

DIG

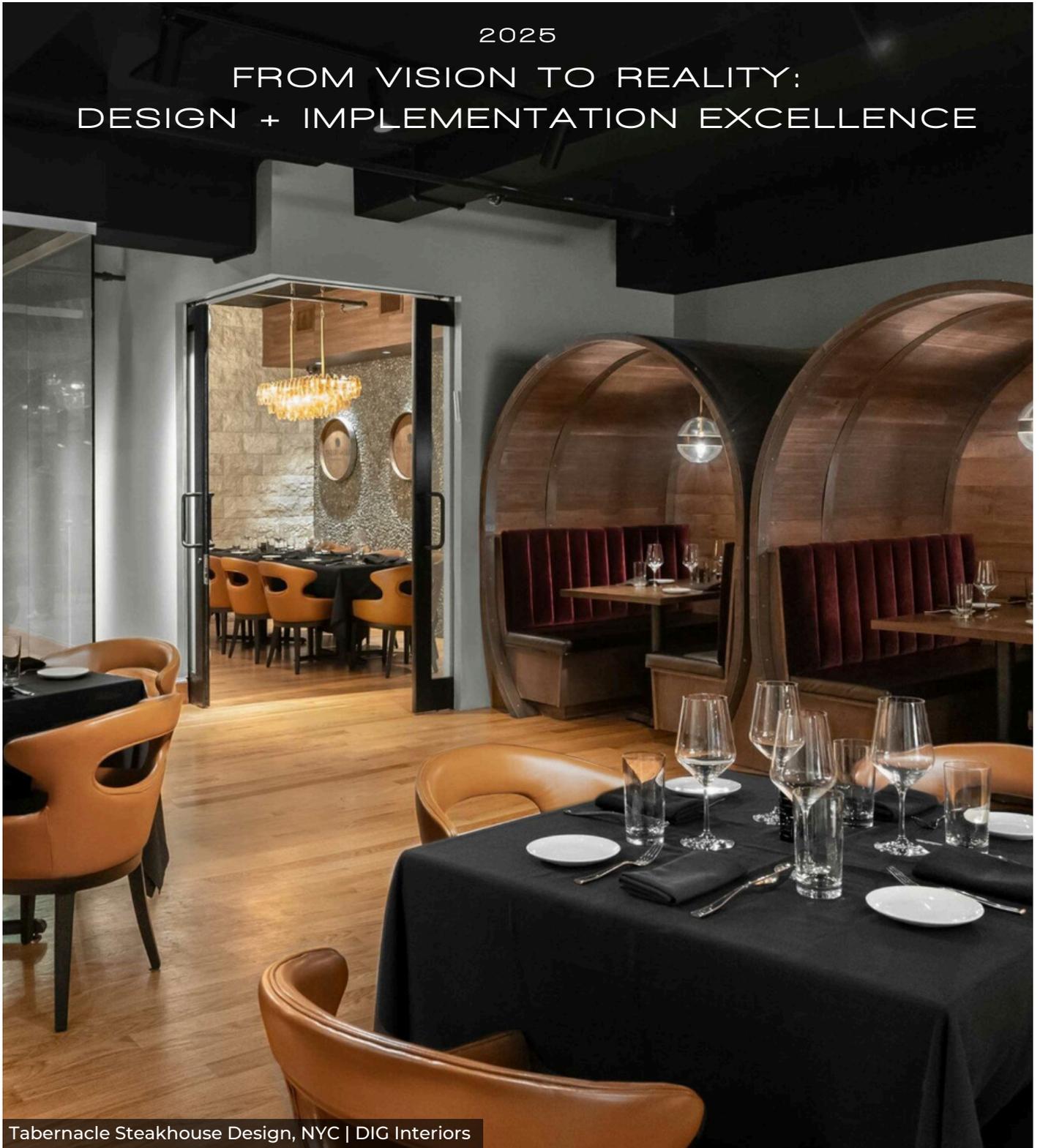
DESIGN + IMPLEMENTATION GROUP

DIG

DIGEST

2025

FROM VISION TO REALITY:
DESIGN + IMPLEMENTATION EXCELLENCE





Comprehensive design and implementation services spanning from initial concept to final execution. Our seasoned team specializes in interior design, procurement, and project management across various sectors including healthcare, hospitality, corporate, and residential spaces.

