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AWARD-WINNING DESIGNER JJ FALK JOINS PERKINS EASTMAN

NYC Design Leadership Expands



JJ Falk, Principal at Perkins Eastman

New York, NY (September 19, 2019) JJ Falk, founder of JJ Falk Design, LLC, has joined Perkins Eastman in the global architecture and design firm's NYC headquarters. Falk, a Principal at Perkins Eastman, brings more than three decades of stellar experience to the firm's workplace design team.

Falk spent 15 years working for two of the nation's top architecture and design firms, serving as Associate and Director of Design. During her time there, she led innovative design projects for high-profile clients—*Rolling Stone*, Goldman Sachs, and the NFL—to name a few. She built a highly-regarded reputation as a trailblazer in cutting-edge corporate office design.

Falk went on to found her own eponymous firm, JJ Falk Design, LLC, where she spent the past 20 years further honing her humanistic approach to corporate interiors. With the unique ability to perfectly balance the business and creative needs of her clients, Falk has developed lasting relationships with Ralph Lauren, Tory Burch, JPMorgan Chase, and Samsung among many others.

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In deciding her next move, Falk found Perkins Eastman. Able to combine her passion and extensive career with the firm's global recognition and similar human-based ethos, it was a perfect match.

“With JJ’s innovative approach and impressive expertise in corporate interiors, she is a designer who truly inspires,” says Shawn Basler, AIA, Co-CEO and Executive Director of Perkins Eastman. “JJ’s extensive portfolio will complement Perkins Eastman’s workplace design and we are thrilled to welcome JJ to the Perkins Eastman team. We look forward to working together and growing our design practice.”

“At this point in my life and in my career, I wanted the opportunity to be a part of a larger, global platform. Perkins Eastman is one of the top firms, and that’s why I was so excited that we could connect in this way,” says Falk. “Our design values and culture aligned, and it’s exactly what I was looking for.”

Hoping to grow Perkins Eastman’s visibility in mixed-use interior design, Falk also aims to be a mentor to young designers, as she strongly believes in the importance of that relationship. She additionally wants to dive into projects on her own as Principal. The firm is eager for her to do so.

Falk earned a Bachelor’s degree in Architecture and Master’s degree in Architectural Engineering from Hongik University in Seoul, South Korea, as well as a Master’s degree in Interior Design from the University of Colorado at Denver. She is a member of several professional design and real estate organizations, including IIDA, AIA, KOSID, CORENET, CREW, and IFMA.

Falk joins the firm along with former JJ Falk Design colleagues, including Matthew Toth, Tak Kan Leung, and Jason Pavlaka. Perkins Eastman is thrilled to have all on board.

ABOUT PERKINS EASTMAN

Perkins Eastman is a global design firm founded on the belief that design can have a direct and positive impact on people’s lives. The firm’s award-winning practice draws on its 1,000 professionals networked across 17 offices worldwide. By keeping the user’s needs foremost in the design process, the firm enhances the human experience across the spectrum of the built environment. For more information visit www.perkinseastman.com.

Headshot available.

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