

# Seth Matson

Chief Operations Officer

VX Studio

ARCHITECTURE

WITH OVER 30 YEARS OF international experience as an architect, Seth Matson has dedicated the past 13 years to the development of hospitality projects. He has been involved in many of the region's most significant hospitality developments from brand creation, initial planning and feasibility studies, through to design development and project handover.

Prior to relocating to Dubai, he ran his own architecture practice in Toronto, Canada, collaborating on numerous prestigious international projects, including work on master planning, urban design, super high-rise, residential, commercial and healthcare projects.

From 2013 -2017, Matson served as director of Design and Technical Services in the Hospitality Development division of Emaar Properties, Dubai's leading property developer, he represented both the client and the operator in overseeing the design and development of all new-build hospitality projects including hotels and serviced apartments.

Matson's portfolio includes high-profile projects such as the Armani Hotel Burj Khalifa Dubai and the Armani Hotel Milano, the Regent Hotel Porto Montenegro, and numerous Address and Vida Hotels, including the Address Boulevard, the Address Fountain Views, the Address Sky View, the Address Residences Dubai Opera and the Address Istanbul, Vida



“THE INDUSTRY IS GOING THROUGH SOME FAIRLY RADICAL CHANGES RIGHT NOW, WITH TRADITIONAL HOTELS BEING OVERTAKEN BY NEW HOSPITALITY MODELS, SO THERE'S A GREAT OPPORTUNITY”

▲ Matson says hospitality design is in some ways the purest expression of architecture

Residences Downtown Dubai, Vida Dubai Mall, Vida Hills and Vida Al Shams.

As COO at VX Studio, a renowned architectural design firm with projects and developments globally, Matson is responsible for the day-to-day oversight of the firm's operations as well as driving and leading an exceptional team of 95 employees. As a transformational

executive with foresight and imagination he has an impressive history of surpassing ambitious business goals.

Demonstrating an entrepreneurial spirit, Matson has an innate ability to quickly identify and actualise valuable ideas, employing strategies that maximise capabilities, operations, service offerings and staff performance.

As CEO of Aquila Hospitality, he shines a light on the industry through a new lens, specialising in the management of unique and dispersed assets, bringing the consistency of quality and service of premium hotels

to the dream location of the traveller.

The company manages high quality, privately held properties for short and midterm stays and allows guests to shape their travel experience by choosing the atmosphere, environment and the level of service they desire for a truly curated and bespoke visit.

Matson's mission is to go beyond traditional paradigms, as the concept expands and gains a higher profile in the crowded hospitality sector, he aims to promote the culture and values of the cities where Aquila Hospitality has a presence.

## 60%

The estimated rise in the number of ultra high net worth individuals in Dubai by 2026