

## **Rob McKeown**

Rob McKeown is the creative and managing director of cutting-edge design firm AvroKO's East studios. The winner of Best Restaurant and Bar Design worldwide 2011 for Hong Kong's Lily + BLOOM - a NY-style brasserie and bar they conceptualized and also co-own in Hong Kong – the firm is known for their holistic approach to development, attention to detail, and ability to create not just brands but 'stories' which their clients and guests have come to love.

Beyond mere restaurants and bars, McKeown and AvroKO are doing master concept work for mega-development in Thailand, including a 112,000 square meter development called Central Embassy with a Vegas-style restaurant collection and a quartet of Prince's Villas from the 1890's being converted into a fantastical garden, events, restaurant, and bar experience with its own (4) duplex suites. Other projects in developments include a new night club for the Ku De Ta group, a Catalonia-inspired tapas bar in Singapore, and an Old World-grill and bar in Shanghai, among others. AvroKO is the only firm in the world to not just design restaurants, but own and operate its own, including one with a Michelin-Star, Public, in New York City.

Pioneering a 'cultural hospitality' approach bridging the needs of real estate, market gaps, a profound love of Asian culture, and hospitality, Mr. McKeown has also personally advised and consulted on development around the world with the likes of Michelin 3-Star chef Jean-Georges Vongerichten, Australian celebrity chef Neil Perry, Steve Wynn of Wynn Casinos, the owners of Pontiac Land, Sino Land, and CEO's for Dubai's Ishtitmar.. Corporate clients include Coca-Cola, Diageo, Ketel One, The Central Group, Zacapa Rum, and American Express Media, among many others.

His foundation of market intelligence and food scholarship in Asia comes from spending a half-decade spotting trends for the founders of Wallpaper\*, Monocle, Conde Nast Publications, and as the lead Asia correspondent for Travel + Leisure. In the world of scholarship, he was mentored by the late founder of the Oxford Food Symposium, Alan Davidson. His enthusiasm for eating comes from bar-owning grandfathers in the US and Ireland, a doting Jewish mother, and an Asian spice-loving Canadian father.