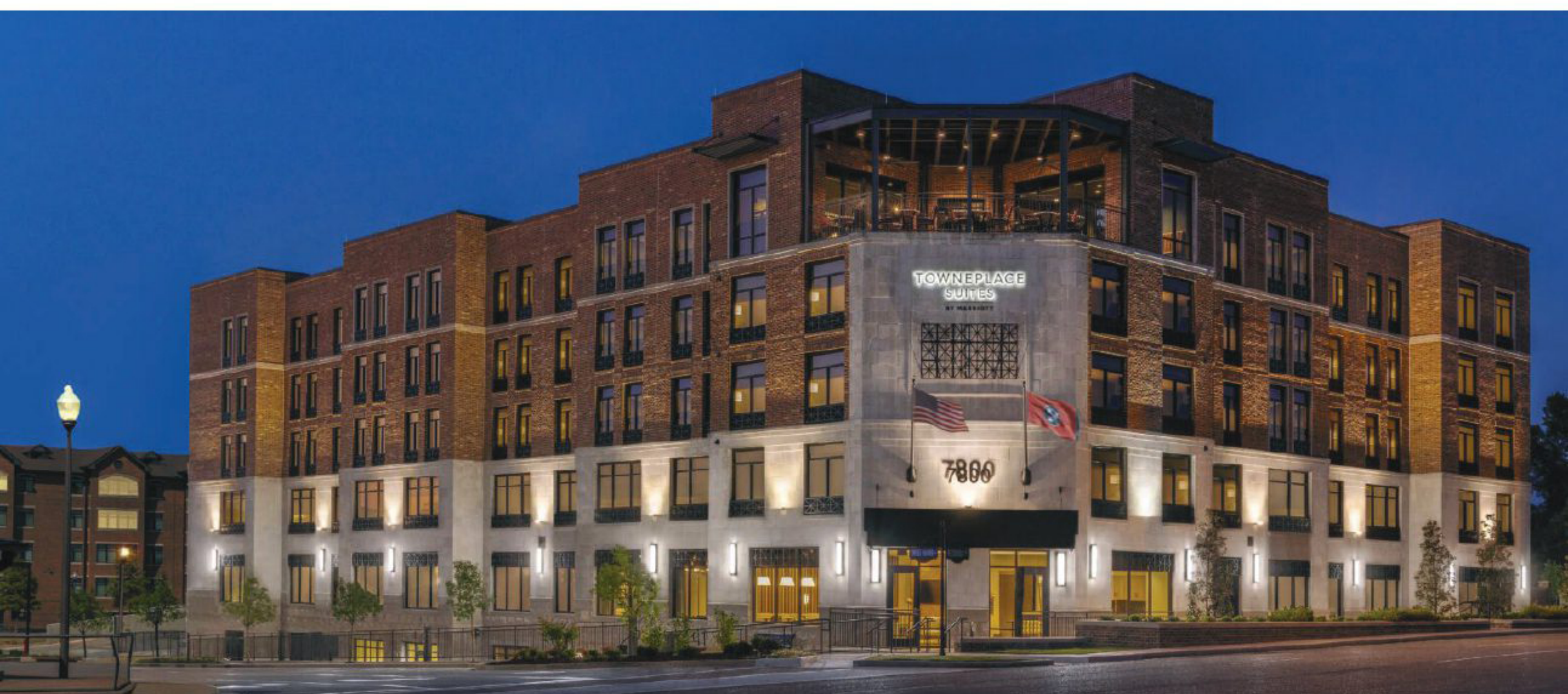


## HOW AKDG INTEGRATED BOUTIQUE DESIGN INTO AN UPSCALE SUBURBAN MIXED-USE DEVELOPMENT

AK Design Group | TownePlace Suites by Marriott

What happens when thoughtful design meets an elevated vision? You get the new TownePlace Suites by Marriott in Germantown, Tennessee—a project that redefines extended-stay comfort with style and sophistication.



At AK Design Group (AKDG), we believe strong partnerships lead to exceptional results. That's why we were honored to be re-engaged by a client with whom we had great success at their nearby Hampton Inn & Suites by Hilton - Germantown, TN.

This new project, TownePlace Suites by Marriott, wasn't just another mid-scale hotel. It was a unique opportunity for us to push the boundaries of the brand and deliver a welcoming, high-end experience that balances modern luxury with residential comfort.



