



2024 Year in Review: Holly Williamson LEED AP, NCIDQ, NELSON Worldwide

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Holly Williamson LEED AP, NCIDQ
Associate Principal & National Design Leader

What noteworthy transactions or deals from this year best exemplified key market trends or shifts?

A project we completed for a confidential client in NYC demonstrated the flexibility needed for today's workplace to remain relevant. We explored solutions using furniture only — no demolition required. Our approach re-imagined open office spaces with strategically zoned areas tailored to different work-styles, including focus, collaboration, and rejuvenation.

This design strategy reflects the market's shift toward hybrid work models and prioritizing employee well-being, moving away from rigid layouts to dynamic, adaptable spaces that balance collaboration with individual comfort and productivity.

Such projects demonstrate the growing demand for inclusive, flexible, wellness-oriented workplaces — a trend shaping commercial real estate and office design.

What was your greatest professional accomplishment or most notable project, deal, or transaction in 2024?

My greatest professional accomplishment in 2024 was when my team's forward-thinking design skills earned an honorable mention in Work Design Magazine's Next Work Environment competition. The team explored the question: Is the open office concept dead? Solving for common concerns like distractions and lack of privacy, our study rethinks the open office, introducing a flexible workspace with minimal demolition and furniture solutions. The design features three distinct zones — active, shared, and focus — to cater to a variety of work styles and needs.

What emerging trends will drive investment and development in 2025?

In 2025, investment and development will be driven by advanced technology integration in buildings and workplaces. Key trends include improved operational efficiency through data-driven property management, enabling informed decisions and optimized resource use. The rise of sustainability and smart buildings remain top of mind, focusing on reducing costs and environmental impact. Additionally, technologies will enhance tenant and employee experiences by providing real-time data on factors like noise, lighting, and temperature, empowering individuals to maximize productivity. These systems also help transform underutilized spaces into high-performing areas, aligning with the growing demand for efficient, sustainable, and adaptable environments.