



## 2020 Ones to Watch: Eleanor Boehm, Montroy Andersen DeMarco

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Name: Eleanor Boehm

Company: Montroy Andersen DeMarco (MADGI)

Title: Designer

Education: Savannah College of Art and Design, BFA in Interior Design

Which project, deal, or transaction was the “game-changer” in the advancement of your career?

My firm recently entrusted me with leading the entire design and project management effort for my largest office build-out to date: the new Lloyd’s U.S. headquarters in Manhattan. Lloyd’s is a great brand and a fantastic client that allowed our team to be creative and allocated the necessary budget to execute the project as envisioned. It was incredibly satisfying to design an innovative, tech loft-style office for the venerable global insurer and successfully address all design and construction challenges to complete the project on time and budget.

How do you contribute to your community or your profession?

I joined the International Interior Design Association (IIDA) New York Chapter several years ago and have since been an active member of the organization’s sustainability forum. As the forum’s member, I help develop various education programs on sustainability in design and help promote them to the interior design community. Most recently, I helped organize lectures on standards, procedures, and practices required by the most popular sustainability certification programs, including LEED, Green Building, and WELL.

What led you to your current profession?

Design as a profession was a natural choice for me, as I have always been drawn to it. I have three brothers in the field of architecture and contract design, so I have been exposed to the profession and developed interest in it early on.

What do you like most about your job?

I immensely enjoy the daily opportunity to do a little bit of everything involved in projects, from actual design work and interacting with clients to selecting materials and furniture systems,

problem-solving, and developing technical drawings. I get to be creative every day and I love that.

Who or what inspires you?

I have been and continue to be inspired by all the mentors I have had throughout my career. Learning and seeing what drives them has been both inspirational and educational. One of my mentors is Steven Andersen, principal at Montroy Andersen DeMarco. In addition to design guidance and mentorship, he has been teaching me the art of client presentation and interaction in pursuit of new work, which is an immensely important skill for a young professional like myself, who is building her career.

If your life were made into a movie, what actor would you want to portray you?

Robin Wright Penn.

What social media platform do you use the most professionally?

LinkedIn is a highly beneficial platform for both young and seasoned professionals. It helped me develop relationships with IIDA members who are now my fellow IIDA New York Chapter sustainability forum members and it continues to allow me to forge relationships with fellow designers and other AEC professionals as well as with the commercial and institutional real estate community. LinkedIn requires continuous engagement, but in exchange it helps built relationships and careers.

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