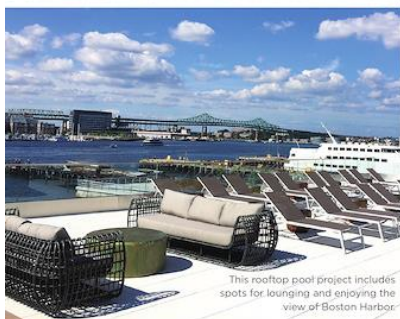


# Shademaker



Kahnoo furnishings dress the pool at Miami's Brickell Place.



This rooftop pool project includes spots for lounging and enjoying the view of Boston Harbor.

INSPIRATION OUTDOOR HOSPITALITY

## CASUAL CONTRACT

HOW TO CHOOSE THE RIGHT OUTDOOR PARTNERS FOR HOSPITALITY PROJECTS

BY JENNIFER BRINGLE

One of the biggest trends in home design right now is the growing importance of the outdoor space. But many designers know that outdoor has always been a huge deal in the hospitality market. From posh hotel pools to alfresco dining spaces at restaurants to outdoor entertainment centers at planned communities, there's long been abundant opportunity for lucrative exterior design projects in the contract industry.

When working on a hospitality project, one of the most important aspects is finding the right partners who can help bring your vision to life with products that will stand up to the rigors of the contract environment.

"This is the most critical question, because the quality of the framework and quality of the fiber is the most important aspect of sourcing for hospitality projects," says Marie Ferreira, vice president, [Skyline Design](#). "All Skyline Design furniture is commercial grade. Although we are most known for our 'wow' pieces, even our simple dining chair is manufactured for commercial installations."

And initial quality isn't the only consideration. When working with an outdoor furnishings or accessory maker, it's just as important to know the level of maintenance involved in keeping the product looking good, and then communicating that to your client. With performance materials, it may seem that today's outdoor furnishings are bulletproof, but even the most durable pieces will need some level of regular maintenance.

"Make sure the furniture you specify meets the maintenance the client is able to provide," says Claudia Mejia, customer experience manager, [Kahnoo](#). "Natural teak furniture looks beautiful, but there is a lot of maintenance involved. Lighter cushion fabric will



Bold colors that might not work inside are a go in hospitality projects.

Skyline Design is known for their statement daybeds, but even smaller pieces are contract grade.



show dirt more readily. Just make sure that the client is aware of all needed maintenance so that there are no mismatched expectations."

Another major aspect of building a relationship with outdoor furnishings providers for contract jobs is the company's ability to provide customization and quick turnarounds.

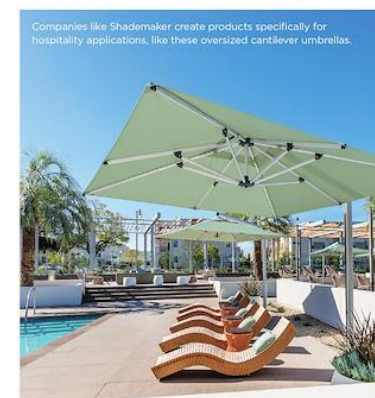
"We work closely with many different accounts, such as designers, architect firms, purchasing firms and specifiers for hospitality projects," says Marie. "We offer our complete lineup stocked in our South Florida warehouse for projects needed right away, as well as the option to customize our lineup direct from factory with a lead time."

A good partner will not only offer plenty of options available quickly, but they will also back that with service after installation to handle any issues. That willingness made the partnership between the designers of the Great Park Neighborhoods in Irvine, California, and umbrella manufacturer [Shademaker/Jardinico](#) a natural fit.

"Our customer service was also a determining factor as we offer great repair service if they should ever need it," says Jennifer Dorr, national contract sales manager, [Shademaker/Jardinico](#). "And our customization and style and canopy color selections were of interest to this group in creating these beautiful outdoor designs."

And with hospitality projects, there's often more room for creativity. Where a residential client might not want lime green or hot pink furniture or umbrellas in their backyard, a hotel or restaurant will be more open to bold pops of color.

"We offer the crayon box approach to support their creative vision," says Claudia. "That means that we offer up all our frames in an array of colors that coordinate regardless of material. Designers are encouraged to let their imaginations play with color and shapes to make their creative visions come to life." With the right relationships between designers and outdoor companies, hospitality projects can not only be lucrative, but also incredibly fun. ▶



Companies like Shademaker create products specifically for hospitality applications, like these oversized cantilever umbrellas.

