

# II

## IRA IMERLISHVILI

design director

bethesda, md

m.f.a. interior design + interior  
architecture, *georgia state university*

b.a. set design + painting, *tbilisi  
academy of fine arts*



### work experience:

Over 20 years of experience in hospitality design, including high-end urban and resort hotels, restaurants, bars, spas, golf clubs, retail and residential interiors

Extensive working experience in highly competitive markets: Middle East, APAC, and Americas

Worked with the most prominent brands: St. Regis, Ritz-Carlton, Four Seasons, Edition, W, The Peninsula Hotels, Shangri-La, Hilton Hotels and Resorts, InterContinental among others

Served as primary resource for innovative, future-looking, world-wide projects

### key project experience:

Lead Designer

— St. Regis Hotel & Residences | Belgrade Serbia

Lead Designer

— St. Regis | Saadiyat Island AD

Lead Designer

— St. Regis | Abu Dhabi

Lead Designer

— Peninsula Branded Apartments | Yangon Myanmar

### best design tip:

when designing spaces always strive to simplify, refine and repeat. simplicity is truly the hardest to achieve in design. you must find a way to pare it down to the essential element, refine it with outstanding craftsmanship, and then repeat the element throughout the space. great example of that would be design of the beijing national stadium, bird's nest. seemingly complex structure, yet when you look at it closer, you can see just one design element repeated over and over.

### favorite pattern:

it would be hard to identify one pattern, it all depends on the space and aesthetics that one tries to create. but what i like about patterns, is their ability to create rhythm within a space.

### hidden talent:

i guess it would be juggling... while doing a headstand.

### if it's the last thing i do...

i get on a motorcycle, ideally original royal infield, and cruise along narrow paths and cliff edges of the himalayas.

### trip of a lifetime:

it has to be sapa, the mountainous region in the northern vietnam. we spent a couple of days there, hosted by a local family from a hmong tribe. they lived in the simplest, old house, without a floor, almost no furniture and no electricity. yet, they were some of the happiest people we have ever met, truly content with what they had.