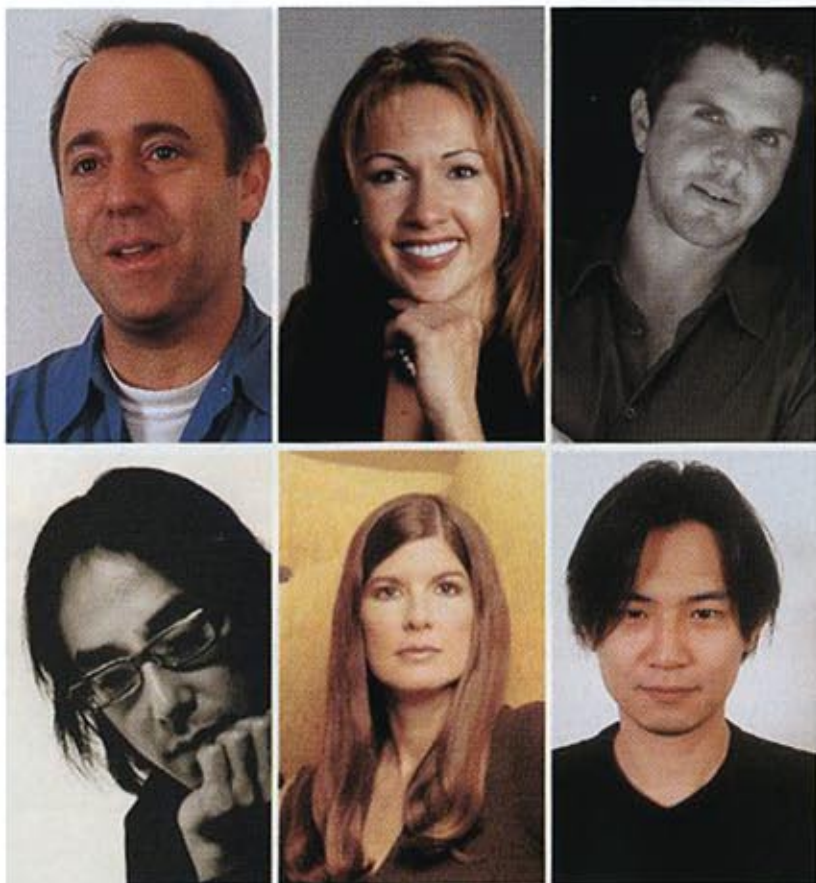


The new year sparks a look at up-and-comers reshaping the industry. This year's six New Breed designers were selected thanks to their ambition (three run their own firms); their influence (two are rising stars driving new business at established companies); and their unique points of view. Their work is poised to be—or already is—on the receiving end of awards and national press, with good reason: It's not just new, it's visionary.

(Interviews by Michael Adams, Kelly Beamon, and Stacy Shoemaker)

thenewbreed



newvisionaries



Lisa Roth
Principal
Montgomery Roth Architecture & Interior Design,
L.L.C.
New Orleans

BIRTHPLACE Puerto Rico **EDUCATION** Bachelor's degree, LSU Baton Rouge; Master's degree in architecture, Tulane **SIGNATURE PROJECTS** Ralph Brennan's Jazz Kitchen, Disneyland; Hotel Intercontinental, New Orleans; Serranos Salsa Company, Metairie, Louisiana; and Le Meridien Hotel, New Orleans **BIG BREAK** Designing Ralph Brennan's Jazz Kitchen. It opened the doors to Disney. **MET BUSINESS PARTNER** Working at Perez Ernst Farnet in New Orleans. He [John Montgomery] is an architect and my strength is on the interior side so the decision for me was easy. We started Montgomery Roth in April of 1998. **FIRST PROFESSIONAL INSTINCT** Law school, but after spending a summer working at a law firm, I changed my major from business to interior design **CHILDHOOD** My father was an officer in the Navy and I spent most of my life moving from base to base. We lived in Monterey, California, Virginia Beach, Virginia, and Washington, DC. **FAVORITE ARTIST** Georges Seurat **PET PEEVE** Poorly detailed drawings **WHY HOSPITALITY** It's so exciting. There's a lot of opportunity to be creative and work with various disciplines. **OUT OF THE OFFICE** Travel, snow ski, museums, and music **FAVORITE SPOT** The South of France **BEST DESCRIBED AS** Driven, enthusiastic, detailed, and outgoing **CRAVES** Crabmeat Maison from Galatoire's in New Orleans. It's loads of lump crabmeat. **ADMIRE** In the last few years, Wing Chao [of Disney Imagineering] has pressed upon me the importance of quality and detail in design and creating a storyline to every project. **DREAMS OF** A project in New York City. Other bigger cities such as Chicago and Los Angeles would be fun as well. **IN THE WORKS** Hong Kong Disneyland Hotel; Harrah's Casino Entertainment Complex, New Orleans; and Port Orleans Hotel, Disney World, Orlando, Florida **LESSONS LEARNED** Always remember to integrate your vision with the client's vision.

Opposite page, clockwise, starting top left: The dining room of Ralph Brennan's Jazz Kitchen in Disneyland; Serranos Salsa Company in Metairie, Louisiana; a typical guestroom in the Hotel Inter-Continental New Orleans; and Semolina's restaurant in Metairie, Louisiana. (Photographs of Ralph Brennan's and Hotel Inter-Continental by Richard Sexton. Photographs of Serranos, Semolina's, and Lisa by Romney.)



"In hospitality, there's a lot of opportunity to be creative and work with various disciplines... **it's a more complex design.**"