



New Looks for the New Normal

How to Create Effective Amenity
Spaces in an Evolving Industry



The best designers know that beautiful environments can bring people together and stories to life.

However, social distancing requirements related to COVID-19 pose a challenge to multifamily and hospitality spaces where communities gather.

From modular study rooms to outdoor dining, the finishing touches that provide comfort and confidence don't have to involve major overhauls or massive financial investments. In fact, businesses have both an obligation and an opportunity to invest in the long-term sustainability of their spaces during this time.

This guide is designed to help multifamily and hospitality businesses tastefully and effectively take on the demands of the new normal – and gain a competitive edge in the process. From strategically designed dining rooms to impeccably arranged patios, learn how you can bring your spaces back to life, now and into the future.

Outdoors



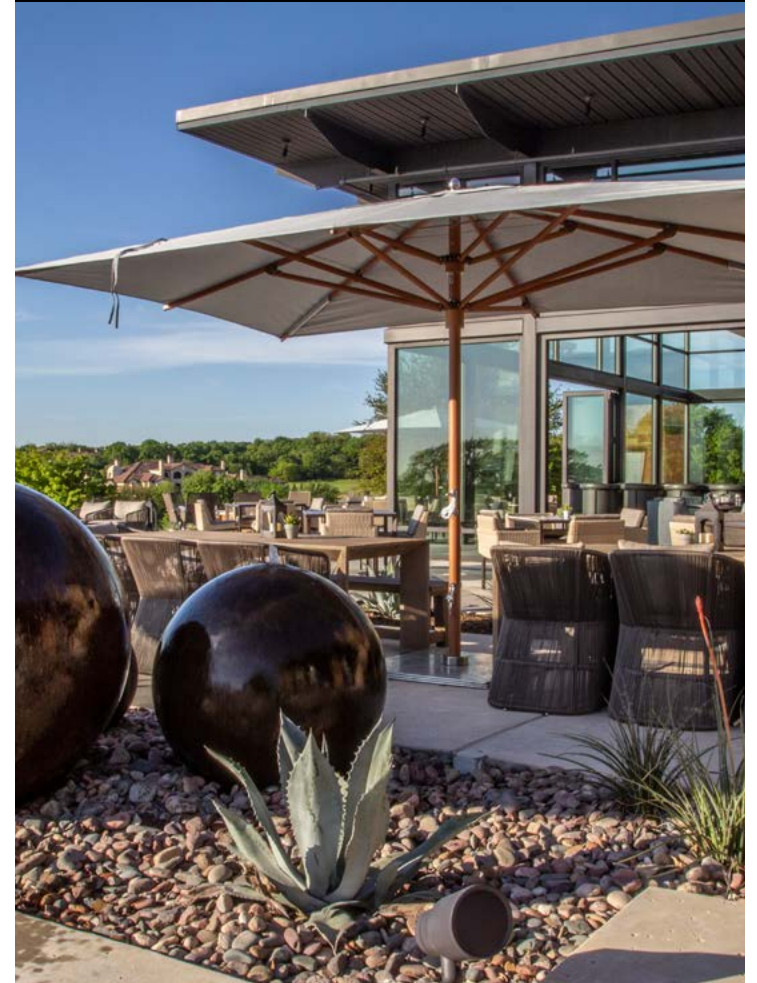
OPEN SPACE, OPEN POSSIBILITIES

The great outdoors can offer a great addition to your guests' or residents' experiences. Patios in particular are surging in popularity, as people find new ways to be with the ones they love or do business with. Take advantage of the real estate just beyond your doors to create memorable outdoor environments.

Outdoors



Fire pits and dining tables provide focal points to gather around.



Hybrid spaces give a sense of closeness even when outdoors.

Wash Basins



BEAUTY WHERE YOU MAY NOT EXPECT IT

The spaces where you clean up don't have to be spaces that you hide away. Beautiful bathrooms are just another reminder that design follows us wherever we go. Elegant fixtures and intuitive design round out the overall experience of each space while also providing the added reassurance of cleanliness and comfort.

