

Design Firms KTGy, Simeone Deary Design Group Unite to Shape Future Of Architectural Design Through Experiential Environments

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Envisioning a future where residential and hospitality design inform one another, award-winning residential architecture firm KTGy Architecture + Planning (KTGY) today announced that it has acquired hospitality-focused interior design and branding firm Simeone Deary Design Group, creating a fully integrated architecture, branding, interiors and planning practice. Together, the firms have set their sights on a bold vision to reshape how people experience space. By integrating interior design and branding capabilities with planning and architectural design, projects can be approached holistically from the outside in and inside out, thus presenting the opportunity to create unique experiential environments that reflect the ever-changing ways in which people desire to use and experience space.

“The future of residential interiors is hospitality driven, a merging of design and desire where space is the highest expression of form, function and experience,” said Tricia Esser, CEO, KTGy. “With a shared commitment to move the architectural and design industry forward, KTGy and the powerful storytellers at Simeone Deary Design Group will be uniquely positioned to deliver experiential-driven environments for a diverse range of clients.”

“By designing at the intersection of architecture, branding, interiors and planning, we will spark new opportunities for collaboration that will result in richer experiences and greater success for our clients,” Lisa Simeone, co-founder, Simeone Deary Design Group, continued. “We envision a future where residential and hospitality design inform one another and authenticity is shaped through experience.”

Co-founder Gina Deary added, “There is a strong alignment between KTGy and Simeone Deary Design Group’s cultures and values. Both firms are extremely client-centric, care deeply for their people, are dedicated to EDI and sustainability, and are united in a culture of innovation, always seeking to move the architectural and design industry forward.”

Link to original press release:

<http://ktgy.com/media/design-firms-ktgy-simeone-deary-design-group-unite-to-shape-future-of-architectural-design-through-experiential-environments/>