800.344.3062 | info@dig-interiordesign.com



DESIGN

- Interior Design Concepts
- Building Façade Consultation
- Project Programming
- Space Planning
- Design Development
- Furniture, Window Treatments & Lighting Selections
- Construction Documents
- Material & Finish Specifications
- Construction Administration
- Architectural Coordination
- Artwork Curation
- Signage Design
- Brand Integration
- Project Styling



IMPLEMENTATION

- Owners Representative
- Construction Management
- Project Management
- Procurement of FF&E: Furniture, Fixtures & Equipment
- Pricing & Negotiation
- Order Tracking
- Warehousing and Logistics
- Quality Control
- Site Supervision
- Follow Up & Reports

CONTENTS

How do spaces come to life? Through careful planning, creative vision, and expert execution. Discover why colors can transform environments, and where the design industry is headed. Plus, exclusive interviews with DIG's top professionals - Lead Designer Deanna Martinez shares her approach to balancing aesthetics with functionality, while Procurement Director Michael Shelby reveals how large-scale projects are accomplished.

01 INDUSTRY TRENDS

How smart technology and innovative materials are shaping modern spaces

03 COLOR TRENDS

Recent shifts from cool grays to warm neutrals and nature-inspired palettes

05 SUSTAINABILITY

Eco-friendly design solutions and sustainable procurement practices

07 INTERVIEW WITH DEANNA MARTINEZ ON THOUGHTFUL DESIGN

Balancing architectural knowledge and interior design excellence

11 INTERVIEW WITH MICHAEL SHELBY ON WHAT COUNTS IN PROCUREMENT

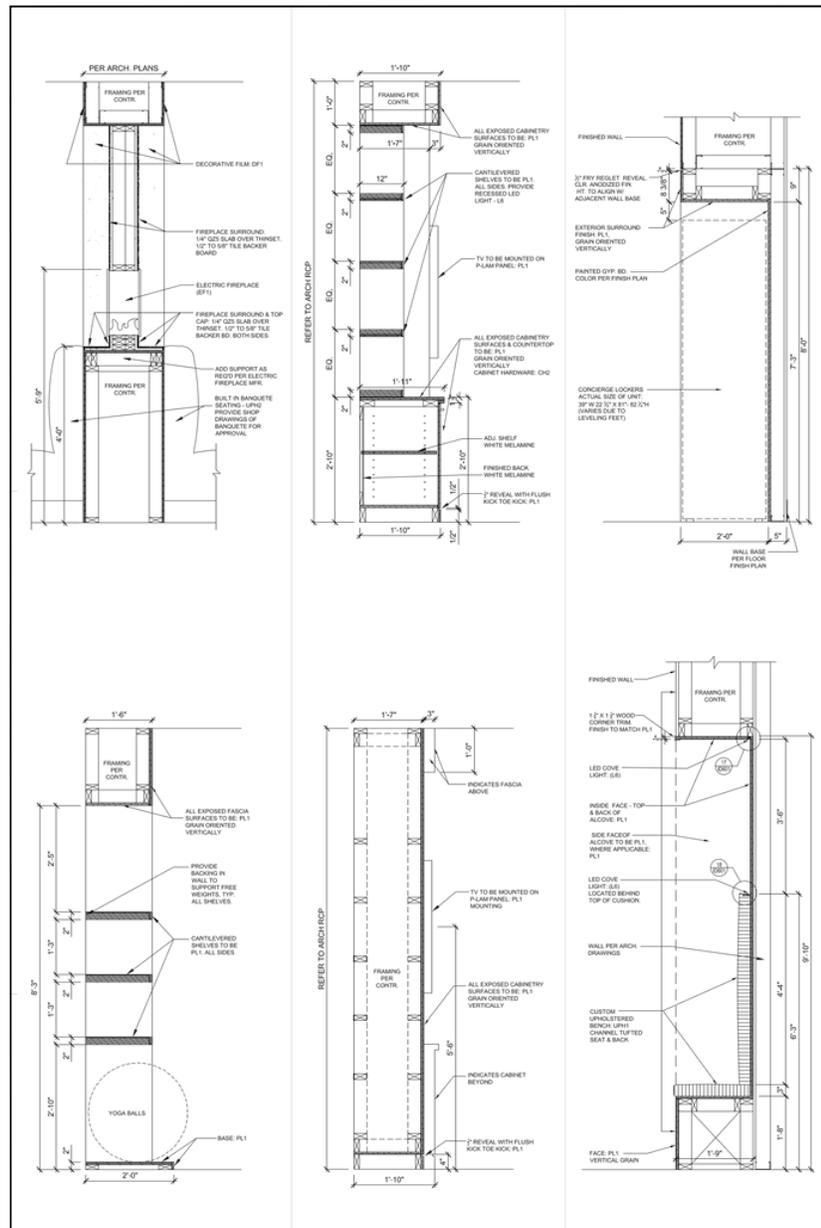
Managing large-scale projects and maintaining quality control

