



VIRGIN HOTELS ANOUNCES NEW VICE PRESIDENT OF DESIGN Teddy Mayer Takes on Warmer Ventures in Miami

Miami, FL (May 7, 2015) — [Virgin Hotels](#), the lifestyle hotel brand by Richard Branson, welcomes Teddy Mayer as the new Vice President of Design for the head office team in Miami. Mayer takes to the helm of design with a broad history of agency and brand experience, and will immediately begin working on the next Virgin Hotels in the pipeline, Nashville and New York.

Raul Leal, CEO of Virgin Hotels commented, “Teddy’s multifaceted background will bring great value to Virgin Hotels as we focus on our next properties - Nashville, New York and a few we have yet to announce. We’re a solutions-driven culture and we look for people who can identify pain points and provide resolutions that can be added to our hotel’s proposition. With Teddy’s experience in the lifestyle sector, he will bring a fresh perspective and aid the team in challenging convention and changing the commonplace.”

Working closely with creative consultants Mayer will oversee the vision and execution for how the Virgin Hotels brand comes to life in a hospitality environment - from intimate spaces like the hotel rooms or “Chambers” to lifestyle spaces like the flagship outlet, Commons Club, and multiple bars and restaurants.

“I’ve always respected the Virgin brand as a cultural icon and leader in design. It is a pivotal time in the evolution of the hotel industry so I am thrilled to join an innovative brand that values design as a vehicle for change,” said Mayer.

Mayer spent seven years as the senior director of design and development at Morgans Hotel Group where he focused on the expansion of the Delano, Mondrian and Hudson Hotel brands. On the agency side Mayer began his design career at Skidmore Owings & Merrill in New York where he focused on hospitality interiors projects for brands such as W Hotels and Resorts, Capella and The James to name a few. Most recently Mayer worked for Gensler in New York as the regional director of hospitality interiors. He was responsible for establishing a hospitality interiors studio and developing the regional practice.

Mayer has a Masters of Architecture, a Bachelor of Architecture and a Bachelor of Fine Arts in Interior Design from the University of Idaho.

Virgin Hotels Chicago is now open and accepting reservations at [virginhotels.com](#), with Nashville slated for 2016 and New York 2017. Virgin Hotels continues to explore hotel and office conversions as well as ground-up development in cities such as Boston, Dallas, Los Angeles, Miami, Austin, Seattle, San Francisco, Washington DC, and London.

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