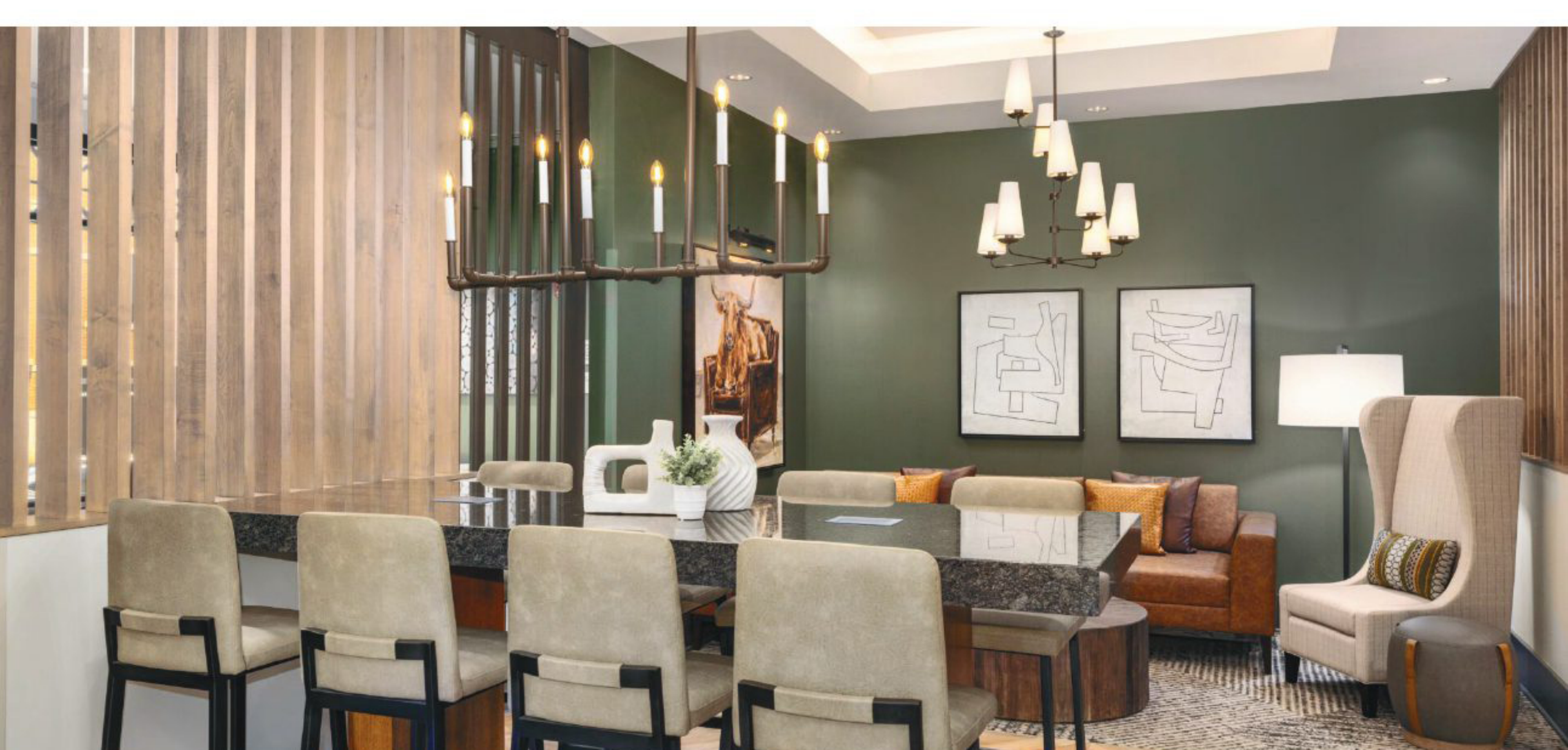
### Taking mid-scale to the next level

TownePlace Suites by Marriott is known as an extended-stay, mid-scale brand, but this project called for something a bit more refined. AKDG took the developer's vision and refined it to reflect the Germantown market, the Thornwood mixed-use development, and the character of the surrounding community. The result? A timeless, equestrian-inspired design that provides a long-term competitive advantage for the hotel owner and operator. The finished five-story, 111-room hotel fits beautifully within the Thornwood Complex and sets a new bar for design excellence in the market.

Marriott took notice during the brand review process. Our thorough design submittals and successful model room execution were praised by the TownePlace Suites team, reinforcing AKDG's reputation as a trusted and high-performing hospitality design partner.

Some standout features include:

- ✓ Design elements inspired by Germantown's deep equestrian roots.
- ✓ A sleek restaurant and bar, leased by an accomplished F&B partner, featuring a patio balcony and breakout meeting space on the top floor.
- ✓ A stunning lodge-inspired look that harmonizes with Thornwood's vibrant architectural charm.



### A long road, but we kept it moving

This project began in December 2019, and like many others during that time, it encountered delays due to construction costs and pandemic-related slowdowns. But AKDG thrives on challenges. We kept the process moving, navigated material shortages and fluctuating pricing, all while staying true to the original design vision.

Collaboration was key. By working closely with the developer, BGKT Architects, and Pride Construction, we kept things on track. Despite the years-long timeline, the final result remains both sophisticated and timeless.



### A hospitality success story

TownePlace Suites by Marriott in Germantown is more than just a hotel—it's proof of what happens when a trusted design partner can help bring a developer's vision to life. From concept to execution, AKDG supported every step of the process and delivered a product that exceeded expectations. Whether it's a repeat client, a bold design challenge, or elevating the brand experience, AKDG is ready to deliver.

[SEE ALL PHOTOS](#)

**Are you ready to create something extraordinary?**

**Let's make it happen!**

Let's bring your vision to life. [Contact us today!](#)

*Cheers,*  
The AK Design Team

### Fun Fact!

Though we are now headquartered in Nashville, AKDG was founded in Memphis, making this project a meaningful return to our roots in Germantown. It was an honor to bring high-end hospitality back to the place where our journey began.