



INTERIORS | DESIGN + PLANNING



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PICTURED, BOTTOM RIGHT, FROM LEFT: PAMELA SULLIVAN, VICE PRESIDENT AND SENIOR INTERIOR DESIGNER; LES MCCOY, PRESIDENT; AND KATHLEEN SPORTELLI, VICE PRESIDENT AND SENIOR INTERIOR DESIGNER

DESIGNPOINT INC.

DESIGN FIRM MAKES ITS NAME FROM THE INSIDE OUT

IN 1999, AN ARIZONA DEVELOPER WAS LOOKING TO PUT A DISTINCTIVE TOUCH ON THE INTERIOR OF A 24-STORY RETIREMENT COMMUNITY IT HAD RECENTLY PURCHASED IN CENTER CITY PHILADELPHIA.

That touch ended up coming from DesignPoint Interiors, an interior design firm founded in 1995 by Les McCoy. Up until then, the firm had been working largely for hotels and other hospitality companies, but that was exactly the expertise sought by the Arizona developer.

“They liked the fact that we had a hospitality mindset and that’s what they were looking for in their senior-living projects,” McCoy said. “They wanted to get away from an institutional look and move toward something that was more residential.”

The project allowed DesignPoint to broaden its services. Today, the firm provides interior design for clients in health care, senior living and hospitality, as well as corporate clients. The firm also offers procurement services for its hospitality and senior-living clients, allowing them to shop for furnishings and fixtures directly from manufacturers.

McCoy started the firm in 1995 after a 20-year career as a project engineer. In his earlier role, he occasionally had the opportunity to work on building interiors and found that he

enjoyed the challenge.

“I appreciated the give and take of working with clients directly,” McCoy said. “You got real time feedback on projects.”

The give and take is still part of McCoy’s approach. Because his firm focuses solely on building interiors, DesignPoint is able to deliver services that match clients’ needs, whether it’s new construction or renovation of existing space.

“Clients often come into the office to work with us on projects, and they are really part of the design team,” McCoy said. “We are always conscious of the fact that we are not the end-users. They know their facilities a lot better than we do, and it’s important for us to learn from them.”

The boom in senior housing has contributed to the firm’s growth over the last 20 years, and it has undertaken projects across the country. But lately, DesignPoint has been winning work from its corporate neighbors in the Lehigh Valley. Recent projects include designing a new headquarters for Avantor Performance Materials. Currently, the firm has been engaged by Olympus Corp. of the Americas and the Bosch Rexroth Corp. to help them revamp their corporate interiors.

“We’ve developed a good reputation for space planning and design,” McCoy said. “We see many opportunities to grow and to work with elite architectural firms that are looking for a higher level of interior design.”

1995	1	Les McCoy	Commercial interior design, primarily in hospitality	Lehigh Valley
&	EMPLOYEES	PRESIDENT/CEO	SERVICES	GEOGRAPHY COVERED
2015	8	Les McCoy	Commercial interior design, including corporate, health care, senior living and hospitality	Nationwide