

case study
**SMARTER
FURNISHINGS**

STUDENT HOUSING FACILITIES



NEW DESIGN
concepts

Smarter Furnishings

STUDENT HOUSING

Project: Custom designs for student housing
Scope: Thousands of units over multiple years

The Need for Custom Designed Furniture

Over the last few decades, student housing has changed dramatically, including the types of furnishings in rooms and the specs for each piece. Furnishing student housing units is no longer a “one size fits all” job. And to us, it never was.

In the early 2010’s, after 20 years of successfully supplying domestic products, Smarter Furnishings recognized the early shift toward **custom furniture designs**. And when there’s a need for custom furnishings, there’s New Design Concepts (NDC) to help.

The NDC Way

With reliable access to overseas factories in Asia, NDC was able to step in and provide Smarter Furnishings with the fresh looks and expanded design capabilities needed to furnish multiple student housing units **on time and within budget**. That’s the NDC way!

Together with the Smarter Furnishings team, NDC developed multiple product collections, providing undeniably unique



designs at direct-to-factory pricing. In addition to custom designs, NDC worked to value-engineer products for optimal shipping and installation in smaller spaces. The result was a **cost-saving solution** to furnishing live-learn environments students will love.

Today, Smarter Furnishings has become a leader in the higher education furniture market and a long-time partner of NDC's. In addition to helping their team expand to serve **custom design** customers across the U.S. and Canada, Smarter Furnishings embraced a new partnership with MillerKnoll, their first and only alliance partner in the student housing space.

new growth

Thanks to an on-site operations team with extensive experience, NDC surpassed expectations by delivering:



UNIQUE, ATTENTION-GRABBING DESIGNS



BUILT-TO-LAST MATERIALS & JOINERY



PRACTICAL, VALUE-ENGINEERED PRODUCTS

projects

1

COLLEGETOWN TERRACE | ITHACA, NY

Project: Writing desks, 5-drawer chests, & media units

Scope: 355 unit multi-family development

2

IVORY HOUSE | SALT LAKE CITY, UT

Project: Writing desks, chairs, 6-drawer chests, & coffee tables

Scope: 280 unit multi-family development

3

DERBY ROW | LOUISVILLE, KY

Project: Sofas, accent chairs, media units, coffee tables, & end tables

Scope: 640 unit multi-family development



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“Create
the things
you wish
existed.”

THE NDC WAY



②



①



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theNDCway.com

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