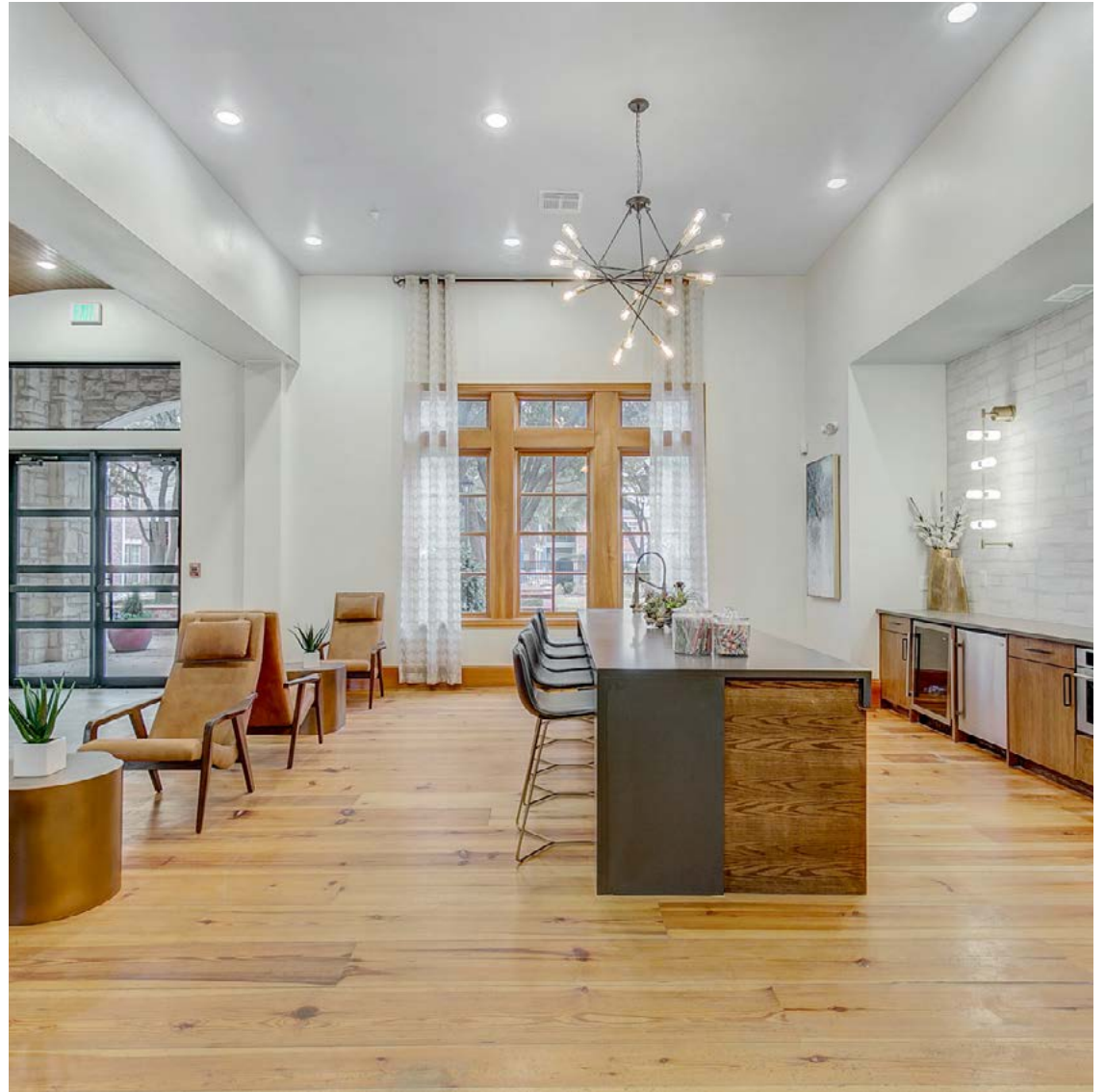
Wash Basins



Stylish wash basins prove that beauty can be found in the smallest details.



Automatic faucets and soap dispensers are a touchless solution with a touch of class.



Seamlessly incorporate sanitation stations into your design without creating an eyesore.

Dining



SETTING THE TABLE FOR A SATISFYING EXPERIENCE

Great dining experiences are about more than just the food. No matter your tastes in design, effective use of space is a must to ensure a safe and satisfying dining experience. Fortunately, you have many options to make your dining room both attractive and functional.

Dining



Taking advantage of architectural details can create distinctive, semi-private spaces.



