

# DesignPoint, Inc.



Express-Times photo/KEN WHITE

**Easton resident Les McCoy founded DesignPoint, Inc. as a spin-off from his first career as a project engineer. The company specializes in interior design and purchasing for corporate, hospitality and health-care clients.**

## Former engineer Les McCoy creates interior landscapes

By **ANTHONY SALAMONE**  
The Express-Times

Les McCoy isn't an interior designer by design. The former full-time engineer dovetailed his first career into an entirely new one.

"I sort of evolved into it, and I couldn't be happier," says McCoy, who worked 25 years with the former John F. Stevens & Associates, a Bethlehem-based engineering business.

Six years ago, McCoy founded his own company. DesignPoint, Inc., a business that creates and sells inside landscapes for hotels, hospitals and other companies.

While McCoy worked at Stevens Associates, the engineering company became involved in many projects that required interior design and space planning. The Easton man says he found those projects far more exciting than the engineering work.

McCoy first opened for business in the Professional Building on Elizabeth Avenue. More than three years ago, he moved his company into Lehigh Valley Industrial Park IV in Hanover Township. Locally,

DesignPoint designed and managed interior renovations at the Holiday Inn at Routes 22 and 512.

The company recently completed the design and purchasing services for a \$14 million renovation to a high-rise retirement community at Logan Square East in Philadelphia. DesignPoint, with six employees—five full time — creates projects ranging in price from \$25,000 to approximately \$3.5 million, according to McCoy.

The company has obtained contracts as far away as California. "We'll go anywhere .. but most of our work is in Pennsylvania, New Jersey and New York" McCoy says.

Depending on the client, DesignPoint provides computer-aided layouts for rooms and common areas, according to McCoy. It also offers to coordinate the design, including obtaining and arranging for furniture, fixtures, equipment and artwork.

How did McCoy frame his company's name? It wasn't mind-bending, he insists; he just started jotting down names with one criteria: The word "design" had to be in it.

"And it was natural that the 'point' of my business was design," he says.