

February 2010

## Design

### Jet Pets in VSMD

Recently, Rowland+Broughton was recognized on the Visual Merchandising and Store Design (VMSD) website for [Jet Pets](#). Jet Pets is a new boutique pet store located in Terminal B at the Denver International Airport (DIA). The design inspiration and theme for the shop was a backyard utopia for pets including surfaces and finishes reminiscent of a pet's daily life, including concrete countertop "sidewalks" at the checkout and green turf "grass" flooring throughout. R+B client, Skyport Development Company operates several special themed retail stores and restaurants in DIA designed by R+B including, [Kazoo Toys](#) and [Tamales by Casita](#). [VMSD](#) is the leading resource for retail designers and store display professionals. VMSD showcases the latest store designs, presentations, merchandising strategies and new products, as well as reports on industry news and events. Jet Pets is the perfect solution for last minute gifts and killing time during a layover. Next time you're at the airport stop by and check it out.



Jet Pets – Denver International Airport

## Hospitality Design

The Colorado Real Estate Journal ran an [article](#) authored by R+B's Sarah Broughton in the Jan 6th edition. The article "Hospitality Design: Renovation Increases Profits" focuses on why hotel owners and managers should be renovating during challenging economic times. Several case studies were presented including [The Little Nell](#), [Hotel Aspen](#) and the [Molly Gibson Lodge](#). Click [here](#) to read the entire article.



The Little Nell – Aspen, Colorado

R+B's hospitality design service offers hoteliers and restaurateurs a high-level of value in three ways:

- **Leadership** - R+B Hospitality Designer, [Jason E. Goldberg](#) – Hospitality Design magazine's 2009 Wave of the Future. One of six international designers who are young enough to be considered visionary, yet tested enough to be considered accomplished.
- **Partnerships** – [First Finish](#) of Maryland is a turn-key general contracting firm that specializes in hospitality.
- **Branding** – Each project is unique as their brand. Our process includes understanding the brand and delivering designs that are customized to each property.



Molly Gibson Lodge – Aspen, Colorado

## New Project Completion – Clarendon 5

The [Clarendon 5](#) is a complete interior transformation to a dated three-bedroom, three-bathroom condo located in Aspen, Colorado. R+B performed full interior design, furniture and artwork selection and procurement. International clients call this condo home periodically throughout the year. The unit needs to accommodate multiple family members at the same time resulting in a flexible design for sleeping options and seating alternatives.



Clarendon 5 – Aspen, Colorado

Two major design concepts were realized. In the living room, the existing fireplace was refinished in floor to ceiling stone and converted to gas. The fireplace is off-center to the seating area, of which the stone hearth was extended asymmetrically to create a bench in the new wet bar. This bench helps center the fireplace in the living room and provides additional seating for the large family. The other design concept was to create a wood box bisecting the double height stair space and the master bedroom. The wood box houses a home office and becomes a sculptural element in the gallery like stair space. Click [here](#) to view all the photography.

## Expertise


### New R+B Membership Involvement – DDP & SMPS


With the dawn of a new decade comes a greater degree of community outreach for Rowland+Broughton. As a firm our involvement on committees and in organizations is part of our goal. In addition to [AIA](#), [designorth](#), [AYPA](#) and [ULI](#) we have joined two new organizations in 2010:


- [Downtown Denver Partnership](#) (DDP) - The Downtown Denver Partnership, Inc. is a non-profit business organization that strategically plans, manages and develops Downtown Denver as the unique, diverse, vibrant and economically healthy urban core of the Rocky Mountain region. R+B participates on the Hospitality Committee and the Economic Development Council.
- [The Society for Marketing Professional Services](#) (SMPS) is a community of marketing and business development professionals working to secure profitable business relationships within the A/E/C industry. SMPS members gain a competitive advantage in positioning their firms successfully in the marketplace through networking, business intelligence, and research. R+B volunteers on the Communications Committee.

## Social Media – Join Us

Are we friends, connected, and/or following each other yet? If not, check out our Facebook page and become our friend and fan – we will reciprocate and engage with you. In the short time period that we have been utilizing Facebook it has opened up dialogue as well as opportunities with people and organizations. Linked In, Twitter and Facebook have enabled us to start conversations and make announcements as they happen.

 [Click here](#) to become our friend/fan.

 [Click here](#) to follow us.

 [Click here](#) to get connected.