



SAY HELLO TO THE CREATIVE CLASS

Wondering who exactly is this elusive group of cultural influencers? You're looking at them.

When it came to shortlisting applications for THE REBELS, to decide what the creative class really want we drafted in help from the real thing: meet our 2016 judges and bona fide members of the creative class – who better to identify those rebellious brands at the cutting edge of contemporary travel?



RANA FLORIDA

RANA FLORIDA
CEO OF CREATIVE CLASS GROUP

As Chief Executive Officer of a global advisory services firm composed of leading next-generation researchers, academics and business strategists, chair of the judges Rana Florida is particularly interested in how creativity, culture and design can drive regional economy.

Tell us about you.
“Entrepreneur, CEO, author, writer, cultural curator.”

What makes you a rebel?
“I constantly question the status quo. I detest rigid rules and processes. I am constantly searching for better ways of doing things.”

Why are you passionate about your cause?
“The creative minds we meet across the globe fulfil my curiosity for new ideas and new ways of thinking.”

What do you want to see from THE REBELS 2016?
“I’d love to see innovative ideas on how to enhance the arrival experience to make travellers feel instantly at home and connected to the city.”

KATE BETTS
PRESIDENT OF KATE BETTS+CO



KATE BETTS

An award-winning magazine editor and manager, Kate Betts has held top positions at Harper’s Bazaar and Vogue, been editor at large for Time magazine, and authored two critically acclaimed books based around the subject of life and style.

Tell us about you.
“Best-selling author and award-winning magazine editor.”

What makes you a rebel?
“New ideas and great stories.”



CHRIS BENFIELD

Why are you passionate about your cause?
“I am a storyteller and I love to discover new trends, stories, destinations.”

What do you want to see from THE REBELS 2016?
“Disruptive ideas!”

CHRIS BENFIELD
PRINCIPAL OF BENFIELD PARTNERS

As Principal of New York and Los Angeles-based design studio Benfield Partners, Chris Benfield’s strong focus on the importance of place combined with his expertise in design and art allow him to create unique settings that reflect his clients’ needs and aspirations.

Tell us about you.
“A simultaneous multipotentialite.”

What makes you a rebel?
“I invoke my Fifth Amendment not to answer, on the grounds that I may incriminate myself.”

Why are you passionate about your cause?
“I invoke my Fifth Amendment to remain silent, on the grounds that I may incriminate myself...”

What do you want to see from THE REBELS 2016?
“A UED strategy that creates inspirational and aspirational experiences that connect and serve as memorable brand differentiators.”

JACQUELINE GIFFORD
SPECIAL PROJECTS EDITOR FOR TRAVEL+LEISURE

As special projects editor at Travel+Leisure, Jacqueline edits features and covers major markets including the Caribbean, cruising and hotels. She frequently appears as an expert guest on television programmes such as NBC’s TODAY show to share getaway ideas and discuss trends within the industry.

Tell us about you.
“Hotel-obsessed new mother and wife to a New York Giants fan.”

What makes you a rebel?
“I’m an equal-opportunity traveller who lives to travel, and travels to live.”

Why are you passionate about your cause?
“Because travel literally changes people for the better.”

What do you want to see from THE REBELS 2016?
“Hotels that are opening up new destinations, or making classic ones stand out in a fresh way.”

RACHEL CONLAN
MANAGING DIRECTOR AT HAVAS LUXHUB

Rachel Conlan is responsible for driving the strategic and commercial operations of Havas Luxhub, a consultancy that helps guide luxury, fashion and lifestyle companies on their road to becoming modern brands, with clients including LVMH, Sotheby’s and Kit and Ace to a few.

Tell us about you.
“Modern luxury maven and creative thinker with a vibrant wanderlust for the unknown.”

What makes you a rebel?
“I’m a rebel with a cause, obsessed with helping luxury and lifestyle brands challenge conventional paradigms to delight their customers.”

Why are you passionate about your cause?
“The luxury world is in the midst of the largest transformation we’ve ever seen... It’s a very exciting time to be a marketer in our space.”

What do you want to see from THE REBELS 2016?
“I want to see innovative and disruptive ideas that set new standards in travel, pushing the boundaries for the category and for consumers.”

