

AS SEEN IN  
*Fortune, Entrepreneur*

LEADING WOMEN IN BUSINESS | PHILADELPHIA

# DARING to be DAROFF

Anyone who travels by air in America has likely experienced the impact of Daroff Design. Their airport terminal architectural and interior designs, including directional wayfinding, restaurant, and retail concessions, enrich airport environments throughout the United States. “Our team has recently collaborated with OTG to create eight new restaurants at Philadelphia International Airport’s Terminal B, and together, we have successfully completed over 100 airport restaurants and retail concessions nationally,” says president and design principal Karen Daroff. By transforming waiting areas into chic, interactive places, Daroff Design is redefining the experience of air travel—just one facet of the firm’s extraordinary 47-plus year portfolio.

From her Philadelphia firm’s headquarters, Daroff and her award-winning team of architects, designers, and graphic artists provide diverse master planning, facility design, interior, and architectural design services to clients around the world, including Comcast, Universal Studios, NBC Universal, St. Regis, Hilton, Disney, Sheetz, and American Airlines.

“Whether we’re creating a large, transformational public sector planning project, a corporate workplace facility, a boutique or branded hotel, or resort, we are nimble, creative, cost-conscious designers,” Daroff continues. “By listening to our clients’ goals and objectives, we exceed their expectations in powerful and memorable ways. We create beautiful spaces, but, more importantly, we create experiences.”

## The Path to a Passion

Having worked for four years in the interior design department of a major Philadelphia-based architectural and engineering firm, Daroff gained the practical experience needed to launch Daroff Design from her kitchen table in 1973. The firm’s inception came in the middle of an economic recession, requiring Daroff to market her talent and creativity directly to many of the mid-Atlantic and Northeast regions’ corporate, communications, and financial institutions and their respective architects. Not only was Daroff growing her company during this period of corporate facility transition, but she was thriving in a predominately men’s world. Today, her team has designed more than 25 million square feet of office facilities, multiple aviation facilities, more than 140 hotels and resorts, and more than 400 restaurants. A certified Women’s Business Enterprise (WBE), Daroff’s architects and designers are licensed to practice in 35 states.

“When we create welcoming, comfortable, and efficient workplace environments for our clients, we are helping them to attract and retain the best in their respective fields,” says Daroff.

From the mid-century inspired Universal Orlando’s Cabana Bay Beach Resort, to wellness conscious corporate restaurants and conference centers, to the five-star opulence of an 800-key hotel in Beijing, Daroff Design’s work delights and inspires clients’ employees and guests worldwide.



**“Good design is about being thoughtful, smart, and innovative—avoiding anything preconceived or ‘canned.’ Above all, it’s about looking for ways to create emotionally connected experiences.”**

— Karen Daroff, Founder  
Daroff Design Inc. + DDI Architects, PC



**DAROFFDESIGN**

2121 Market Street | Philadelphia, PA 19103  
215-636-9900 | daroffdesign.com