INDUSTRY TRENDS

From adaptive lighting systems that adjust in accordance with natural daylight to programmable glass installations that transform from transparent to opaque on demand, smart innovations are becoming important quality of life features in modern design. These technologies not only enhance the user experience, but also open doors for more creative choices in the design phase. As these smart features become more accessible and cost-effective, we expect continued integration across both residential and commercial projects.

In tandem with technological advances, interest in sustainability has surged, becoming a fundamental consideration from both the design and procurement sides of the equation. Some clients are similarly excited about eco-friendly materials and energy-efficient solutions, and we've been able to deliver those goals without compromising on aesthetic appeal or functionality. Responsible design is gaining a lot of traction and we're excited to see how it evolves further in the coming years.

We're also seeing a rise in biophilic design philosophy, which recognizes our instinctual draw toward natural environments. Designers and clients alike are embracing this method, focusing on incorporating elements...



like naturally occurring shapes and earth-inspired colors. The growing popularity of organic palettes like olives, mosses, and other greens supports the interest in designing spaces that satisfy our innate desire to connect with nature, even as we spend 90% of our time in built environments. Speaking of shifts, the broader industry's transition from cool grays to warm neutrals over recent years tells an interesting story about evolving design sensibilities. This is about creating more inviting, comfortable spaces that serve as versatile backdrops that allow other design elements to shine. The way these warmer tones can transform a space's entire atmosphere is truly remarkable.

Brand-driven design has also transformed approaches to space conception and execution. The collaboration between interior designers and procurement teams has never been more crucial - we're seeing how every element, from furniture selection to finish choices, needs to align perfectly with the client's brand identity and vision. This holistic approach ensures that spaces tell cohesive stories.

Looking ahead, artificial intelligence and 3D visualization tools are reshaping design processes quickly. These technologies allow for rapid modeling as well as smoother project trial and error. What remains unchanged in our industry however, is the basis in human creativity and relationship-building. Technology is just a tool, and it's the human touch that brings truly creative spaces to life.





Spa & Wellness Center Design, Bronx, NY | DIG Interiors

THE EVOLUTION OF COLOR IN MODERN DESIGN

The psychology of color has become a driving factor in interior design choices, resulting in a widespread shift from cool to warm tones, and reflecting our evolving relationship with built environments. While cool grays once symbolized modernity and precision, today's warm neutrals reflect our fundamental need for comfort and connection. This transition runs deeper than cyclical fashion - it reveals a deeper truth about how color temperatures influence human behavior, emotional wellbeing, and spatial perception.

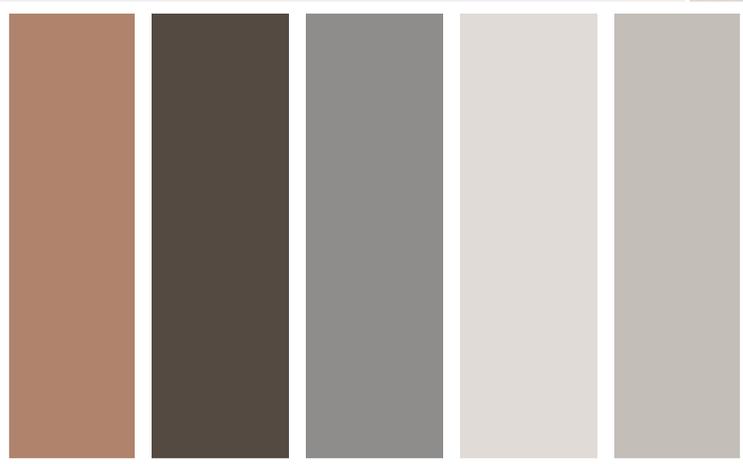
The science of color implementation has become increasingly sophisticated, particularly in sector-specific applications. Healthcare environments have been a strong proponent of research-backed color psychology, utilizing specific warm neutrals that have been shown to reduce anxiety and promote healing. These carefully calibrated palettes work in tandem with natural light to create environments that actively contribute to patient recovery and staff wellbeing.

