



*This sensorial space features a ceiling created out of 8,000 quartz crystals, custom undulating art glass walls, luxury custom motorized chairs, and an individual heated salt pan.*

# NEW WORLD DESIGN BUILD

Providing quality and affordability to the hospitality industry

BY CHRISTOPHER CUSSAT

**P**ersistence, timing, and fate may have collectively contributed to the founding of New World Design Build Inc. (NWDB). It all began when two guys, John Farese and Chris Kofitsas, met through mutual friends and started doing private home building, renovation, and addition work in and around New York City. After many collaborations over the years, and even after going their separate ways for awhile, the two kept in touch and decided to finally and officially partner together nearly 15 years ago—and NWDB was born.

NWDB is a design-build firm that specializes in the hospitality industry. Farese explains, “The main thrust of our business is in restaurants, hair salons, and spas. We also do building lobbies and have built other projects from the ground up.” NWDB’s typical customers are business owners who are interested in the firm’s high level of quality. “We offer design and construction at an affordable rate while delivering projects on time,” adds Farese.

Together, the two owners bring a long and diverse professional history of construction experience to NWDB. Farese notes the significance of this, “Going back 20 or 25 years, we were always capable of doing a lot of everything and the idea of specialization was not in our vocabulary—nor was it as mainstream as it is today. We would do it all, to a certain degree, and because of that, it allowed us to grow and understand each and every stage of the construction process.”

At an early age, Farese realized that he enjoyed working with his hands. “My grandfather was an electrical engineer, machinist, carpenter, and inventor. I would spend my summers working alongside him as an apprentice as he did renovations. I believe this is where I gained my work ethic and mindset that quality counts and is not to be taken for granted.” He also attributes his business sensibility to his father who had expertise in the stock market.

Farese describes how Kofitsas compliments his own experience. “Working



DESIGN-BUILD FOR RESTAURANTS,  
HAIR SALONS, AND SPAS

**25%**

INCREASE OVER  
PAST YEAR

**\$5  
MILLION**

ANNUAL SALES

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*John Farese, Owner*

alongside this guy and getting to know him better and better over the years, I was able to realize his inherent creative genius, honesty, and work ethic. The strength he gained from his life lessons, along with his personality traits, are the ingredients that forged this complimentary partnership which has survived over the years.”

NWDB can be best described as one-stop shopping, because it is design and build all rolled into one. Farese explains the benefits of this for his company, “Being design-build allows us to see things from both sides of the fence—from an architect’s and a contractor’s point of view.” He notes the importance of this, “Appreciating and incorporating all points of view greatly reduces stressful situations among architects, contractors, and owners. Also, the design intent can be better realized and maintained, costs and schedules are more easily controlled, and changes are dealt with quickly, and usually within budget.”

In addition to its design-build structure, honesty, integrity, and high-quality standards also set NWDB apart from its competitors. The firm’s short term goals are to systemize and streamline the design-build process while strengthening its position in the hospitality sector. NWDB’s long-term goals are to expand its general contracting operation in size while maintaining high design and quality construction at an affordable rate.

In order to survive and thrive in the

current unstable economy, NWDB is also adapting. Farese explains, “The given economic climate has forced us to look closer at our business and to operate a bit differently. So we have begun an in-house marketing and advertising campaign.” NWDB is also broadening the types of work it does. “As to not limit ourselves solely to the hospitality industry, we are trying to break into the high-end or boutique hotel sector.”

Determination, belief in the work, and dedication to quality have propelled and sustained NWDB. “The ability to offer high-end design along with quality craftsmanship for an affordable rate, along with the desire to complete the absolute best projects, are some of the keys to our success,” notes Farese. He also believes that constant lines of communication with clients and employees are equally important and help maintain each and every piece of the design-build process. “Open and forthright communication is key—along with realizing the importance of our employees and learning you cannot do it all yourself.”

By understanding and realizing design intent, seeing things through to the end, and taking pride in the entire design-build process, NWDB has established itself as a continually hearty, viable, and winning firm. Farese sums his company’s success up simply: “We think outside the box. We are a group of hard working architects, designers, and craftsmen who take great pride in our work—and it shows.” ABQ



*Maximus Spa and Salon, a modern styling station juxtaposed with distressed column and ball-chain curtain backdrop.*



Left to right: John Farese and Chris Kofitsas.  
Below: The Center Cut, dramatic dining view  
featuring custom art-glass chandelier and  
restored terrazzo floors.

