

Callin Fortis of Big Time Design Studios Headlines the Club and Venue Design Expo

Delivering Global Design in a Challenging Economy



Press Release: Big Time Design Studios – Wed, Nov 9, 2011 12:17 PM EST

NEW YORK, NY--(Marketwire -11/09/11)- Callin Fortis, co-founder of [Big Time Design Studios](#), will be the keynote speaker for the first [Club and Venue Design Expo](#) scheduled to take place at the Los Angeles Convention Center in California on Wednesday and Thursday, February 1 - 2, 2012. Fortis is the nightlife legend that created and founded the international award-winning brand, crobar. He is known for having his finger on the pulse of what was, is and will be, and has dominated the world's nightlife and hospitality scene for more than two decades. Creator of numerous clubs: Cameo, Rain, Vinyl, UK's mega club Gatecrasher and more, Fortis has significantly influenced nightclub design as we know it.

Kicking off the two day conference and exhibition, Fortis will present: How to Deliver Compelling Global Design in a Sluggish Economy. "As designers we face more than a design challenge. We face creating a memorable experience with decreasing financial resources, while addressing the needs versus want of the patrons," says Fortis.

The co-founder of Big Time Design Studios will also head up a panel on the second day of the conference that underscores his message in the keynote speech. "The Art of Nightlife Storytelling" will outline one of the most important elements in the hospitality industry -- the entertainment branding formula for revenue generation, which is ultimately driven by design. His colleagues, Kenny Barilich of crobar Worldwide, Dan Agne of [Sound Investment](#), along with Vello Virkhaus of [V Squared Labs](#) and Steve Jarvis of [GMR Marketing](#), will lend their expertise in the panel.

Upcoming Projects

Fortis's latest projects include Dirty Martini in West Palm Beach a modern and fresh retake on classic martini culture. Bubble, a champagne bar and lounge in Charlotte, North Carolina, represents a new foray into the luxury brand market demographic for Bar Management Inc. who operate over 40 units nationwide. In Miami Beach, The award winning B Bar is created in concept, ethos and design and sets the bar higher than it ever was in SOBE's ever mercurial changing hospitality scene. Big Time Design Studios next hospitality project is in the burgeoning Midtown/Design District of Miami which is at the center of urban revitalization and experiencing a renaissance.

Big Time Design Studios

In 2007, Big Time Design Studios was consulting interior architect to ensure Marcel Wanders vision was made into reality on the public spaces in Morgan's hotel flagship - The Mondrian. Following, BTDS completed CRUNCH, a complete re-branding of the multi city chain of fitness centers with outposts nationwide. Drawing on 20 years of experience in design, architecture and high end hospitality concepts, Fortis has launched has set his sights on a much loftier goal -- to combine, fashion, music, branding, and design into one package. His catchphrase for this unique melting pot is Marchitecture. Whether dancing, shopping, eating or checking into a hotel, Fortis finds that how people move through space, how they experience the journey, and how they interact with their surroundings -- are all built on the same foundation. Fortis says, "It is the big things that create the impression and the little things that create the memories."

Selected Awards

Interior Design - crobar New York; Mega Club Design - crobar New York; Sound and Lighting; Design - crobar New York; Renovation - Cameo Theatre, Miami; Hotel Lounge - B Bar, Miami; Club Design - crobar, Miami

Documents and/or Photos available for this release:

UK Super Club Gatecrasher

Cameo Theatre, Miami

crobar NYC Tunnel

To view supporting documents and/or photos, go to www.enr-corp.com/pressroom and enter Release ID: 314215