COLOR

Nature's influence on contemporary color theory extends beyond mimicry of earth tones. Designers are exploring the subtle complexities of organic color relationships - how shadows interact with light, how colors shift throughout the day, and how natural color gradients can be effectively translated into interior spaces. This deeper understanding has led to more nuanced applications which create dynamic environments that feel alive, rather than static color schemes.



Corporate Office Design, Long Island, NY | DIG Interiors



USAGE

The technical aspects of color selection have evolved alongside our understanding of human perception. Contemporary designers should be considering factors like color rendering index (CRI) of artificial lighting, the interaction between color and texture, and how different materials reflect and absorb color. This technical precision combined with an understanding of biophilic principles allows for the creation of spaces that feel both intentionally crafted and naturally harmonious.



SUSTAINABILITY

Sustainable design has evolved far beyond material selection. Today's eco-conscious spaces integrate smart energy management systems that automatically adjust lighting and climate controls based on various factors, such as occupancy patterns and external weather. These systems not only reduce environmental impact but also create more comfortable, responsive environments that adapt to users' needs in real-time.



Dialysis Center Design, Brooklyn, NY | DIG Interiors

demonstrate how natural light will move through a space throughout the day or how different material choices will affect the user experience.

3D printing is also gaining prominence in furniture design, allowing for highly efficient manufacturing and unprecedented customization possibilities. This technology enables the creation of complex geometric forms that would be nearly impossible with traditional manufacturing methods, while significantly reducing material waste and transportation costs.

Looking ahead, the integration of further data measurement systems is opening new possibilities for space optimization. From tracking room usage patterns to air quality monitoring, these developments provide valuable data that helps designers create more efficient, healthier environments while minimizing environmental impact. The increases in data-driven design and sustainability hold a bright future for our industry.

The combination of sustainability and technology has created innovative building materials. Using recycled materials in eco-friendly production processes yields beautiful, new components, offering more options than ever for low-carbon construction. These sustainable designs now deliver both style and functionality without compromise.

The recent steps towards sustainability in our industry aren't limited to the final product however. Virtual and augmented reality are changing the planning process, allowing both clients and designers alike to experience spaces before they're built. This technology enables more immediate feedback and adjustments, reducing waste and ensuring client satisfaction. Designers can now



Interior Renovation Bathroom, NY



INTERVIEW WITH DEANNA MARTINEZ ON THOUGHTFUL DESIGN

Deanna Martinez is the Lead Designer at DIG (Design & Implementation Group). She combines interior design expertise with strong architectural and construction knowledge, and her work spans commercial, healthcare, and residential sectors. With an emphasis on both aesthetic excellence and technical precision, she provides comprehensive services while prioritizing strong client relationships.

If you had to choose just three colors for an entire residential project, what would they be and why?

"My approach to color is rooted in creating versatile spaces that last. I'd start with a warm white as the foundation - it's exceptional at reflecting light and creating the perfect backdrop for wood elements and other accents. Layer in a warm neutral to ground the space, and finish with a rich, moody accent like iron ore to add sophisticated depth to key areas. This palette creates a perfect balance between timeless appeal and contemporary sophistication."

What materials and colors have seen spikes in popularity recently? Does it differ depending on the project type?

Design color preferences vary significantly by sector. Broadly, gray dominated the 2010s but warm neutrals are making a strong comeback these days. They create great backdrops for other design elements. Natural woods remain timeless, though their tones evolve with trends. In commercial spaces, we see more opportunities for bold, vibrant colors, often driven by brand guidelines. There's also a growing embrace of biophilic design, with olives, mosses, and various greens becoming increasingly popular as more people incorporate earth-inspired colors to simulate connections with nature."

Your time as an undergrad at Syracuse University centered around both the architectural and aesthetic sides of design. How has this two-pronged education shaped your approach to interior design?

"My architectural background has been extremely valuable to my design practice. Understanding constructability means understanding cost implications, which is crucial for creating both beautiful and feasible designs. It's about finding that sweet spot where structural efficiency meets aesthetic

excellence always keeping the client's budget in mind. This technical knowledge has repeatedly proven its worth, allowing us to make critical real-time modifications when needed."

What are some key pitfalls you've learned to avoid in interior design?

"Experience has taught me several crucial lessons. First, never assume contractors will interpret drawings without proper guidance. Second, and perhaps most importantly, client indecision can significantly impact project timelines - which is why we now include specific timeframes for decision-making in our contracts. We've also learned to be strategic about project planning, especially when dealing with material availability challenges."

