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Excellence in its Industries

Adache Group Architects designs buildings worldwide to meet the needs of a growing resort, hotel and condominium market. It says it is committed to environmentally conscious projects.

By JOANNA MILLER

With nearly four decades of experience and projects completed in 45 countries on 5 continents, Adache Group Architects has developed a reputation for "excellence in the hospitality and condominium industry," President George Fletcher says.

"Some of the leading names in hospitality, construction and development are among our clients and our work has been recognized domestically and internationally for design excellence," he says.

Current projects range from custom residential, multifamily condominiums, hotels and resorts, medical centers and multi-use commercial developments. One of the newest projects will be the largest InterContinental Hotel and Residence project, located in Orlando within minutes of the main gate of Disney World. This 1,450-room hotel and condo hotel on Lake Bryan will feature a Mediterranean thematic design with features such as six-story grand lobby foyer

entrance with fountains and landscaping throughout the 42-acre site "reminiscent of the grand palaces of Italy," the company says. This project will include an additional 800 condominium units in four separate 18-story towers.

Adache also designed what will be New Orleans' tallest building, the Trump International Tower, which is currently going through approval process with the city of New Orleans. The 68-story contemporary tower will be the first high-rise building constructed in more than 25 years there and, according to Donald Trump, will surpass anything that he has done before.

Other design projects that Adache has designed include the W Resort & Residence project on Fort Lauderdale Beach, a condo hotel for customers in their mid-30s to late-50s, as well as style-conscious travelers and investors; the new 370-unit Couples Resort in Harmony Bay, Jamaica, with bold design elements and local inspiration; and the 140-unit Granada Resort in Granada, Nicaragua, which will be a "pampered eco-tourism friendly environment on scenic Lake Nicaragua with archipelago and volcano vistas," Fletcher says.

Adache Group Architects Inc.
www.adache.com

2006 sales: \$7.5 million

HQ: Fort Lauderdale, Fla.

Employees: 43

Services: Architecture, planning and interior design

George Fletcher, president and CEO: "It's not only important to appeal to our clients, but we must also be able to appeal to our client's client."

"Adache is committed to environmentally sensitive green design. We are very conscious and thoughtful in the design and construction of the projects we are involved in," he emphasizes. "We think it's our moral obligation to the environment, to our clients and to our client's clients. In many of our projects, we think out of the box to make sure that systems, operations, construction and technology complement the environments surrounding the project.

"In addition, while architecture, per se, is a critical element in the design of hospitality facilities and residential projects, it must be harmonious with both interior and exterior environments and functions. Interior architecture is much more than décor, more than just aesthetics alone. To support the operational end as well as the resident comfort element, Adache's interior design team applies its understanding of integral facility function to make optimum use of light, space, materials, colors and finishes."

The company, like many others, is focused on the baby boomer market. "The biggest thing right now is researching

and developing products for that segment of the market seeking the products that our clients offer," he says. "Baby boomers are looking for second homes, and the condo/hotel market is perfect for them. It provides a vacation destination and experience as well as an income stream. It is one of the fastest-growing segments in the real estate market.

"The biggest factor for boomers in a destination condo/hotel is that they want an authentic experience, and a sense of place and balance," he adds. "Design elements such as spas, quality and unique dining outlets, and fitness facilities are very big factors. People are a lot more sophisticated and savvy into what they want and need and are looking for things that are on the cutting edge.

"To the extent we can supply what they want and need, we can plan and design products that will put us ahead of our competition."

The company says it understands the factors that go into planning and development of multifamily housing, resorts and hotels, such as marketing, budgets to meet critical deadlines and create prod-

ucts that generate longer stays, repeat visits and higher return on investments. "Reputation, knowledge and experience are the key elements that make our company the right architectural, planning and interior design team for today's competitive market," Fletcher says.

Firm Recognition

Fletcher says Adache is recognized as a leader in the hospitality and multifamily condominium markets and has received honors such as:

- One of the Top U.S. Design Firms in 2006 by *Hotel & Motel Management*
- Top Design Firms 2006 by *Southeast Construction News*
- Top Architects & Designers 2005 by *Hotel Business* magazine
- Best Places To Work 2005 by *South Florida Business Journal*
- Hospitality Giants List 2005 by *Interior Design* magazine

Fletcher will be one of the keynote presenters at the International Builders Show in Orlando in February. His speech will draw from the company's own experience in the Gulf Coast area, he says. ■

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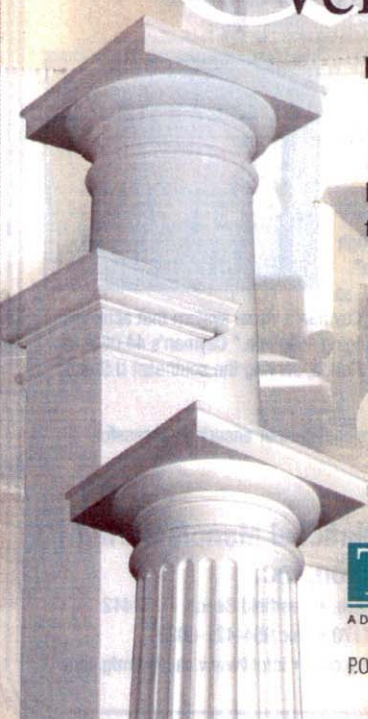


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