



marketing. advertising. public relations

**Press Contact:** Hype Group Public Relations  
4563 Central Ave / St. Petersburg, FL 33713  
[brooke@hypegroup.net](mailto:brooke@hypegroup.net) / [www.hypegroup.net](http://www.hypegroup.net)

## **Nova Hotel Renovation & Construction Completes \$60m Clearwater Conference Center** Ultra High-End Facility Displays Engineering and Construction Skills and Depth of FF&E Capabilities

**Clearwater, Fla.** (December 13, 2011) – The world-renowned hotel renovation and construction company, Nova HRC, has completed an exquisite \$60 million conference center and training facility located in the heart of Clearwater, Florida.

“The project was a major challenge, due to its size, schedule, and client's restraints; many of the solutions were cleverly sourced, engineered, and solved through Nova's international resources,” said Tommaso B. Latini AIA Principal of Gensler. “In today's global economy, these are the resources that make a difference. Companies that have developed and deliver these solutions become our vital partners. This is the future.”

Comprising an entire city block, the 450,000 sq. ft. facility features over 400 meeting rooms, six theaters, a full-service health spa, complete with an indoor running track, and a commercial kitchen that can efficiently accommodate over 1,000 diners. The use of materials, textures, and lighting throughout the facility not only stimulates the senses, but enhances the training and development functions the structure was intended for.

During construction, Nova employed over 1,000 employees and subcontractors from the greater Clearwater/Tampa area. To conclude the complex on schedule, Nova positioned an experienced management team permanently overseas to manage the supply chain for construction materials, millwork, and FF&E. Globally renowned for its expertise in the hospitality industry, Nova was selected from an elite list of general contractors, due to its attention to detail, aggressive scheduling, and valued engineering expertise. Nova's approach to each construction project is always innovative, while remaining true to its clients' overall vision.

Nova HRC showcased its specialized capabilities with the design and installation of uniquely custom cut stone sections, suspended using proprietary fastening equipment, as the centerpiece of a spectacular three-story grand atrium. The atrium includes a sweeping staircase, accented with glass railings, fluted arches, water jet cut medallions, and natural onyx light valences. Throughout the sprawling lobby, there are decorative sculptures and ornate water features, accented by computer controlled lighting systems. Other facility adornments include vaulted stretched fabric ceilings, metallic lighting baffles, and ribbed walnut paneling.

The depths of Nova's FF&E resources were evident by the procurement, importation, and installation of over 400 tons of travertine granite and marble, from all corners of the globe. Jerusalem gold, Persian white onyx, honey onyx, Shanxi black granite, and exotic marbles are utilized throughout by Nova's master craftsmen. Stone pieces were precisely cut by water-jet to create large custom stone floor inlays and a 24-ft mosaic medallion. Almost 1,500 pieces of custom created furnishings are found throughout the facility, the majority being one-of-a-kind fabrications.

Other items of significance included 40,000 sq. ft. of glass walls, shelving, and accent pieces, 100,000 sq. ft. of custom millwork, hundreds of custom metallic display components, and 7,000 sq. ft. of clad metal ceilings. Several hundred tons of side-lit etched glass were also installed to accent the luxurious ambience.

Nova HRC specializes in global hospitality renovation and construction projects, servicing all segments in the industry. The company directors and executive staff are a fusion of hoteliers and construction experts, allowing for a uniquely dynamic, yet thoroughly practical, approach to renovation and hotel operations. Nova HRC has offices in Florida, California, and London and currently employs approximately 300 team members.

More information about Nova HRC is available at: [www.novahrc.com](http://www.novahrc.com). To learn more about Nova HRC, please contact Keith Ripel, Director of Sales and Marketing, at 727.447.2800.