How do you see technology shaping the future of interior design?

"We're witnessing a fascinating convergence of design and technology right now. While some in the creative world are hesitant to embrace AI for extremely understandable reasons, it is bringing fascinating tools to our field, including the ability to generate complete 3D environments on command. On the other hand, smart technology has had more prolonged influence over the past fifteen years, revolutionizing what kinds of tools we're able to incorporate into physical spaces. From adaptive lighting and temperature controls to innovations like adjustable glass that can transform from clear to opaque on demand, there are many advances which are fundamentally changing how we conceptualize and execute design."





Senior Living Design, Boro Park, NY | DIG Interiors



Senior Living Design, Boro Park, NY | DIG Interiors



Senior Living Design, Boro Park, NY | DIG Interiors

What are 3 key experiences from before you were a designer that you believe had an impact on your path to starting work in this field?

"One of my earliest memories surrounding design was experiencing the transformation of the home I grew up in, as my parents renovated the entire space. My time at Syracuse University was also pivotal - I went in not realizing there was more to this than just aesthetics, and quickly learned the intricacies of the process at large. Additionally, seeing healthcare design firsthand through my father's work as a hospital director showed me the stark contrast between thoughtfully designed spaces and those in dire need of updating."

What advice would you give to aspiring interior designers?

"Success in this field is built on reputation and relationships. The key is understanding that design is a collaborative journey - you're not just a service provider, you're a partner. Listen actively to your clients, but don't hesitate to educate them when necessary. When something isn't feasible, explain why rather than simply saying no. At its core, this profession is about listening to your clients and translating their vision into reality as best as possible."

Just for fun, what's one unnecessary piece of furniture or decor you couldn't resist buying for your own home?

"I have this wonderful 5-foot tall wooden giraffe that has become quite a character in my home. He has a broken ear from years ago, but I just position him so his good ear faces outward. It's become a bit of a running joke that he's a "festive giraffe," since we dress him up for different holidays and seasons. He's completely unnecessary, but he brings genuine joy to the space, and that's something which can often be overlooked in professional design."



Deanna Martinez - "Festive Giraffe"



INTERVIEW WITH MICHAEL SHELBY ON WHAT COUNTS IN PROCUREMENT

Michael Shelby (Director of Purchasing and Partner)

brings over two decades of business management and procurement expertise to DIG. Under his leadership, the procurement division has successfully managed projects ranging from boutique installations to 300,000-square-foot facilities, always maintaining the highest standards of quality and efficiency.

What's a typical day like in procurement, is there even such a thing? What challenges do you face most often?

"There really isn't a 'typical day' in procurement. Every morning brings new obstacles that require creative problem-solving. One of our biggest regular challenges is managing constantly shifting lead times. When you're coordinating

500 items for a single project, even having 10 pieces delayed can derail the entire timeline. Aside from that, we're constantly jumping between projects, reassessing our item selection, and finding workarounds to keep everything on track. It's like solving a complex puzzle where the pieces keep changing shape - and that's exactly what makes this work both challenging and exciting."

Could you walk us through an example procurement project?

"Each project begins with our design team's specifications, which we carefully evaluate, price, and present to the client. Once approved, we oversee the entire process that follows, from tracking each purchased material to in-warehouse organization and finally complete project implementation. We're always mindful that our clients are typically paying facility rent during this whole process, so efficiency is crucial. Our goal is to help them begin operations as quickly as possible while maintaining our high standards."

How do you scale your procurement strategies for projects up to 300,000 square feet?

"Our process of scaling is fine-tuned to a precise formula. Projects range from basic furnishing to comprehensive supply inventory management - and I mean *comprehensive*. That includes everything from chairs and desks to soap dispensers and

