

# adache group architects

## FOR IMMEDIATE RELEASE

### Adache–Icon Opens Regional Office in Beijing, China

Daniel E. Adache, AIA, President of Adache Group Architects of Fort Lauderdale, Florida and Vice Chairman of Adache-Icon, LLC, Adache Group’s international joint venture company has announced the recent opening of a regional office in Beijing, China.

**Adache-Icon LLC**, is a joint venture company formed in 2007 with Los Angeles based Leisure-Quest International, an international design consultancy specializing in themed resorts, theme parks and attractions worldwide. The Adache-Icon venture will undertake architectural work in China, focusing specifically on world class hotels, resorts and high end residential developments.

Mr. Adache recently returned from Beijing where he attended the grand opening of the new Beijing office, and said “We have been monitoring the China market for some time now and China has continued to experience strong and impressive economic growth. This fact together with China’s large and growing middle class has created significant demand for world class hotels, resorts, and housing. The formation of our Adache-Icon joint venture and the opening of the Beijing office have positioned Adache Group well to take advantage of this opportunity and continue Adache Group’s legacy as an industry leader in the hospitality design industry”.

Mark Driscoll, President of Leisure-Quest International, and Chairman of Adache-Icon added “Dan and I are very excited about the opening of Adache-Icon’s offices in Beijing, China. Dan and the Adache Group team in Florida have an incredible track record for successful developments around the Globe. Our Adache-Icon joint venture and newly opened offices in China will promote our significant, combined international experience and capabilities to developers throughout China. Already, Adache-Icon is preparing to undertake projects in China, Tibet, and Inner Mongolia. The new Beijing office and staff signal our total commitment to the Chinese market”.

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#### **About Adache Group Architects, LLC**

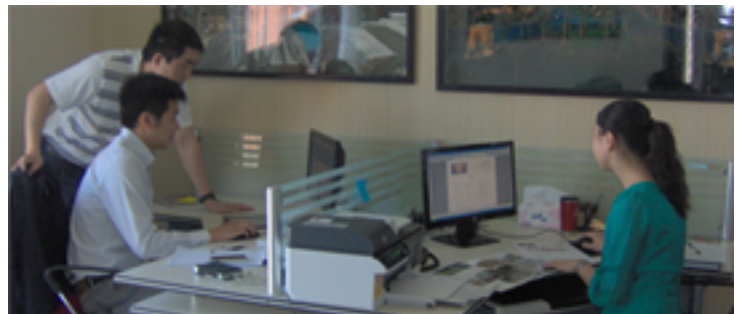
Adache Group Architects is a leading hospitality design firm based in Ft. Lauderdale, Florida. Established in 1968 by Daniel E. Adache, AIA the company has designed over 200 hotels and resorts in over 45 countries. The recipient of numerous awards, Adache Group Architects is also an award winning interior design firm and ranked among the top design firms in the United States.

#### **About Leisure Quest International, LLC**

Leisure Quest International is one of the world’s leading consultancies in leisure, entertainment and tourism developments. The company is headquartered at Universal City, Ca with regional headquarters located in Beijing China. The Company specializes in theme parks and tourist attraction design and operations as well as theme resort design and development.



Mark Driscoll & Dan Adache



adache-icon Beijing Staff