



FOR IMMEDIATE RELEASE

March 2010

D.B. KIM JOINS PIERRE-YVES ROCHON, INC.

CHICAGO, March 2010—Pierre-Yves Rochon, Inc. (PYR) is pleased to announce that D.B. Kim has joined the firm. Mr. Rochon observed, "I am thrilled to welcome D.B. Kim into our studio. His creativity, experience and conceptual talents make him a unique addition to our design practice."

D.B. Kim is an award-winning designer, a conceptual and constructive practitioner, a commentator on creativity, and a world traveler and citizen. Born in South Korea, D.B. Kim has built a professional career that has taken him around the globe. His work spans hospitality development and design, architecture, interiors, product design, and associations with leaders in these industries.

His educational journey brought him from Korea to Minneapolis, Southern California, Chicago, New York and Switzerland. He holds a Masters of Architecture from SCIARC and a Bachelor of Fine Arts from MCAD. His professional career includes working with such diverse design firms as Holly Hunt, Perkins+Will, Peter Zumthor, and Gary Lee. Mr. Kim is also a regular blogger for Cindy's Salon on InteriorDesign.net.

Mr. Kim's most recent hospitality experience was with Starwood. Under his design leadership, W, Westin, Starwood Vacation Ownership for Westin and Sheraton hotels revitalized their brand direction and positioning by establishing new design standards that were rolled out internationally. These standards ensured that travelers were provided with comfort and convenience in simple, high-quality environments. He was instrumental in shaping their international recognition, growth and standing.

Mr. Kim remarked, "I am pleased to join a group with such a rich history and unique projects. I look forward to our collaborations, creating progressive and innovative design solutions that respect our client's brands, locations and ideals."

Founded by Mr. Rochon in 1979, PYR is world-renowned for its award-winning interior environments for hotels, private residences and restaurants and has completed projects in Europe, Asia, Middle East, Africa, North and South America. The firm's prestigious commissions include projects for the Four Seasons Hotels & Resorts, the Ritz-Carlton Hotels & Resorts, Sofitel Hotels & Resorts, InterContinental Hotels, Fairmont Hotels & Resorts and Peninsula Hotels. PYR has created restaurant environments for some of the world's most innovative chefs, such as Joel Robuchon, Alain Ducasse and Paul Bocuse.



PYR is a wholly-owned subsidiary of Perkins+Will, Inc., a global multi-disciplinary design consultancy specializing in urban planning, architecture, interiors, branded environments and planning and strategy. This ownership structure provides PYR with a strong corporate base and extensive global resources. PYR maintains offices in Paris and Chicago.

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