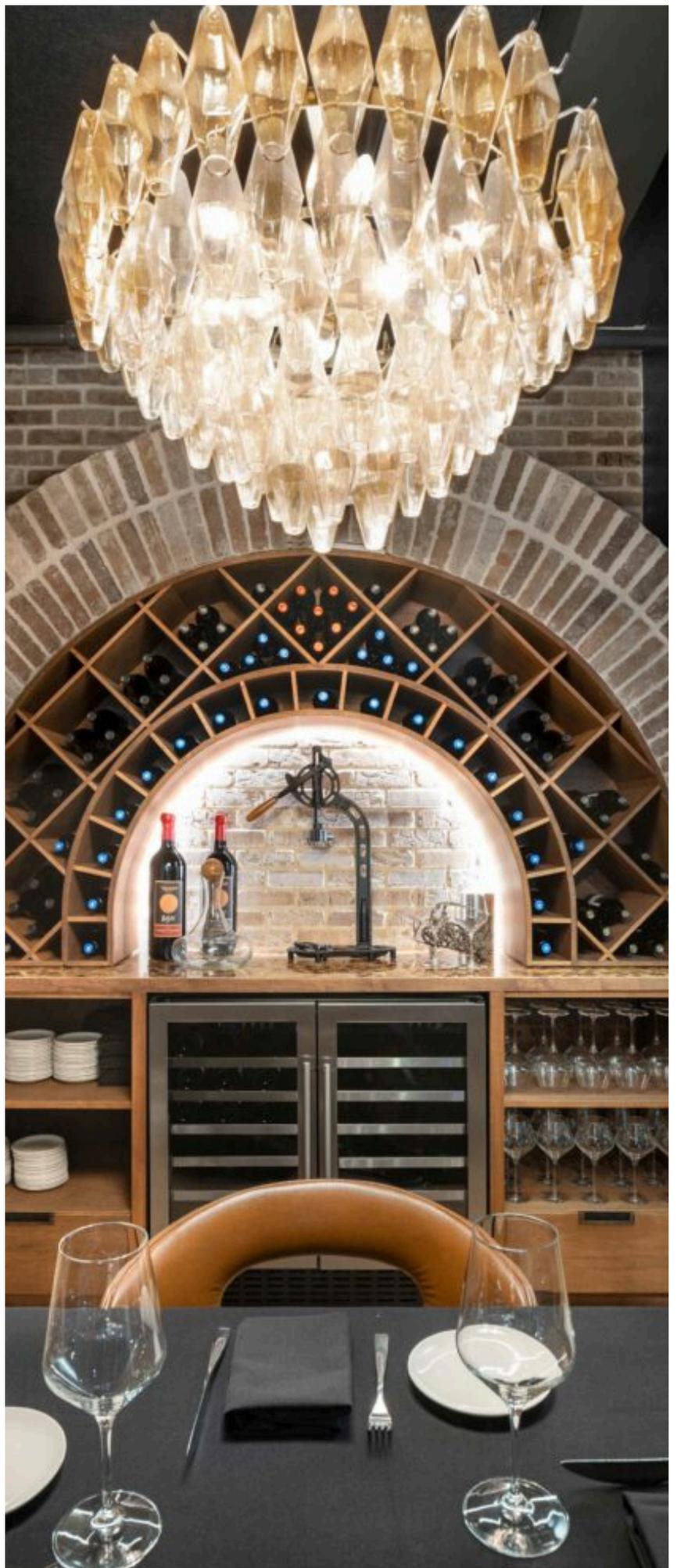
paper towels. We've had clients ask for each desk to be fitted with a specific collection of pens, scissors, and other office supplies. Others have tighter budgets, and because of that, would rather set that up themselves. Scale dramatically impacts our approach, but every team member is hands-on when needed - I like to say any member of DIG is willing to get their hands dirty. Our ability to work collaboratively as a team when needed, and delegate tasks across specialties when more efficient, is what allows us to tackle projects of any size effectively."

How do you maintain relationships with vendors while ensuring competitive pricing for clients?

"Our success lies in building genuine partnerships with both vendors and clients. These relationships need to go beyond any individual transaction - they should benefit everyone involved. Strong industry partnerships often make the crucial difference when working to meet budget constraints and achieve ambitious project goals simultaneously."

What's been a valuable lesson you've learned when balancing creativity with financial constraints?

