



# Experience Makes for Great Interior Design

**DesignPoint Celebrates 20 Years of Interior Design for the corporate, hospitality, institutional and health care industries**

Ask an architect or interior designer about the principles of a great interior space and they will discuss balance, focal points and other design fundamentals. As are all things in art and design, the creation is admired, but it is the creator who is celebrated. [DesignPoint](#) is the creator of great interior spaces, and their secret is experience.

For 20 years Les McCoy and his team at DesignPoint has served the corporate, hospitality, institutional and health care industries. "Clients are an important part of our design team, they are the experts in how they use their space," says McCoy. The process of how DesignPoint interacts with clients to understand the function and style of their spaces has helped make them a recognized leader in interior design. "We only do interior design," says McCoy, "we are not part of a larger organization so we can focus on the interiors." It is this expertise that has allowed DesignPoint to thrive since the firm was founded in 1995.

Clients from the corporate world including Olympus, Avantor and Bosch Rexroth have used DesignPoint's services to create new or renovate existing spaces. McCoy adds "Corporate clients are concerned about keeping employees happy and motivated. They are cognizant of the intergenerational workplace and want Millennials to feel comfortable in their offices."

Space planning is also key in office environments. DesignPoint infuses practicality into its creativity by helping clients maximize their budgets and work strategically with management to focus corporate goals like employee recruitment, employment retention, and workplace satisfaction. Interior design is a psychological component in the workplace.

DesignPoint specializes in working with outpatient medical offices, family practices, doctor's offices and other health care environments like chiropractors physical therapy centers. "Health networks and hospitals like



their offices to be efficient. Often they focus on the principles of Lean Design," explains McCoy. Lean design is a concept borrowed from industry that focuses on efficient systems instead of behavior. "Lean design includes things like structuring workflow processes from check in to medical interaction to check-out, it minimizes nurse and doctor footsteps between patients and workstations."

DesignPoint also creates comfortable client and resident experiences with hotels and senior living. Hotel management likes to work with firms like DesignPoint because they are familiar with the hospitality industry, the client experience and the internal quality measures and standards established by the hotel brands. "Hotels like that we can help plan and anticipate things like municipality codes and hotel standards. They have experience working with independent's as well as the big hotel companies. Management and owners like that we are well-versed in what they need."

DesignPoint's hotel experience also lends itself to designing interior architectural for senior living. Many senior living communities, such as personal care homes and assisted living facilities are looking to woo new residents with upscale style and a hotel-like experience. These details need to come through in designing the interiors of senior living lobbies, sitting areas, activity areas, dining rooms, and resident rooms. Given the challenge of the aging and the care staff working at the facilities, universal design concepts and accessibility must be integrated into the interior spaces without making it feel institutional.

Senior living is an industry that renovates every 6 to 10 years to help attract new residents. "Senior living facilities increasingly desire to have an upscale hotel element to offer their residents. Because we also work with hotels we know what senior living wants to accomplish and how to get them there." DesignPoint has been gaining a national reputation for eldercare interiors and has received a Gold Seal Award from the NAHB National Council of Senior Living for its design work on a renovation project in Philadelphia at The Fountains at Logan Square. DesignPoint also works with rehabilitation, continuing retirement communities (CCRCs) and other health care facilities.

Having 20 years experience in a diverse industry is also a benefit to clients who want to keep pace with changing trends. For example, McCoy explains, "Many outpatient doctors offices are merging with retail. They



need to offer a friendly, comfortable feel to put patients at ease.” McCoy also shares, “Medical offices are now high tech and integrate a lot of technology in all their rooms. They want patients to walk in and feel that their doctor is proficient in their field,” says McCoy.

When seeking to create a great interior space for your organization for medical, health care, senior living, office space, hospitality or educational environments call the ones who have already done it for a free consultation, 610-807-9670.

[DesignPoint](#) is located in the Bethlehem, Pennsylvania and works extensively on both a regional and national levels. DesignPoint, Inc. is a full service Interior Design & Purchasing Firm with a focus on corporate, hospitality, senior living, medical offices and high-end residential interiors. When considering new interior construction or renovations, DesignPoint will provide complete interior architectural space planning, construction documents, and furniture, fixtures and equipment (FF&E) procurement services to make it a successful project. DesignPoint is located at 54 S. Commerce Way, Suite 110, Bethlehem, PA 18017, 610-807-9670 or online at [info@designpoint-interiors.com](mailto:info@designpoint-interiors.com).