

## Parallel Design Group (PDG) - Indianapolis, IN



*"We are truly impressed by the capabilities of NxtWall's product. Its adaptability and aesthetic appeal have transformed our design process, enabling us to create spaces that are both functional and visually stunning. We are thrilled to collaborate with them and enjoy showcasing this product to our clients."*

**– Kaitlyn Barret Deter, PDG Studio Director and Senior Interior Designer**

### **Project Profile:**

In today's dynamic and rapidly evolving design landscape, businesses face unique challenges in creating flexible and functional spaces. Parallel Design Group (PDG) is a leading commercial and residential design firm in Indianapolis and specializes in innovative design solutions, while balancing art and creativity with science and strategy. This case study highlights how PDG successfully showcased Nxtwall Demountable Walls within their recent studio expansion, located in Indianapolis, Indiana.



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### Challenge:

The design studio expansion project entailed 3+ new spaces for clients and team members to gather and with more square footage than before, the space demanded flexibility to accommodate diverse business needs. Conventional partition systems often fail to provide the necessary adaptability, resulting in rigid layouts that hinder productivity. PDG identified the need for a solution that could seamlessly integrate aesthetics and functionality.





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### **Solution:**

Parallel Design Group partnered with and leveraged NxtWall's wall systems to revolutionize their design approach. NxtWall's functional and customizable partitions offered unparalleled versatility, enabling PDG to create a footprint that made the space feel balanced, collaborative, and private when needed. The demountable walls also contributed to sustainability goals, as they could be repurposed, reconfigured, or relocated rather than being discarded thereby reducing landfill waste and lowering the carbon footprint.



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PDG's Studio Director and Senior Interior Designer Kaitlyn Barrett Deter expressed her enthusiasm for NxtWall, stating:

*"We are truly impressed by the capabilities of NxtWall's product. Its adaptability and aesthetic appeal have transformed our design process, enabling us to create spaces that are both functional and visually stunning. We are thrilled to collaborate with them and enjoy showcasing this product to our clients."*

By incorporating NxtWall's cost-effective demountable wall systems, PDG successfully overcame the challenges of the current design space. They were also able to diversify the product, making their new Team Room stand out with the applied mullions and base panel utilized.

Follow Parallel Design Group at [@parallel\\_dg](https://www.instagram.com/parallel_dg) or website [www.paralleldg.com](http://www.paralleldg.com) for design inspiration and more!

For more information about NxtWall Demountable Walls call 269-488-2752 or go to [www.nxtwall.com](http://www.nxtwall.com) or follow us on [Facebook](https://www.facebook.com/nxtwall).

### PROJECT INFO:

**Client:** Parallel Design Group

**Photographer:** Kendall McQuay

**NxtWall Products:** Flex Series & View Series

### NxtWall Product Description:

NxtWall Black View Series ceiling height glass walls with clear tempered glass swing door using Biloba full swing self-closing self-center glass door hinges also in black. 48" non-locking black bar pulls were added to the doors. Also, used was the NxtWall Flex Series ceiling height Black framing with Grade 4 laminate walls and glass doors with 48" non-locking black bar pulls.