

SR/A

DESIGNING TO IMPRESS

Considerations for professional service providers

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At SR/A, we believe thoughtful interior design can enrich people's lives. For small businesses and professional service providers, we help create an unmistakable brand and a unique feel by approaching each project with a hospitality-focused lens. In an age where an increasing amount of business activity is being conducted virtually, face to face interactions with clients have become even more important. We work with professional service providers to ensure their teams have all the physical resources they need to effectively run their businesses and give clients a top-notch customer service experience.

WELLNESS

BUSINESS
GROWTH

4 KEY IMPACTS OF
PROFESSIONAL
SERVICE DESIGN

EMPLOYEE
SATISFACTION

CUSTOMER
EXPERIENCE

CUSTOMER EXPERIENCE



Reception Areas

At SR/A, we believe our job as designers is to wow customers from the moment they walk in the door. Thoughtfully designed reception and waiting areas exude a sense of vibrancy and hospitality. For lawyers, doctors, mental health professionals, real estate agents and other service providers entrusted with helping their clients navigate major life decisions, a good first impression puts people at ease and sets the tone for building strong relationships and partnerships.

SR/A helps our business clients communicate true authenticity and professionalism to their customers through every aspect of our designs, from comfortable furniture and meticulously-curated artwork to beautiful kitchenettes and idyllic lighting. We focus on the details so that our clients can focus on closing deals.

Versatile Spaces

Versatility is also a major consideration for boutique professional service firms. Whenever possible, we seek to create spatial arrangements that facilitate well a variety of business functions from small meetings to workshops and events. We also carefully select modular furniture systems that can allow spaces to be reprogrammed as end-user needs and preferences evolve.



Branding

Just like every business, every design has a “big idea” that is foundational to both its identity and its success. SR/A works with clients to carefully and artistically brand spaces. Through personalized design gestures, we showcase our clients’ mission, values, and future aspirations in a tangible way to customers, partners, and investors.

CUSTOMER EXPERIENCE

Boutique, Hospitality-Inspired Office Environments

SR/A's hospitality-forward design approach puts the end-user at the forefront at every stage of project development. We help our clients prioritize key design features and amenities that are important to them and their customers. We manage the design and construction process from early conceptualization to final installation. Our team leaves no stone unturned when procuring quality furniture, finishes, and accessories that transform pedestrian offices into lively sanctuaries where clients feel welcomed and appreciated.



Dining



Wellness



Conference



Reception



Artwork



Phone Rooms



Team Building



Consultation



Outdoor Leisure



Lounge Space



Biophilic Elements



Mother's Rooms

BUSINESS GROWTH



Why Design Matters

SR/A is proud to work with business clients that value good design and its ability to solve problems and drive future success. The way a space looks and feels speaks volumes about a business and how it cares for its customers. Our hospitality-focused designs add a layer of detail that customers will instantly recognize and appreciate.

When DC Smiles Studio asked SR/A to design their flagship office in downtown DC, we envisioned a bright, clean, and organized space that met the needs of dentists and hygienists and made patients feel at ease. Thanks to input from staff, SR/A delivered exactly that. DC Smiles Studio is thriving in their new space and focused on continuing to provide quality dental care to thousands of DC area residents for years to come.



Focused on the Future

A key lesson SR/A's CEO Sabine Roy has learned over the course of a career that has spanned four decades and two continents is the importance of having a bold vision. That is why we strategize with our clients to align project goals with long-term business goals. We understand firsthand the anxiety associated with investing in, planning and relocating to a new space because we've done it ourselves. In choosing SR/A, professional service providers can breathe a little easier knowing they have a sensitive and highly competent design team focused on solving problems.

This acute focus on our clients' needs has allowed us to forge strong long-term partnerships. After tapping SR/A to redesign the interior of her growing mental health practice Kentlands Psychotherapy in 2021, Dr. Elizabeth Carr returned to us in 2023 to design a one-story expansion. The project will build on our prior success and is scheduled to be completed in 2024.



