Our team designs sustainable solutions to complex, urban problems. We create beautiful, impactful physical spaces, and help solve organizational challenges through creative culture building.

We are a collective of skilled designers, strategists and craftspeople.

Designing at Pilot Projects is an iterative process. We listen, evaluate, build, test, refine and loop in feedback. We reflect on results to strengthen the solution. We are always watching and learning.

Small things can make a big impact. We think in systems, not pieces.

Good design involves infrastructure and culture. Our projects are catalysts for lasting change.

Our clients and collaborators are doing meaningful work across a variety of business and nonprofit sectors.

LES BID
Created an adaptive reuse plan for a neighborhood parking structure in the Lower East Side.

charity: water
Developed new work place design and furniture elements to accommodate 50% staff growth.

The Bowery Mission
Developed a ground floor co-working space to welcome Spanish Harlem residents.


Work with us

1. Urban Spaces and Systems: Design Strategy for Long-Term Change
2. Workplace Strategy and Design: A “Sandbox” Tool
1. URBAN SPACES AND SYSTEMS

DESIGN STRATEGY FOR LONG-TERM CHANGE

"Pilot Projects has been our secret weapon in accomplishing the urban planning goals we have for our neighborhood and our city. Their creative approach and innovative thinking is exactly what we needed to turn our vision into reality. Thanks to their work with us, we are able to do community planning at its best."

Tim Laughlin, Director, LES Business Improvement District
2. WORKPLACE STRATEGY AND DESIGN
OUR “SANDBOX” APPROACH TO TEAM SPACE AND CULTURE

Designing smart work spaces is one of the things we do best. Whether it’s figuring out how to fit more people into a current space, a priority shift towards better collaboration, or a complete workspace overhaul to better reflect a brand, at Pilot Projects the process is just as important as the final outcome. We believe these are problems that can only be solved with authentic participation.

Our signature tool for solving tough space challenges is “Sandbox,” a gaming experience that creates a conduit for conversation, feedback and participatory design. The Sandbox creates a blank canvas that describes the space available, highlights relevant constraints and then brings multiple viewpoints and organizational knowledge to the table. Physical props and expert facilitation make the process fun and highly effective.

Our workplace strategy/design services include:
- Workplace visioning and goal-setting
- Space branding and culture alignment
- Programming, blocking and stacking plans
- Real estate test and assessment fits
- Custom workplace furniture elements
- Complete interior design services

The result is a blend of culture-building, design problem solving, and buy-in from all stakeholders.

“The team tackled a complex space design challenge for our large creative organization with a combination of rigour, innovation and sensitivity. They navigated internal politics and balanced competing interests to achieve buy-in at all levels. Everyone was won over by the highly principled approach and willingness to listen and adapt.”

Ian Alexander, Former Chief of Staff, Canadian Broadcasting Corporation
3. CREATIVE CULTURE BUILDING
AN INNOVATIVE APPROACH TO BUSINESS CONSULTING

“Pilot Projects has been instrumental in helping us introduce new technology into an existing ecosystem. With uncommon sensitivity, they helped us shape our systemic principles and supplied invaluable support and strategy on best practices for sustainability and resilience.”

Runo Okiomah, Founder, Maa-Bara Aquaponics
4. COMMUNITY PLANNING SERVICES
Our signature solution to your complex neighborhood needs

WE help communities solve seemingly intractable challenges through a unique, hands-on process: the community planning workshop. It’s a tailor-made session using customized physical props and interactive gaming strategy to build common vision and solve complex problems in urban places.

The community planning workshop is our signature product, a one-of-a-kind experience bringing stakeholders together to envision a brighter future in the place where space meets infrastructure and culture – places where we live and work and thrive.

From streetscapes to plazas, outdoor markets to parks, places are fraught with differing viewpoints, all vital to making a place thrive, from the utility grid to transit, natural ecosystems, business, and the rhythms of residential life. We are experts at uniting diverse perspectives, achieving buy-in from all parties.

Our community planning services include:

- Define challenge, goals, & objectives
- Event planning for workshop: identify participants, agenda items, logistics
- Data collection, site investigation and reconnaissance
- Design and build customized scale architectural model, with interactive props
- Workshop facilitation: conduct the meeting to maximize participatory problem-solving
- Follow up: create executive summary, full outcome brief & report, design follow up

“This is so hands-on and it’s so beautiful, and it’s community minded. When you sit down together and figure something out like this, it’s a community process. You solve a problem and build your future, and you gain new friends along the way.”

Gale Brewer, Manhattan Borough President