GULLA JÓNSDÓTTIR
PRINCIPAL OF GULLA JÓNSDÓTTIR ARCHITECTURE + DESIGN

Icelandic-born Gulla Jónsdóttir is the owner and principal of Los Angeles-based design studio Gulla Jónsdóttir Architecture & Design. She counts Le Grand Restaurant in Paris and the Hollywood Roosevelt hotel in Los Angeles and Macau among her most notable projects.

Tell us about you.
“I grew up in Iceland where the dynamic Nature became my inspiration; very feminine and sensual. I’m not afraid of the power of femininity.”

What makes you a rebel?
“Art is not separate from life and life is not separate from architecture. Real artists are rebels that reflect the times we live in.”

Why are you passionate about your cause?
“I fell in love with Architecture when I was 12 in Florence. It’s like looking at a great piece of art and falling in love with it.”

What do you want to see from THE REBELS 2016?
“The project should have a soul. It should be bold, flow and function well and be emotional – a journey of the senses would be ideal to see.”

ROMAN MILISIC
CREATIVE & CONTENT DIRECTOR FOR PORTER & SAIL

Aside from being Content & Creative Director at Porter & Sail, Roman Milisic is an artist, writer, speaker and communications specialist. Having previously worked with brands from NASA to Nokia, from Diesel to Playboy, his work promotes innovation, deconstruction and connection.

Tell us about you.
“Seer, cultural engineer, drinker of beer, irresponsible sloganeer.”



RACHEL CONLAN



JACQUELINE GIFFORD



GULLA JÓNSDÓTTIR



ROMAN MILISIC



CORY VITIELLO



GEORGE YABU

What makes you a rebel?

"I love to take the things we know, turn them upside down, inside-out and back to front, and see if they make something new."

Why are you passionate about your cause?

"We've found a way to engage readers, allow them to act on what they read, and follow those actions to get a true picture of the reader."

What do you want to see from THE REBELS 2016?

"I want to see a hotel changing the game. I want to be looped into the local insider experience. I want the whole city to be my resort."

CORY VITIELLO

CHEF AT THE HARBORD ROOM & FLOCK

Chef Cory Vitiello studied at The Stratford Chef School, before apprenticing at Scaramouche Restaurant in Toronto. He went on to open award-winning restaurant The Harbord Room, followed by THRCO and most recently Flock Rotisserie & Greens. He stars on The Food Network's Chef In Your Ear.

Tell us about you.

"I'm a cook. At the heart, it's what I am and what I love. That will never change."

What makes you a rebel?

"I'm not sure that I am! My cooking, designing and running my business is done around my clientele first and personal ego a distant second."

Why are you passionate about your cause?

"I put myself on the plate every day at the restaurants – they're a living and constantly adapting part of me."

GEORGE YABU

FOUNDER AND CCO OF YABU PUSH-ELBERG

Recognised as innovators in hospitality, for more than thirty years George and his business partner Glenn Pushelberg have created distinctive signature environments for a diverse and often high profile group of clients – including Ian Schrager, Daniel Boulud, Jean-Georges Von Richten and Park Hyatt International.

Tell us about you.

"I am a designer of interiors, furniture and objects. I have an immense amount of curiosity about people and what they do."

What makes you a rebel?

"I'm definitely a risk-taker and have always been more interested in forging my own path as opposed to following someone who came before me."

Why are you passionate about your cause?

"I have the opportunity to teach and guide others and, in return, learn from all the young and talented designers who surrounded us."

What do you want to see from THE REBELS 2016?

"A new approach to planning or materiality and the inclusion of artistry in the work. Function and a connection to place are also important."

Now it's over to you, the collective. Check out THE REBELS shortlist (as chosen by this gorgeous lot) and place your votes via our website or LE app. The winners will be announced at the Official REBELS & Closing Party on Thursday 9 June, brought to you by Travel+Leisure and hosted by Morgans Hotel Group at Delano South Beach.



to capture the beauty of nature

WHILE BUILDING A PLATFORM FOR CHANGE

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HOTEL
South beach

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