

ARCHITECTS/ENGINEERS

By Richard Gacek, Gacek Design Group Multifamily Interiors: What's Inside Matters

The luxury rental market is a highly competitive environment.

Let's face it, residents expect thoughtful and high-quality amenities and without them it is more difficult to compete. Like



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Like most industries, multifamily interiors were modified in order to withstand the challenges due to the pandemic. We now experience a healthy and safe living space to be a necessity.

Common spaces are adaptable and flexible. Home is a priority, and in most cases, has to

effect. And as we think about future design, it is important to stay current on new strategies,

tells us that Millennial and Baby Boomer generations, (who in fact are the most

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accommodate life, work, and learning. In amenity spaces, a custom residential feel developed with light color tones and neutral finishes. This makes sense since a neutral, monochromatic palette from nature offers a quiet, more calming

product offerings and create ways to help differentiate a community.

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prominent targets for luxury rental developments), are drawn to an experience that is authentic and memorable. So, it's more important than ever to provide a multifamily interior design that reflects their preferences. We center

our interior design philosophy on this concept. We call it Experiential Design. This exclusive strategy highlights the following key components: Experiential Design provides an experience that tells a story and has impact. Experiential Design creates a welcoming environment based on research. Experiential Design addresses how consumers want to live in the space. And, Experiential Design delivers spaces with function and adaptability based on lifestyle.

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. You may not win with good design, since it is not memorable and doesn't have its own story. On the other hand, great design delivers an experience. When design is invisible, it has made a connection with the consumer on an emotional level. Have you ever walked into a multifamily amenity space and do not know why it resonates and makes you feel so welcomed? Great design does this – it's mindful of the target market's lifestyle preferences! Great design uses a combination of research and expertise to drive the design decisions, the color palette, and the vision. Great design creates one-of-a-kind environments that resonate with the Live-Work-Play lifestyle. Great design uses research to determine lifestyle, demographics, and living preferences. In today's luxury rental market, it gives you the opportunity to compete in the marketplace.

Time to Adapt. The takeaway is to provide flexible and innovative solutions in response to the challenging social climate. By nature, designers are creative problem solvers. We have the advantage of being predisposed to thinking outside the box, and using our skill set to create an outcome that is experiential, more functional and makes life easier. What's Inside Matters.

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Experiential Design



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