



2021 Women in CRE: Daniela Petrushev, MdeAS Architects

November 02, 2021 - Spotlights

Name: Daniela Petrushev

Title: Director

Company Name: MdeAS Architects

In the past year, what project, transaction or accomplishment are you most proud of?

The continuous work to redevelop Penn 2. Firstly, through architecture we are reshaping the Penn District and transforming the public and tenant experience. Equally as important is the dedication of the project team. From ownership to consultants, I admire the collaborative drive and passion to accomplish what we have in this past year, it's incredible. I'm proud to be leading that team.

How do you keep your team motivated despite conflicts and obstacles?

As an architect—team member and project manager—it is important to listen to ideas and thoughts, observations, and concerns, which ultimately define the success of the project team. Architects are known for working long hours and everything seems to be time-sensitive nowadays. I would lie if I said our work is always seamless and deadlines do not affect us, but it comes down to being forward-thinking, staying positive and optimistic, and not losing sight of our love for the profession. Louis Khan said, "The sun does not realize how wonderful it is until after the room is made." Our focus and energy must stay on the end product and that allows us to keep moving forward and shine.

How do you advocate for your fellow women in real estate?

In our studio, I lead the hiring and recruitment team. It is imperative for us to create and maintain a diverse office culture which includes promoting and empowering female architects and designers. It is not the work of one, but all of us as a unit. Albeit slowly, I am optimistic that we as an industry are collectively working towards gender equity at all levels in architecture.

What books or social media influencers would you recommend to other women?

I try to take inspiration from my surroundings in the form of books, podcasts, galleries and museums, crafting, and travelling. One can find good design everywhere. In general—women or not—I recommend reading both technical and design magazines as they go hand in hand. And read genres outside of your field. I like National Geographic, fashion magazines or a good photography or cookbook. Platforms such as MasterClass or Madame Architect highlight the careers and passion of women. I draw inspiration from their work.

Tell us a thing or two about you that is NOT on your resume or LinkedIn profile?

I grew up on a farm in North Macedonia, with a mountain as a backdrop and a lush green valley in the opposite direction. Talk about home with a view. Today the mountain is slightly imperfect because of a stone quarry and the rice fields are no longer in the valley due to declining rivers and lack of alternative water systems, but the village remains a beautiful place that carries my best childhood memories.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540