Booth seating offers a trendy solution for safely separating parties from each other.



Smaller tables offer modularity to accommodate individual parties' needs.

Wayfinding



DETAILS THAT POINT IN THE RIGHT DIRECTION

Guiding how people move within your space doesn't have to involve obtrusive instructions or unsightly tape lines. From strategic color-blocking to removable carpet tiles, designers have multiple tools to safely and subtly direct movement through your environment while still highlighting its beauty.

Wayfinding



When properly implemented, rug drops can help you clearly define spaces while still serving your overall design.

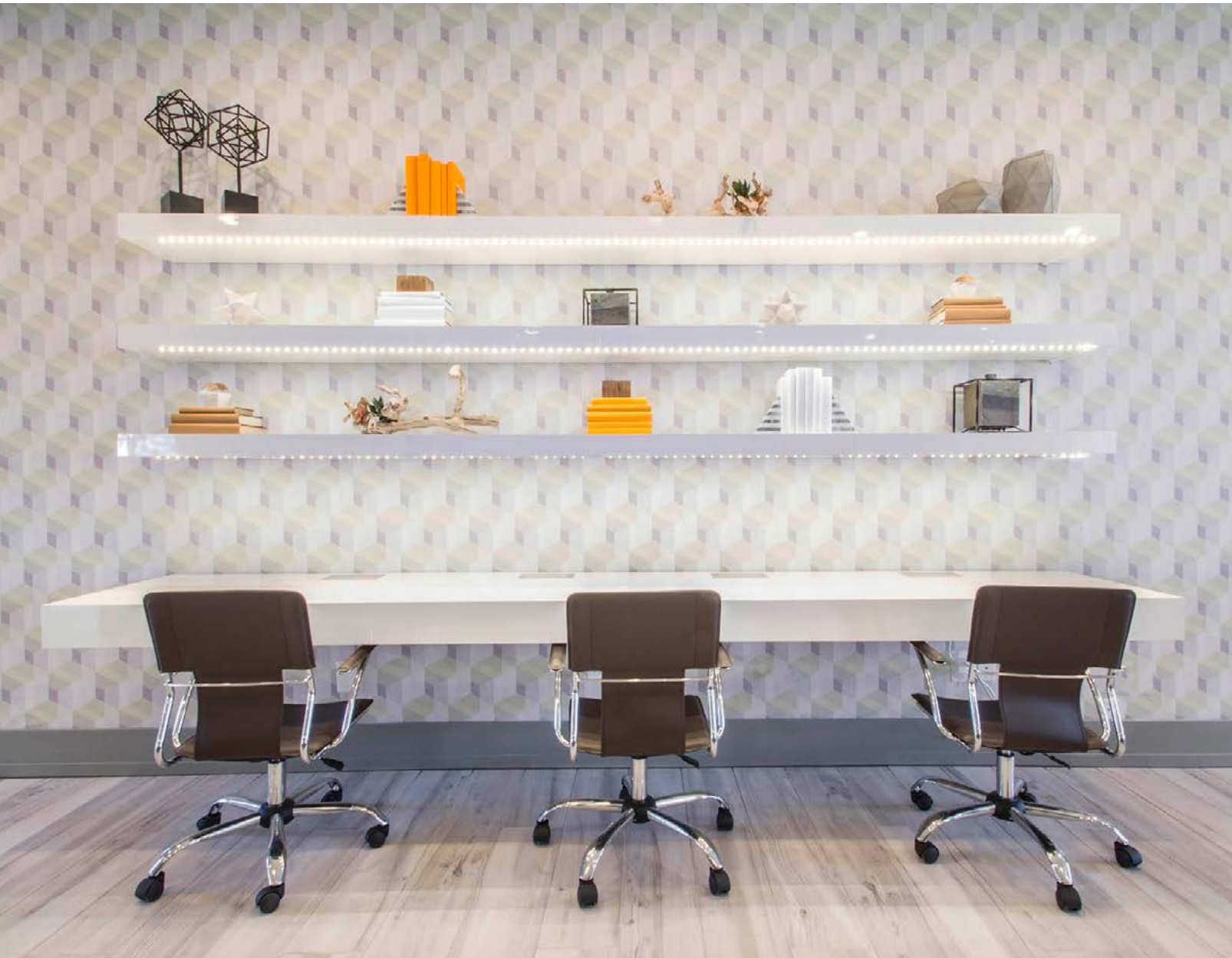


Color-blocking offers a flexible way of breaking up space, adding attractive accents that can be changed over time.



