

# Shawn Basler

Principal at Perkins Eastman

New York, NY, US

Internationally recognized design authority, speaker whose unique vision translates business objectives into luxurious guest experiences

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## Biography

New York-based Shawn Basler is a visionary leader in the design of internationally recognized architectural and planning projects ranging from hotels and resorts, office buildings, and residential development; to industrial and commercial planning and development projects in North America, Europe, Asia, and the Middle East. Basler is a graduate of Kansas State University and currently serves as a member of the Advisory Board for the University's College of Architecture, Planning and Design. He is a registered architect licensed in New York, New Jersey, and Missouri and also holds membership with the New York chapter of the American Institute of Architects (AIA) and the American Planning Association (APA). Prior to joining Perkins Eastman as the firm's Hospitality Practice Leader, Basler was a founding member of Basler Mosa Design Group (BMDG), a Manhattan-based firm specializing in architecture, planning, urban design, and interior design services.

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## Availability

Keynote, Moderator, Panelist

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## Industry Expertise

Architecture and Planning, Hotels and Resorts

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## Areas of Expertise

Hospitality Design, Guest Experience, Hotels and Resorts

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## Affiliations

Kansas State University, American Planning Association, American Institute of Architects, Perkins Eastman

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## Sample Talks

## **Creating Successful Integrated Resorts**

Hotel Investment Conference Africa Casablanca, Morocco Shawn Basler AIA What are the key ingredients to creating a profitable project? Where are the key locations in Africa to target the development of integrated resorts? Looking at case studies which have achieved success in the region, Basler will be joined by Jordi Ferrer of Europaxis Consulting; Imad Barrakad, CEO of SMIT; Stephan Killinger, Managing Director of Mazagan Beach Resort; Muriel Muirden Vice President, Strategy of WATG; and Thorsten Purkus, VP Feasibility and Development Hyatt International. For more information please visit [www.africa-conference.com/](http://www.africa-conference.com/)

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## **Education**

### **Kansas State University**

Architecture Bachelor of Architecture

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## **Accomplishments**

### **Principal and Cofounder, Basler Mosa Design Group (BMDG)**

Cofounded Basler Mosa Design Group at the age of 27. Under Shawn's leadership, BMDG grew and became increasingly active and successful in designing hospitality projects throughout the Middle East, later adding a series of luxury housing projects to the growing portfolio. Following a number of successful collaborations, BMDG was acquired by Perkins Eastman in 2007.

### **Principal and Practice Area Leader-Hospitality, Perkins Eastman**

Shawn is a Principal at Perkins Eastman, among the largest design and architecture firms in the world. An integral member of the firm's leadership, he serves as a thought leader in the firm's global hospitality practice. In this role, he has helped Perkins Eastman establish a multi-faceted design reputation in this evolving practice area. The exponential growth of Perkins Eastman's hospitality practice and exposure to countries not yet tapped into is due to his focused efforts and travel.

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