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Trisha Wilson Gets Personal

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He's conquered TV.
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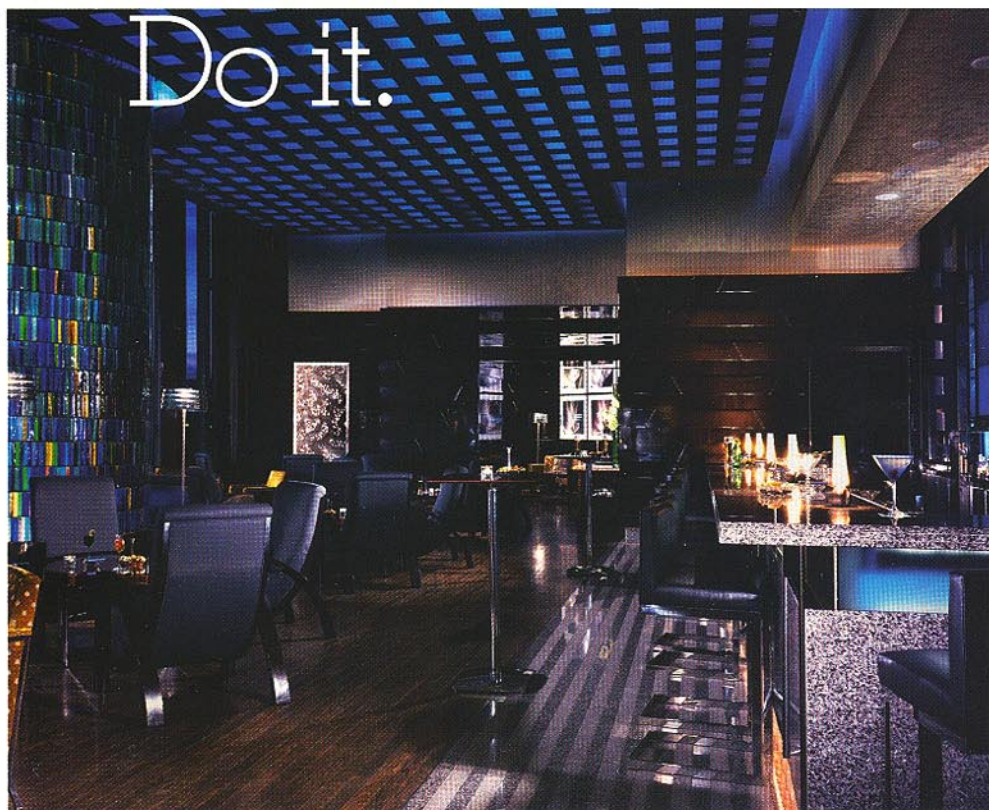
Four Seasons Hotel, Cairo, Egypt Formal Tea Lounge

Photography by Robert Miller



POINT OF EXCELLENCE AWARDS

Wilson Associates awards those vendors who support the foundation with their Point of Excellence award. "We honor our suppliers for their service. The awards are distributed on both coasts. We look at it as a partnership really. It's work related but we've figured out a way to combine the two, together," said Trisha Wilson.



echelon of the market," Wilson said.

Thanks to her work and all the many places it's taken her, she's realized how much opportunity there was to help people all over the world.

She understands the difference between privilege and poverty, said Mannes.

Wilson has had a home in South Africa for 10 years — in a conversation area lodge called Izingwe.

A short walk down a little dirt road near her home takes her to a town filled with such poverty and sickness, that it immediately puts things into perspective for her.

"Just meeting these children—to be four years old and HIV positive or to have no parents because they had it..." she said.

That's how the foundation extended into health care. She described the Wilson foundation as having developed into a mini-United Way. "We train the adults we save to go back into the community and help educate about AIDS."

"We accidentally created a community model. We'd like to take that to more small, rural towns where most problems arise and lie. We'd like to take that to more countries as well. It's just a matter of money."

Wilson said the foundation's most imminent goal right now is to extend into Thailand. Her greatest point of pride at this juncture; she just finished the design for Oprah Winfrey's Leadership Academy in Africa. The school opened in January.

"We, through her, got to give back as well. It was very

rewarding and it's just a great thing that she's doing. We were fortunate that we know a lot about Africa and a lot about education in Africa so we could help and really make a difference."

Today, Wilson Associates has grown to seven offices with additional employees in Dubai and Hong Kong. Wilson said one of the secrets behind her success was perfecting the art of storytelling.

"You go there and learn as much as you can about the area. If it's a resort hotel, for example, over an urban business hotel, find out who your market is, what the customs are. You just learn

about the area. We try to think about what the person going would love to experience. It's really all about experiences."

And Wilson's certainly had lots of opportunities to explore with Wilson Associates' projects in about 40 different countries.

Wilson predicts that India will continue to move into the forefront of hospitality as well as Latin American countries such as Columbia, Panama and Costa Rica.

"I think every operator is going there," said Wilson.

"I love to design boutique resort hotels. Those are the ones you always go to stay in. Those are the magical

ones that really take you away from your everyday life."

Besides social awareness, Wilson Associates is also dedicated to environmental awareness.

There is a LEED certified professional in their Dallas office and they are currently working on acquiring certification in their L.A. office.

"Everyone is really jumping on the bandwagon now. Vendors are really coming up with creative, sustainable products. Now, there are so many opportunities and things to choose from and it's grown daily. A year from now, there is going to be a tremendous difference." **BD**

Top left: Living room in the main lodge of Izingwe in Waterburg, South Africa; Trisha's private game lodge in the Welgevonden Game Reserve in the Waterburg mountain region of South Africa.

Photography by Gerry Mulford

Left page bottom: Four Seasons Hotel Hong Kong, China, Lobby "Blue" Bar

Photography by Michael Wilson

This page: The Palace of the Lost City, Sun City, South Africa, Crystal Court

Photography by Peter Vitale

"The only thing I wish I could do more of is tap dance."

— TW

