

Spring 2023



THE PULSE OF HDG

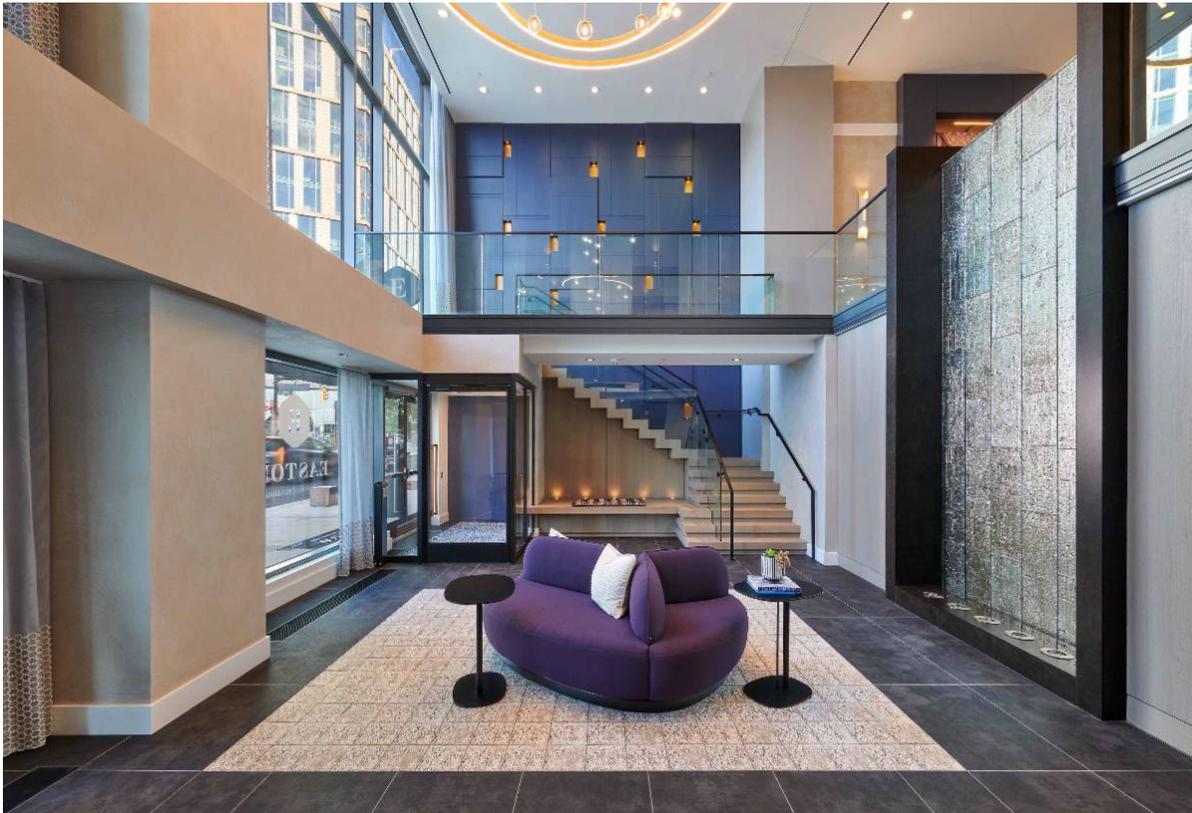


Presenting: Carlyle Crossing

Centered in Alexandria, Virginia's Carlyle and Eisenhower Valley area, the Carlyle Crossing development has transformed the region for the future. Anchored by a Wegmans grocery store and surrounded by restaurants and retail, this area is home to two large federal agencies and served by two Metro stations.

HDG was tasked with designing the amenity spaces in two of three of the multifamily communities in the development, The Easton and Reese Tower are conjoined by an expansive outdoor plaza. We're pleased to introduce you to both of these properties at this time:

Featuring: The Easton



The Easton represents Carlyle Crossing's highest-end, boutique living apartment building. The aesthetic is a delicious mix of historic details juxtaposed by glamorous European grandeur. Rich color gradients of blue, magenta, purple, and mauve are accented by black and white. Expect the unexpected – like a water feature connecting the entry vestibule with the lobby overlook, a coffee and wine bar in the stately coworking area, sharing conversation spaces with work pods, and an intimate library nook.

