

## RESTLESS MINDS by Cliff Vegas

It's the kind of meeting of minds that conjures greatness in the making: an award-winning art director, a talented author/publisher, and a well-respected and seasoned commercial real estate developer. The minds, Michael Wollner, Ray Wyman Jr, and Gary Bedian respectively, have their eyes on REST – but not for themselves. At least, not yet.

Wollner is the founder and creative director of WollnerStudios, Inc. ([wollnerstudios.com](http://wollnerstudios.com)) based in Huntington Beach, CA. Wyman is his partner and editorial director. They lead a very busy high-end advertising, branding and marketing firm that services hospitality and lodging clients among others.

The first major Wollner-Wyman project was Hands and Dove, a contract art book for world-class artist Alexandra Nechita. Then they won a contract to design and manage Color and Aroma ([colorandaroma.com](http://colorandaroma.com)), a popular wine and food magazine in Southern California.

“Color and Aroma came along at just the right moment,” recalls Wyman. “The first issue proved that we had a solid team.”

“I know we have a great production team,” agrees Wollner. “With Gary’s daily drive for business and his contacts within the hospitality industry, we can accomplish anything.”

The trio launched a partnership, W2B Publishing LLC based in Los Angeles, and will soon begin publishing monthly issues of REST MAGAZINE ([restmagazine.com](http://restmagazine.com)),



Gary Bedian is the founder of Bedian International ([gbedian.com](http://gbedian.com)). On an average day, he manages assets and investment portfolios with a cumulative value of more than \$1.2 billion in capitalization. His work also

to illustrate the consumer’s love affair with luxury boutique hotels. A premier issue of the magazine will be distributed during the 14th Annual Lodging Conference 2008 held in Phoenix, AZ.

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entails driving marketing and promotion programs for his hospitality and lodging interests.

Bedian has been referring work to Wollner for nearly 15 years. “Michael is so easy to work with – even with the most difficult clients. Add to this, his design work is impeccable and his work ethic is unimpeachable,” says Bedian.

Wyman joined Wollner and added his extensive resume in publishing which includes his decades as a freelance journalist and a stint as a storywriter for Star Trek. The fit was apparent from the beginning, according to Wollner.

“Editorially speaking, REST is more than a travel magazine,” says Wyman. “We’re writing for the upscale global nomad – cool people who love hot hotels, restaurants, spas. REST will be edgy and the photography will be absolutely killer.”

Meanwhile, the partners will be keeping their “day jobs” even as their new magazine launches, which means that any semblance of rest for them will be a long way off.