Removable carpet tiles provide a stylish means of directing foot traffic, and they can be easily cleaned and rearranged as your needs change.

Workspaces



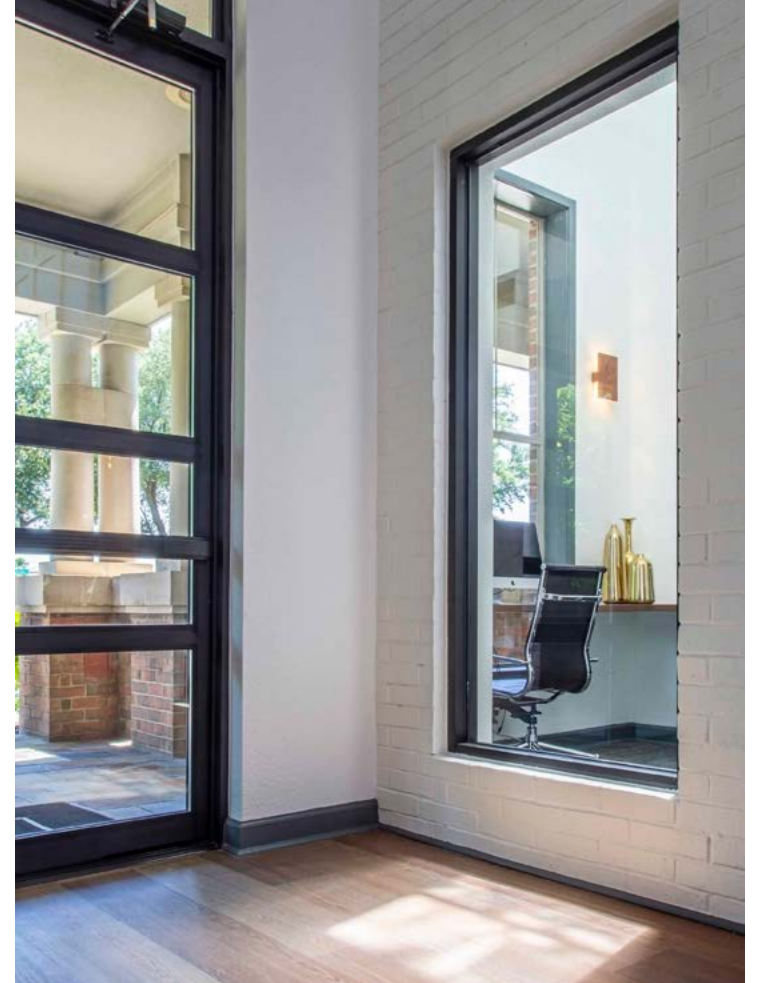
DESIGNS THAT WON'T WASTE SPACE – OR TIME

The days of crowded conference rooms may be on pause, but your guests and residents still need comfortable and effective workspaces. Modular designs and micro-conference rooms help you fulfill workers' diverse needs while also maximizing your real estate.

Workspaces



Well-defined seating arrangements encourage smaller gatherings.



A former broom closet becomes a snug sanctuary for focused work and study.

Technology



Antimicrobial surfaces from Ceramic Technics kill 99.99% of bacteria while maintaining style.

ADVANCED TOOLS FOR SAFER EXPERIENCES

Technology should support the safety of members and guests without detracting from aesthetics. From automatic doors in heavily trafficked areas to antimicrobial surfaces for high-touch surfaces, taking the extra precautions to create a safe space for your community can also be an opportunity to reimagine your look.

Technology



Implementing durable and cleanable materials in heavy traffic areas, such as fitness centers, helps meet expectations around cleanliness without sacrificing aesthetics.



Disinfecting mirror solutions from [SteriLumen](#) use UV technology to inconspicuously sanitize spaces.

Adapt to the New Normal in Style

While the pandemic presents challenges to how multifamily and hospitality organizations operate, it also offers opportunities to seize the moment through bold and beautiful design. Gain greater flexibility and a competitive edge by ensuring your community has the space it needs to responsibly gather in luxury.

> LET'S GET STARTED

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