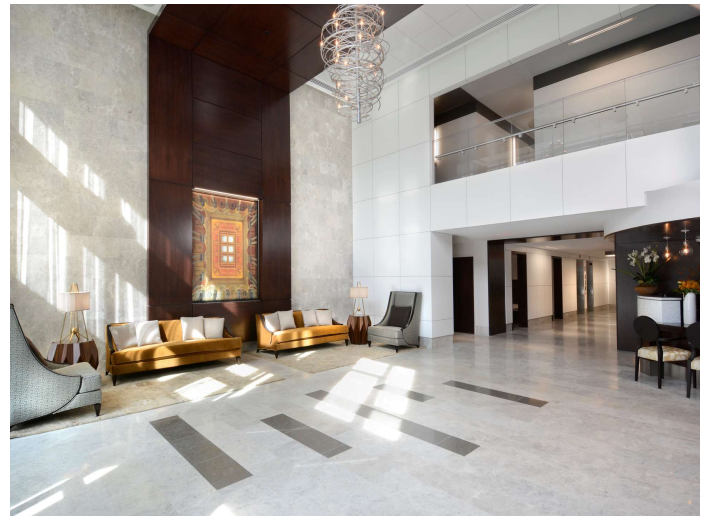
Universal Accessibility

At SR/A, we believe that universal accessibility for individuals with disabilities is imperative to operating an inclusive business. Our projects strictly adhere to ADA and WELL-standard design practices which require proper turning radiuses and clearances, corridor widths, toilet and washroom components, work counter heights, anti-slip flooring, and more.



Finish Selections

WELL and Fitwell building standards prohibit the use of volatile organic compounds (VOCs) such as formaldehyde, MTBE, and other chemical agents that are known to cause cancer and other health problems. From paints and varnishes to floors and wall coverings, both customers and employees can have peace of mind that every material they see and touch has been certified to be non-hazardous to their health.



Biophilic Elements

A growing body of research suggests design features that mimic patterns found in nature and the presence of natural biota in indoor environments have significant psychological benefits including reduced stress, heightened focus, and improved cognition. At SR/A, we take our design cues from nature whenever appropriate and do so in a way that elevates our clients' brands and enhances the overall quality of the design.



EMPLOYEE SATISFACTION



Furniture Selections

It can be difficult to focus and get into a groove at work if you are uncomfortable. That's why SR/A's design staff works with end-users to evaluate their existing systems furniture and specify adjustable sit-to-stand desks and ergonomic task chairs that will improve posture, reduce neck and back pain, and boost overall productivity.

We leverage our relationships with suppliers and vendors to lock in low shipping and storage costs and ensure smooth installation. SR/A manages procurement headaches so that our clients can focus on preparing staff for the big move-in day and enjoying the new space.

Quiet Areas

SR/A understands that open offices, while efficient, can create levels of distraction unsuitable for tasks that require intense focus. That's why many of our clients have asked us to program sound attenuated phone, huddle and conference rooms that can be reserved by employees as needed. For offices to have material advantages over one's home, a requisite amount of privacy and separation must be provided. SR/A works with engineering consultants to ensure rooms are designed to the appropriate STC ratings.

Lighting and Noise Control

The right lighting and noise levels make all the difference when designing for improved focus. In areas without direct access to daylighting, SR/A works with electrical engineers to provide dimmable ceiling light fixtures and maximize visual comfort and energy efficiency. Besides designing dedicated quiet rooms, SR/A specifies acoustical wall and ceiling systems that dampen loud noise for our clients.

SERVICES

- Architectural & Interior Design
- Conceptual Design
- Space Planning
- LEED and WELL Certified Design
- Interior Lighting Design
- 3-Dimensional Rendering Coordination
- Architectural Documentation
- Construction Administration
- Model Unit Design
- Interior Signage & Wayfinding
- Visual and Marketing Displays
- Project Supervision
- Project Branding
- Pre-Purchase Budgets Estimation
- Value Engineering
- Architectural Consulting
- FF+E Specifications
- FF+E Procurement Administration
- Art and Accessories Selection & Purchasing
- Warehousing and Installation Management
- Inventory Analysis
- Post Occupancy Follow-Up



Versatile, Thoughtful, Original.