



NELSON, Mufson partnership join operations New York

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NELSON, a global interior design, architecture, engineering, strategies, workplace services and information services firm, has reached an agreement to merge the operations of The Mufson Partnership into NELSON in the New York market. The Mufson Partnership is an interior design firm that offers diverse planning and design capabilities, from feasibility studies, to design, to move-in coordination. After a brief period of transition, The Mufson Partnership will operate under the NELSON brand and the two firms will consolidate into one space in New York.

NELSON currently works with some of the country's largest companies, leading law firms and top universities and schools, and The Mufson Partnership works with owners and representatives for some of New York's most iconic office structures, including the Empire State and Lipstick buildings. As a result, the combined firm will be well positioned to capitalize on best practices and offer expanded services to local Mufson clients while further developing those relationships to create new opportunities nationally through NELSON's established account management infrastructure and service delivery platform. Clients will benefit from having access to the resources of a global firm combined with the "high-touch" leadership of a smaller, specialized boutique firm, thereby offering the best of both.

Founded by Larry Mufson and Ed Von Sover in 1994, The Mufson Partnership has a strong reputation for configuring office space within the New York region to promote optimal efficiency and a rewarding work environment. A flexible organizational structure and sophisticated operations management enables the Mufson team to deliver innovative design through a collaborative process with personal service and a methodical approach to planning and project management. A hallmark of this service - and one that will continue as the firm merges into NELSON - is the fact that Mufson's Principals always take an active role in every aspect of the planning, design and management process to ensure that all phases stay on budget and on schedule. This hands on approach to local projects complements the larger scale, national account work currently being produced by NELSON's New York team in conjunction with an integrated team of subject matter experts located in NELSON offices throughout the country.

The combined firm generate approximately \$17 million in interiors and architecture revenue within the greater New York region and will have a local presence of more than 80 team members with access to a network of more than 350 additional designers, architects, engineers, strategists, branding specialists and other experts. Local leadership will be provided by Larry Mufson and Ed Von Sover, who offer more than 60 years of combined industry expertise and will serve as Managing Principals of the New York operations. In addition, Mufson Principals Julia Belkin and Stan Judovits also will continue with the firm in their respective roles of business development and project management.

"NELSON has a successful history of growing our business through mergers and acquisitions, and

New York has always been a key market for our success," said John "Ozzie" Nelson Jr., Chairman and CEO of NELSON. "The first of our firm's more than 20 acquisitions was in New York in 2001. We merged again here in 2007 and now, with Mufson, we have created the largest single office in NELSON's history and strong mix of national account clients as well as ongoing tenant planning relationships with some of the most notable trophy properties in the world, including the Empire State Building, the Seagram's Building and the Lipstick Building. It's a game changing move for both firms and for our industry."

"I have built my career on the understanding that no two clients, designs or budgets are alike," said Larry Mufson, Founder and Principal of The Mufson Partnership. "Our goal never changes. We want to create smart, imaginative design that interprets corporate images and enhances functionality. NELSON shares the same approach and I am confident that our teams will merge quickly in a spirit of true collaboration. The resulting creative energy will benefit our clients by launching something new that is better than what either of us has accomplished on our own. We are now a true single-source solution for companies and building owners in and around New York, with a commitment to deliver innovative solutions and maintaining strong, lasting client relationships."

"What excites me most about the combination of Mufson and NELSON is the potential for us to build on our exceptional records for project design and delivery," said Ed Von Sover, Founder and Principal of The Mufson Partnership. "No one is better than NELSON at delivering creative, consistent services for accounts across multiple locations, and no one beats Mufson in design, facility management, budgeting and scheduling for local clients. Putting our years of experience together will quickly lead to even greater improvements and new efficiencies that can be delivered directly to our clients practically from day one."

A sample of clients that will continue to be served in New York region includes Bank of America, Citigroup, Bed Bath & Beyond, HSBC, Verizon, GAF, G-III Apparel Group, TPG/TPG Axon, Pershing Square, Malkin/Empire State Building and RFR Realty LLC.

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