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THE FUTURE OF DEVELOPMENT THROUGH DESIGN

Interior Architecture —where vision shapes spaces

Blending architectural insight with market intelligence, The Childs Dreyfus Group redefines interior merchandising for developers and end users alike.

To label The Childs Dreyfus Group (CDG) as simply an architectural or interior design firm understates its expertise. With deep roots in model home merchandising and experiential staging, CDG has helped shape the evolution of interior architecture and merchandising for over 60 years. As pioneers of the discipline, CDG's founders established the original merchandising criteria adopted by the Institute of Residential Marketing, a foundation that still guides top-tier developers, builders, and real estate professionals today.

Since Rene Pabon became president and CEO in 1993, CDG has evolved from a niche model merchandising firm into a full-service interior architecture partner serving mixed-use, multifamily, student, and workforce housing developments across 18 U.S. markets. The group's work goes beyond design—it shapes environments that connect emotionally with people and perform functionally from day one.

"We design interiors that speak to who your target resident is—who they value, how they live, and what makes them stay," says Pabon. "We don't simply walk in and make a property beautiful. From concept to white-glove delivery, we help developers figure out what the target buyer wants and make sure it's present. This translates from floor plans to lifestyle experiences."

For CDG, interior merchandising isn't just about visual appeal; it's strategic storytelling throughout public spaces. A model unit becomes a behavioral blueprint, showing not just where the bed or sofa goes, but how a potential resident might socialize, work, cook, and recharge within the space.

"The amenities are the new point of sale," explains Pabon. "We don't just decorate; we influence lease-ups, retention, and long-term value."

In a dog-friendly development, that might mean built-in pet wash stations or leash hooks and paw cleaning pads at entryways. In a student-oriented project, it could mean tech-enabled study pods or social gaming lounges. Every detail is curated to resonate with specific demographics and reflect their aspirations. This is shown in one of CDG's recent projects in Uptown, Chicago—called Solverre—that was developed by Willow Bridge Property Company.

Design Intelligence, Powered by People

At the core of CDG's success is a multidisciplinary team that merges the logic of architecture with the emotion of interior design. Leading this vision is Amir Al Aboisy, Vice President of Design and a trained architect, who brings a

rigorous approach to spatial planning, material selection, and experiential flow.

CDG designers don't just fill rooms, they identify opportunities. They see every foot as a chance to problem solve, elevate a lifestyle, or tell a brand story.

This human-centered, analytically driven process sets CDG apart. Clients can choose from full-service or a la carte solutions, supported by a streamlined implementation framework developed with PricewaterhouseCoopers.



RENE PABON,
PRESIDENT AND CEO

Where Vision Meets Innovation

As new generations of renters emerge, CDG remains a step ahead. CDG designers are constantly researching the way trends, tech, and demographic shifts will influence how people live, gather, and work.

CDG understands that development timelines span years from design to occupancy. That's why the team approaches every project with a future-forward lens, ensuring that today's vision aligns with tomorrow's realities. From evolving work-from-home patterns to next-gen sustainability standards, they anticipate resident needs before they even arise. It's not just about solving for now; it's about designing for what's next.

Whether integrating AI-powered tech or rethinking community spaces as hybrid coworking hubs, CDG's forward-thinking approach ensures clients are not just relevant but visionary.

"We've spent more than six decades learning how people interact with space—and more importantly, how that changes," says Pabon. "Our legacy isn't just in what we've designed. It's in our ability to evolve and impact the human experience."



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70 W. Hubbard Street, Suite 300 | Chicago, IL
312-222-0098 | childsdreyfus.com