

[ FOR IMMEDIATE RELEASE ]

## VIS-À-VIS DESIGNERS WIN BIG IN BIG APPLE

New York City, New York, January 29, 2007 - The Vis-à-vis creative team and its clients have been honored with three Bronze Adrian Awards at the 50th Anniversary of the Hospitality Sales and Marketing International (HSMAI) Awards in New York City.

The prestigious Bronze Adrians were presented in recognition of three memorable campaigns:

**HOTEL PALOMAR DC** – “Reigning Cats & Dogs” Pet Recognition Program – The Vis-à-vis team created a playful print brochure that puts pets first, featuring hotel highlights that include the Bark Bar and a dog walking program. On the strength of this creative, the Reigning Cats & Dogs Program will roll out to every Kimpton Hotel in the next year. [ [VIEW WORK](#) ]

**HOTEL PALOMAR DC** – 2006 Image Campaign – Building on the hotel’s “Art in Motion” story, the “What Moves You?” image campaign showcases the hotel’s outstanding décor and the unparalleled customer service. The result is an award-winning display of sophisticated branding, print, Web, direct mail and signage. [ [VIEW WORK](#) ]

**HOTEL ALLEGRO CHICAGO** – 2006 Image Campaign – The “Be a Star” campaign builds on the Hotel Allegro story, emphasizing the alluring interior design of the hotel and its one-of-a-kind luxury amenities to instill a sense of celebrity in every guest. [ [VIEW WORK](#) ]

The Adrian Awards attract more than 1,200 entries from 36 countries, and are considered the largest awards in the hospitality industry.

“We are lucky to work with very imaginative clients, and it’s a privilege to share in their success,” said Stephanie Goodman, CEO and Senior Account Executive with Vis-à-vis Creative. “We are fortunate that hotels like the Palomar and the Allegro share an affinity for stylized marketing programs, with a high regard for returns on the investments into their brands.”

Says Glenn Innes, Area Director for Sales and Marketing of Kimpton Chicago Hotels, ““Be a Star” captures how we want our guests to feel when they stay with us. The Vis-à-vis team has helped us convey that message in a stylized, compelling way.”

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*Vis-à-vis Creative Concepts Inc. is a strategic design firm based in Chicago, specializing in hospitality and lifestyle advertising. The company was founded in 2006 by partners Stephanie Goodman, George Simkins and Jennifer Sage, who collectively share more than 25 years experience in the hospitality industry, as well as extensive agency and production work.*

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Adrian Awards: [www.adrianawards.com](http://www.adrianawards.com)

Hotel Palomar DC: [www.hotelpalomar-dc.com](http://www.hotelpalomar-dc.com)

Hotel Allegro Chicago: [www.allegrochicago.com](http://www.allegrochicago.com)

**HOTEL PALOMAR DC**  
 “Reigning Cats & Dogs” Pet  
 Recognition Program

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**HOTEL PALOMAR**  
 2006 Image Campaign

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**HOTEL ALLEGRO CHICAGO**  
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