



Design Firm NG+P Launches Hospitality and Retail Division

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Design firm **NG+P** has launched a hospitality and design division. The new concentration area is a natural progression of the firm's multifamily and lifestyle focus—and they aren't concerned about the recent market disruption. Actually, the firm is excited to be part of transformation occurring in these spaces as a result of the pandemic.

"Over the last decade our multifamily expertise has evolved to encompass lifestyle design and a plethora of mixed-uses. We realized our approach to designing public and living spaces is synergistic and advantageous to the hospitality and retail markets, making the widening of our expertise a natural evolution," **Kevin Newman** of NG+P, tells GlobeSt.com. "While we grasp the difficulties and opportunities facing the hospitality and retail segments at this time, a transformation is occurring. A revolution of how and why society interacts in an evolving digital, physical and communal world. The new normal is being realized and we want to utilize our design creativity and innovation to help in every way."

While the launch came during the pandemic, NG+P has been building this platform for some time. However, they are also prepared for the changes. "It brings collaboration to the forefront of the design process, a course that NG+P has prioritized for a long time," says Newman. "Space planning, material selections and functional adjustments are only a portion of the task at hand and require further partnership with operational teams and technological innovation to reliably improve safety while maintaining social dynamics and a reassuring customer experience. Public spaces will be further dissected in terms of finding the right formula, allowing for social distancing while creating the perfect experience. While certain brands have created the ultimate experience, maintaining that emotional connection with the clientele will be paramount."



The firm is already in the early stages of a handful of new projects, and it assessing the design changes and challenges that are coming as result of the pandemic. "This is an area that is still fresh and evolving as it relates to the design challenges we are all going to face," says Newman. "The awareness of COVID-19 has had a major influence in our programming. That being said, I think we need to be careful not to overreact yet be mindful of how to implement good distancing measures without taking the experience away from the guests."

Likewise, developers are staying flexible to changes, depending on the stage of development. "Developers with projects under construction are eager to keep the schedule and funding flowing, while those still in the design phase have taken this time to reexamine the impacts," says Newman. "The clients we are currently working with on retail and hospitality centric deals are very receptive to us addressing the many spatial and programmatic certainties in conjunction with operational and technological awareness."

Ultimately, it will take years to understand the true impacts to these industries and how design will need to adapt and change as a result. Some brands will be able to shift immediately, while others are less agile to respond to market shifts. "We are now aware and prepared to design for an uncertain future with spaces that achieve a way to be alone together, allow robust virtual participation and create dynamic environments and experiences that offer clientele the ability to choose their own adventures," says Newman.