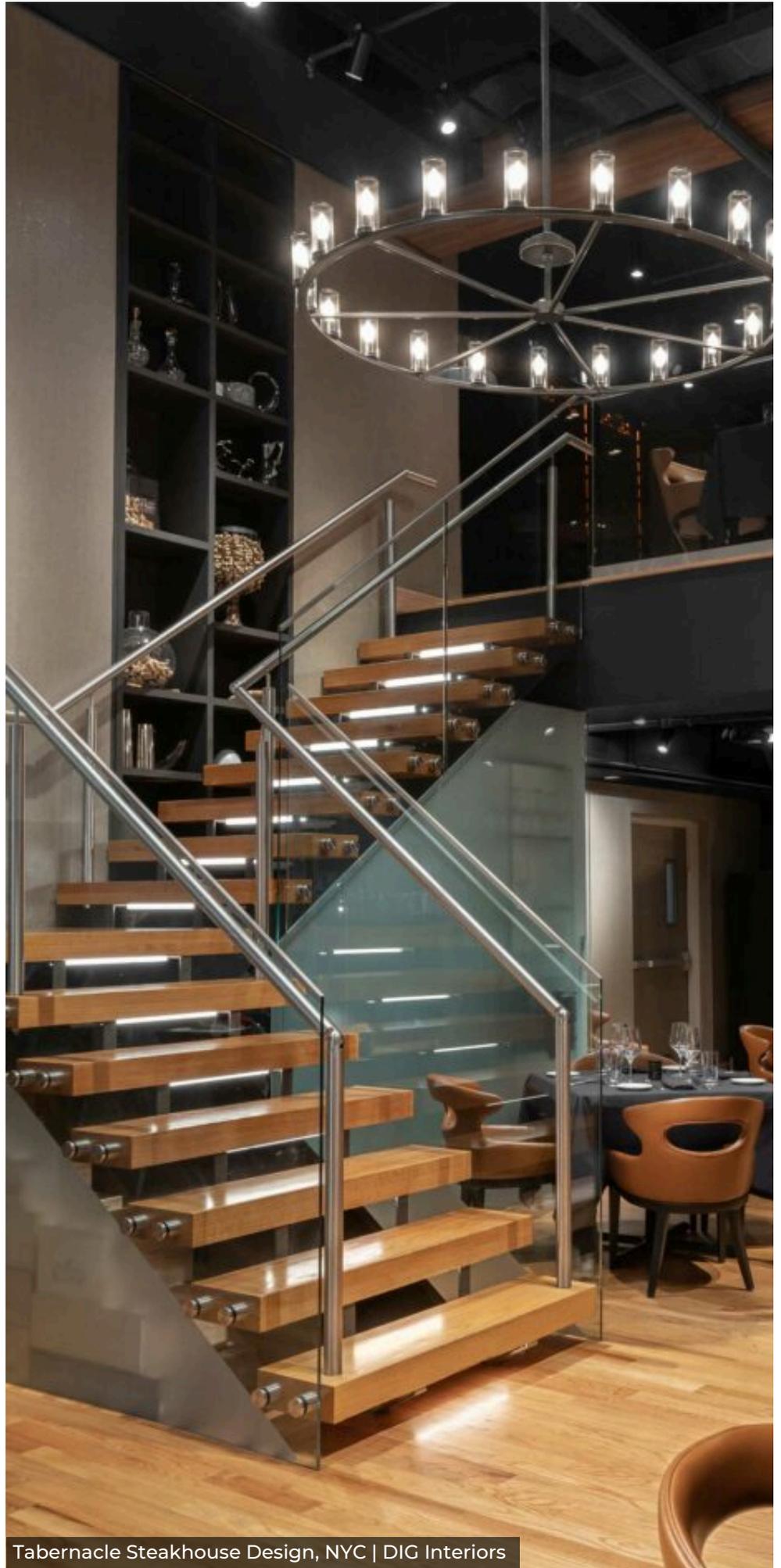
"Quality control is about consistency. If you don't take it seriously, it can dissolve your relationships with clients, and burn your reputation. It's also just important to me on a personal level - I want to have confidence in our operations and with the partners we choose to work with. That's why I make site visits to our manufacturing partners around the world. Just recently, I was in Istanbul touring a partner's facility. These visits serve as



quality control, but also strengthen relationships, and better my understanding of our extensive supply chain. When I talk with our clients about their projects and end-goals, it goes a long way to speak from a place of personal investment and understanding. This level of dedication and attention to detail really sets us apart in the industry."

What advice would you give to other business leaders about successfully merging creative services with operational excellence?

"My philosophy is pretty straightforward: jump in head-first and don't let fear hold you back. Mistakes are inevitable in any complex operation, but they're also incredible learning opportunities. At the end of the day, the number one thing I want readers to take away is the importance of building trust - when your clients know you're willing to learn and grow alongside them, they become partners rather than another project."





READY TO TRANSFORM YOUR SPACE?

Contact us to talk through your interior design needs, procurement requirements, or our project management services. Whether you're planning a complete renovation, seeking furniture and finishes, or need expert guidance on a specific design challenge, our team is here to help bring your vision to life within your budget and on your timeline.

