galleries in Montreal and across the globe. Eight enormous porcelain-ceiling sculptures emit subdued, sexy, lighting and will replace traditional chandeliers. The sculptures are one of the major forces driving the art gallery concept as they are a new, interesting way to turn something that would be conventionally taken for granted, into an extraordinary work of functioning art. Installations in the main ballroom will feature sculptures by Toronto artist Ken Gangbar, whose work for this particular project uses hard, organic, materials in a soft, subdued technique. Additional features include backlit glass panels incorporating linear, black lacquer sculpted lines. The panels will have the ability to change hues based on the event focus to add a personalized touch using the marriage between design and technology. Floors will be lushly carpeted with a large, boldly graphic chrysanthemum pattern against a vivid and colorfully saturated background. Pre-function rooms will be easily accessible to private rooms for returning calls, meetings or discussions as well as provide a haven for bridal parties prior to ceremonies.

"I am thrilled to be working with Hyatt Montreal to help them reinvent their high caliber of hospitality spaces," said Therese Virserius, Founder of the firm. "Our design philosophy is the perfect match to the client's fresh ideology and approach to interior design."

The renovation of the ballroom and pre-function spaces will enable the Hyatt Regency to become one of the most desirable prospects for events throughout the Montreal area. Located in central Montreal, it is in the heart of the entertainment and shopping district. A number of theatres and museums are within walking distance of Palais des Congrès, Montreal's trade fair and congress centre. The project is expected for completion in the fall, 2009.

Therese Virserius Design

Therese Virserius Design is an award-winning full service interior design firm based in New York City with a focus on creating dramatic interiors that explore color, shapes and texture all within the

context of a functional commercial space. Therese Virsersius Design was recognized by Hospitality Design Magazine as one of the Wave of the Future designers and was recently nominated for "The Rising Star Award" by The Fashion Group International. Current projects include Hyatt, Montreal; Vdara at CityCenter, Las Vegas, NV; Westin, Ft Lauderdale, FL; Xie Xie Restaurant, New York; lobby, lobby lounge and restaurant at Hyatt, Pittsburgh, PA; two private residences as well as commercial office space for Designer Greetings in Edison, NJ.

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