



## **2017 Women in Building Services: Diana Revkin, TPG Architecture**

October 17, 2017 - Spotlights

Name: Diana Revkin

Title: Studio Director

Company Name: TPG Architecture

Years in real estate: 20+

What real estate associations or organizations are you a member of? CREW NY, Retail Design Institute, USGBC (LEEDap ID+C)

How have you navigated obstacles to achieve success in your career?

I try to convert obstacles into opportunities. The first half of my career I spent mostly on the client side of retail in planning, design and construction, working with senior executives in operations and merchandising who were always focused on ROI. It was a pretty specialized career niche, and I knew it would be a challenge to return to an architectural practice. Ultimately, my deeply ingrained understanding of the client side has been a great asset—whether helping clients navigate through the architectural build-out process, or educating architects and designers on increasingly complex and rapidly evolving client programs.

How do you play your strengths to your advantage in your career?

My career started on the design side of architecture. From early on, however, my capacity to manage teams as well as define and communicate process naturally led to more of a management role. My strengths are rooted in that ability to communicate effectively with a wide variety of stakeholders: clients, owners, brokers, designers, architects, engineers, contractors, code consultants, suppliers, and so forth. All involved have their own priorities, and often speak different professional languages. I also use those same skills to keep our studio running smoothly, and provide mentorship—especially on the business side of our practice.

What trends are you seeing so far this year?

Beauty and wellness concepts are dominating the retail scene, offering an ever-growing list of spa

services. Online retailers continue to test the waters and look for new ways to gain social media attention via pop-ups, activations, and temp stores. And established retailers are also testing new strategies for digital integration within the built environment. Lastly, new QSR food concepts and food halls are continuing to open.

What do you do for fun?

Enjoying the same things that brought me here after college: great museums, theater, food and culture – and Central Park.

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