

The Hilton Anatole holds tremendous significance for Wilson Associates. It was our firm's first hotel project and it changed our trajectory from an up-and-coming restaurant interiors company, to a formidable force in international hospitality design. The lore of Trisha Wilson's Anatole pitch is woven deeply into the fabric of our culture and reminds us of her mantra, "If we can dream it, we can do it."

When Trisha Wilson heard about plans for a new convention hotel in Dallas, the founder and namesake of our firm wrote a letter to Trammel Crow. Her small team had designed interiors for several area restaurants, and she hoped to be considered for one of the eight F&B venues at the new Anatole Hotel. To her surprise, not only did Mr. Crow agree to hear her pitch, she walked away from the meeting with the commission for interior design of the entire hotel.

Hilton Anatole is the project that launched Wilson Associates into the world of hospitality design. When it opened, it was the largest meeting hotel in the United States by more than 300 keys. Its tastefully appointed guestrooms, the drama of the soaring atriums, and the extravagant display of art throughout the property made it an instant landmark. Today, Wilson Associates creates landmarks all over the world—from a designer hotel inside the world's tallest building, to royal palaces, luxury resorts and Michelin-star restaurants.

The prospect of once again contributing to the success of this iconic institution feels like homecoming to us. If awarded this opportunity, it will be led by Senior Design Director Connie Jackson, whose first job at Wilson was to provide design support for this very property. In her 40 years with our firm, Connie has been a strong contributor in the development of our methodology, our organizational culture, and our commitment to customer service.

We are passionate about providing our clients with the highest quality design and deliverables while maintaining dedication to the project schedule and budget. We encourage our team to actively pursue research of the hospitality industry and seek out opportunities to experience examples of these spaces as a guest, both individually and as a team, bringing this valuable perspective to our projects and clients.

At the onset of each project, we define a clear organizational structure. We build our team based on experience and skill sets, and each includes a dedicated project manager and lead designer to take the project from conception to opening. An initial project meeting ultimately defines the overall design approach, projects staffing needs and creates a clear path for all team members moving forward. Internally, dedicated manpower resources are monitored during weekly project meetings. Schedules and deliverables are updated as needed. Administrative project reviews occur on a bi-weekly basis. And regular design reviews occur weekly.

Throughout all design phases, Wilson Associates will coordinate with the client's entire project team of specialty consultants through the architect or project manager. We will schedule multiple high-level internal and client project reviews to ensure that the overall concept is maintained, that the design is functionally operational and that it is attainable given the client-provided project budget.

We focus on clear and timely communication with our clients and the other members of the project team from start to finish, leading where we are responsible and coordinating with all other team members as we progress. The primary channel for communication within the project will be design team meetings which will be held with the owner, operator, project manager, design team, and the owner's specialty consultants. These meetings will 1) provide a status report on the design, 2) provide a review and approval of work completed, 3) allow coordination time with the entire project team and 4) establish objectives for the next month's work.

We appreciate owner input and consultant reviews on all aspects of the project. We also encourage the introduction of the general contractor, operator and purchaser into the project by the end of the concept phase. This allows maximum input throughout the design development process, minimizes the risk for major redesigns in later project phases, limits requests for information (RFIs) and creates an efficient and productive project construction phase.

Hilton Anatole, Dallas, Texas