PHONE

800.344.3062

EMAIL

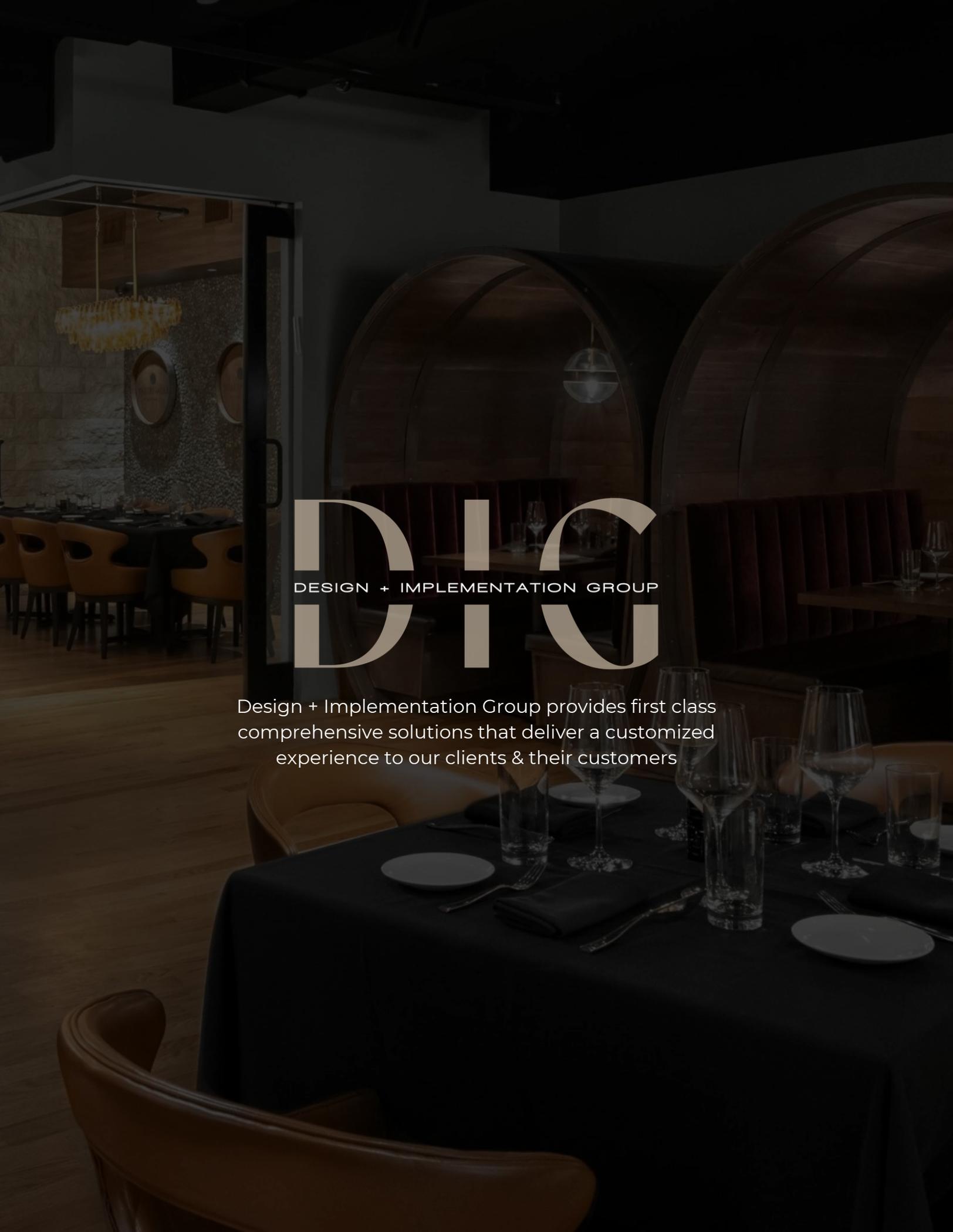
info@dig-interiordesign.com

DESIGN HEADQUARTERS

10 County Center Road, Suite 315
White Plains, NY 10607

IMPLEMENTATION HEADQUARTERS

1688 Utica Avenue
Brooklyn, NY 11234



DI
DESIGN + IMPLEMENTATION GROUP
DI

Design + Implementation Group provides first class comprehensive solutions that deliver a customized experience to our clients & their customers