BD | NY – *The* Boutique Hospitality Show

Illuminating “The Unkindness of Ravens”



The Unkindness of Ravens, designed by Preen, Inc.
Rendering by Vision Republic

Preen Inc., based in Los Angeles, was asked by BDNY to create a unique signature destination space to conduct panel discussions over the 2 days that allowed patrons to transport themselves into a relaxing, intergenic, and creative environment.

“The Unkindness of Ravens” design theme was Preen’s homage to our widely colorful and supportive flock of hospitality mavens. Colored birds belie with the dark still life of a living room made for congregation.

The space is designed around the belief that hospitality is an act of nurture, and that the most interesting things happen when we gather.

Preen selected 10 vendors that supported their design vision helping to contribute to the final design unveiled at the show.





Lighting the space was Clarté Lighting's 2" PAR16 2450K (2700K with dimmed halogen lens) 12-degree narrow spot. With added louver and tapered snoot, reduced the beam to less than a 10-degree spot. Thus eliminating all side or surface optical flash, creating a dramatic focus on each gathering table throughout the intimate lounge coach seating space.

"a sultry little oasis in the desert of mediocrity"

John Barlow, with LightSpeed Design, was commissioned to provide the lighting design and collaborated with Tivoli for linear and Clarté Lighting for directional accent applications to supply and support the lighting design installed into the space.

- LightSpeed - rethink-light.com

The opposite end of the space housed the panel discussions, 2 panels on Sunday and 3 panel discussions on Monday.

Design or Legacy: A fireside chat with Sebastian Silvestri, Annex Group, Chef Daniel Boulud's restaurant collection.

Alexis Readinger – Founder of Preen
- Preen - preeninc.com



The large 600-pound mason supplied bar serves hand crafted cocktails to patrons to relax and collaborate about the latest designs shown in the space and discussed during the panels.







The 16.7 million color option of the 2” PAR16 mono point was tuned to a red/orange color to create energenic focus on the location the crafted cocktails were placed.

OBaH created amazing energy in the space with 100% curated and artistically mixed music; song after song, between panel discussions.

FFE - Collaborators
Kalisher – kalisher.com
County Draperies – drape.com
Maison Hospitality Furnishings – maisonhf.com
Shaw Contract – shawcontract.com
Skram – skramfurniture.com
Style Nations – stylenations.com

Music- Collaborators
Alpha Theta – alphatheta.com
OBaH – instagram.com/obahnyc

Lighting - Collaborators
Clarté Lighting – clartelighting.com
Tivoli Lighting – tivolilighting.com



Vertical wall displays featuring shelves of glass enclosures adorned with bird feathers flank the bar, creating visual interest while reinforcing the overall design theme of the space.