

INTERIOR DESIGN

By Richard Gacek, Gacek Design Group

What's Inside the Rental Market

Are you paying attention to the demographic changes that effect your business? Have you updated your business strategy to highlight your interior amenities?



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The luxury rental market is a highly competitive environment. In today's digital age, it is so important to engage consumers emotionally with a connection that is authentic. Both Millennial and Baby Boomer generations, who in fact are also the most prominent targets for luxury rental developments, are drawn to an experience that is memorable. Therefore, it's more important than ever to provide a level of design that reflects their needs. At Gacek Design Group, leading and award winning interior design firm, we center our interior design philosophy on the concept of what we call, Experiential Design. Our exclusive strategy delivers an interior design

that highlights the following key components:

Experiential Design:

- Provides an experience that tells a story and has impact
- Creates a welcoming environment based on research
- Addresses how consumers wants to live in the space
- Delivers spaces with function and adaptability based on lifestyle

Given the right location and integration with the local community, developers rely on market research to help define their amenity programs. As

buildings progress, and target markets become more diverse, it has become a priority to search for new ideas to help differentiate. A new trend is to follow the hospitality industry. Hotels are inspiring designs from welcoming lobbies with juice bars; to comfortable boutique-like living rooms; to spa-like baths that cater to sophisticated tastes and modern conveniences.

Consider This. Good Interior Design is Powerful. Great Interior Design is Invisible. This is an interesting statement. Good design can be pretty and

aesthetically pleasing. Good design uses standard furniture layouts, and sometimes just places matching furniture pieces in a room. However, to create great design you capture an experience. When design is invisible, it has made a connection with the consumer on an emotional level. Great design is thoughtful, understands the consumer's living preferences, and how they want to live in a space. Great design uses a combination of research and expertise to drive the design decisions, color palette and vision. Gacek Design Group of-

fers this design difference. We work closely with developers, and architects to support form, function, special planning and live – work – play environments. We are well versed in market research and use it to determine lifestyle, demographics and living preferences for the interior designs. Gacek Design Group offers a signature style of blending natural elements with timeless and classic design. It's Experiential. It's What's Inside.

Richard Gacek is the principal designer of Gacek Design Group. ■

What's Inside...Experiential Design



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