

What challenges are you facing in the multifamily sector?

SHOPtalk



"We've recently noted that the typical amenities across residential spaces are largely unused and need to be rethought."

—Todd DeGarmo, Studios Architecture

"Multifamily buildings are increasingly using amenities as their differentiator and selling point. With such a big focus on creating appealing spaces to draw in purchasers, we're challenged to rethink the types of activities and facilities that buyers want as extensions of their home, from hair salons to coworking lounges and music-practice rooms. We're fortunate to often have the guidance of teams such as the Corcoran Sunshine Marketing Group, who really understand the client demographic."

—Francis Nicdao, Pembroke & Ives



"There's been a recent shift in the multifamily market, which is putting downward pressure on the design-build industry. Rents are skyrocketing, and budgets are tightening, which make it more challenging for designers to deliver spaces in which residents can thrive. Intentionality and innovation are critical. We're keenly focused on collaborating at a different frequency in order to create beautiful spaces through a philosophy that encompasses neuro-aesthetics, technology, sustainability, and cognitive science. By designing to what really matters, we hope to continue driving the industry toward a future that's focused on improving the human experience. It doesn't cost more to focus on what matters most."

—Angela Harris, Trio and By Angela Harris



"While our digital lives are constantly fed the latest and greatest, most of us crave the comfortable and familiar, but with the nuance of the now. Even though we dream of an idealized world, we live in a real one. The challenge today is to create spaces that are personal within environments that encourage community and discovery—design for the senses in an ever-smaller world."

—David Oldroyd, ODADA



"The first challenge is the obvious 'amenity race' for bigger and more unique offerings. The second is the logistics of converting vacant commercial buildings into multifamily residential units. Once you put aside the financial and political issues, you're left with the design challenges of the bulkier floor plates. In my view, coupling these two challenges will provide an opportunity to establish a new way of thinking about apartment dwelling. I speculate there will be a new wave of desirable amenities that may even be privatized. Just as the prior generation of building's 'business centers' turned from sad

rooms with broken printers into inspiring coworking libraries, I see the subbasement storage locker becoming a stylized environment that replaces the need for the proverbial garage. This bonus space could make apartment living appeal to a new audience."

—Krista Ninivaggi, Woods Bagot