# INSPIRATION

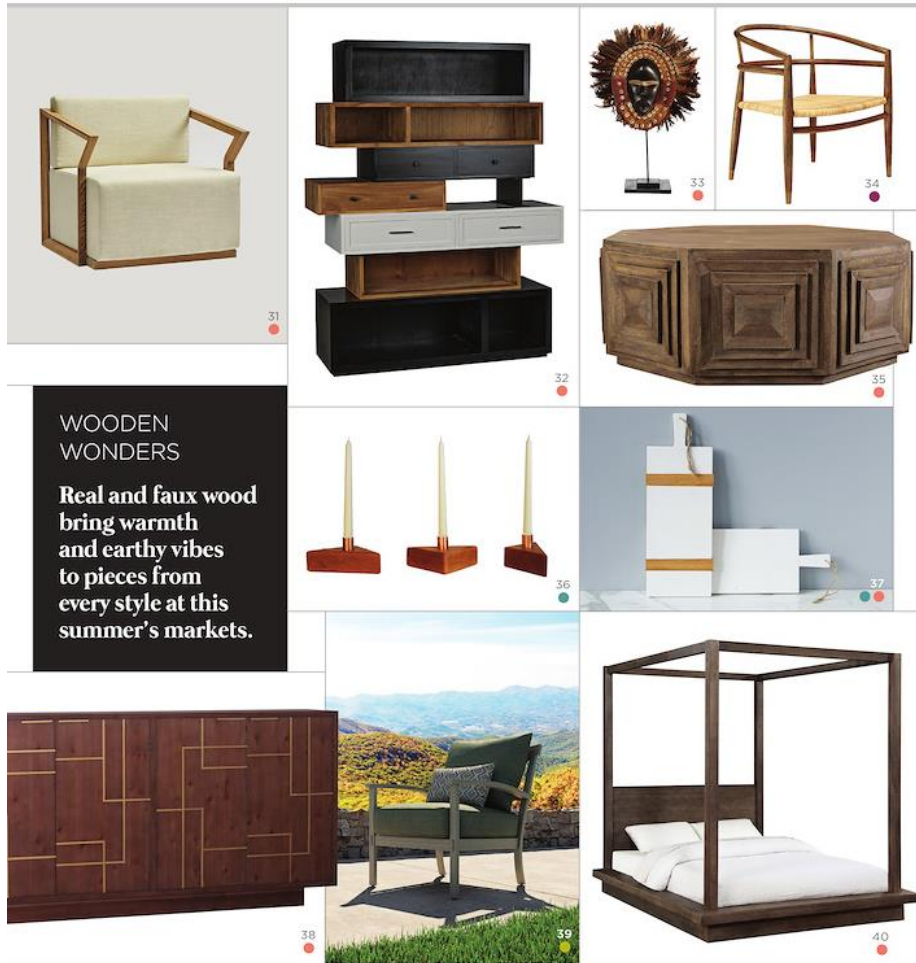


Photography: Shademaker

Sumptuous spas. Posh pools. Luxurious lounges. In the hospitality market, there's no shortage of opportunity for designers to find lucrative exterior projects that allow them to flex their creative muscles. And when designers partner with the right outdoor companies, those alfresco spaces can truly make a statement, like this oasis in the Great Park Neighborhoods in Irvine, California, with umbrellas from Shademaker. Read on for this and other island-inspired design projects and products.

# Castelle

MARKET SUMMER SELECTIONS



WOODEN  
WONDERS

Real and faux wood  
bring warmth  
and earthy vibes  
to pieces from  
every style at this  
summer's markets.

31. Sofa Chair, [Screen Gems Living Collection](#) / 32. Ferard Bookcase, [Nair](#) / 33. Baobab Wood Mask on Stand, [LMA Home Decor](#) / 34. Anderssen Lounge Chair, [Ringslow 5](#) / 35. Gamble Octagonal Cocktail Table, [Meus](#) / 36. Triangles Cherry and Copper Candlestick Holders, [Sabbath Day Woods](#) / 37. Whit Mod Charcuterie Board, [Etu Home](#) / 38. Hanover Sideboard, [Harp & Finial](#) / 39. Antler Hill Lounge Chair, [Bltmore by Castelle](#) / 40. Melbourne Platform Bed, [Modus Furniture](#)