Arriving at the penthouse level, the views of Alexandria greet each visitor and resident. To the left, the clubroom boasts a rooftop lounge with a two-sided bar, conversational custom seating, and multiple intimate reading and conversation nooks that create a space perfect for entertaining. A pivoting garage door opens to the sprawling rooftop deck to create an authentic indoor/ outdoor experience. Outside, in addition to the glorious vista, lies a haven for sun-worshippers and fresh-air social butterflies alike. Returning inside, a glass-walled corridor leads to a gym enthusiast's dream fitness center and yoga studio.

A pivoting garage door opens to the sprawling rooftop deck to create an authentic indoor/ outdoor experience.

With an eye for detail, even exiting the elevators on a unit floor hints at a sublime experience. A simple library table showcases large gold floor numbers called out by slim conical light fixtures and hints at the elegant corridors nearby.

Visit [Easton's project page](#) for more details.



Adjacent to the Concierge area, the expansive coworking lobby offers communal table, conference room, private working area and winebar / coffee lounge setting.



Leaving no paw untended: The Pet Spa at The Easton is outfitted with all the essentials for tending one's fur baby safely and in style.



The rooftop clubroom features two-sided bar, window conversation nooks, a fireplace seating lounge. Beyond an electric garage door, there's fresh air, barbecue-grilling, social spaces, and glorious views of Alexandria beyond.



A bespoke water feature on the Rooftop lounge connects residents with the elements of nature, enhancing body and soul while offering grand views of Alexandria.

And Introducing: Reese Tower



Above: The Reese Tower lobby, to the left of which is the mail room. Atop: a trio of glass-enclosed co-working spaces.

Reese Tower is a multifamily building designed to include everything residents want. Offering co-working spaces and a Ted Talk stage, this is one of the most innovative and dynamic communities our interior design team has imagined.

With a fresh quality that inspires wellness, Reese Tower supports the technology and work-from-home needs that residents expect in today's multifamily buildings. Natural and minimalistic, the aesthetically pleasing interiors created by the HDG design team embrace biophilic patterns of nature and an understated ethos.

"The design process was about simplicity, paring back to the minimum, and using authentic materials to achieve a sense of harmony," says Anny Falgas, HDG Design Director and Managing Partner.

Full-height windows and a two-story lobby create a connection to nature accentuated by a bubbling rock water feature, natural wood elements, and interior plantings. An equal mix of Zen and casual contemporary, symmetry and contrast, the interiors feature inviting intimate spaces for work and play within the open public spaces of this building.

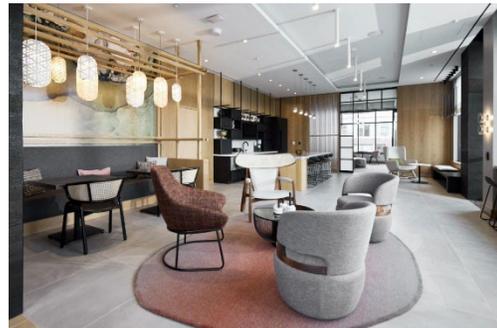
Each amenity has a distinct aesthetic identity, yet all finishes warmly underpin the connection to nature. Sophisticated, with a decidedly earthy feel, the organic offsets the straight-lined surroundings.



The Reese Tower Lobby and entrance, viewed from one of three glass-enclosed mezzanine level co-working spaces.



The "Ted Stage" at Reese Tower hosts community events, speakers, sporting and entertainment events for tenants.



A communal lounge area encourages coffee breaks, co-working opportunities, socialization and more.

HDG was named a Finalist for Two NAHB Pillars Awards



HDG was thrilled to receive not one but two NAHB Pillars Finalist nods for multifamily projects submitted in 2022.

Best Multifamily Community Amenities for [Verso Founders Row](#), an Active Adult Living Community we worked on in partnership with WDG Architect for Mill Creek Residential.

Best High-Rise Apartment Community (10+ Stories) for [BLVD Ansel](#) developed by Duball and on which we partnered with Torti Gallas and Partners, and Paradigm Construction.

These NAHB Pillars Finalist awards are among 123 awards and recognitions Hartman Design Group has earned over the past 35 years. View the most recent of these, listed by year [at this link](#).
