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## EMPOWERING EMERGING DESIGN TALENT AS A LONG-TIME PARTNER OF PAVE GLOBAL, PROUDLY SPONSORING THE RISING STAR AWARD

@ASI®, we're passionate about supporting the future of our industry. That's why we proudly sponsor the PAVE Rising Star Award, celebrating emerging talent in retail design, interiors, and branded environments. Investing in rising designers means investing in the future of creativity.

We believe in elevating new voices. Our long-standing partnership with PAVE Global helps young designers gain the visibility, confidence, and connections they need to grow – faster and stronger.

It's been an honor to support incredible leaders like:

- > 2008 RISING STAR: RACHEL ZSEMBERY
- > 2018 RISING STAR: MITCH PRIDE
- > 2023 RISING STAR: TAYLOR GHOST



ASI® IS PROUD TO CONTINUE TO CHAMPION FUTURE GENERATIONS OF DESIGNERS

## 2008 RISING STAR RACHEL ZSEMBERY



*"Stay curious,  
stay generous,  
and stay in motion.  
Seek mentors who  
challenge you.  
Put your hand up  
for the work that  
scares you. Build  
relationships, build  
trust, and let your  
passion show.  
People notice!"*

### WHERE ARE YOU NOW AND CAN YOU SHARE SOME INSIGHT ON YOUR CAREER SINCE WINNING PAVE RISING STARS?

Receiving the PAVE Rising Star award in 2008 lit a spark that became an incredible catalyst for my career. Since that time, I have been fortunate to build my career at Bergmeyer, designing for some of the world's preeminent brands and creating retail experiences that bring real joy to people's everyday lives.

Today, I'm proud to serve as Bergmeyer's President & CEO. This year we're celebrating our 50th anniversary and our first year as a Certified B Corporation. These milestones reflect exactly who we are: a people-first, purpose-driven design collaborative shaping memorable places and experiences.

### CAN YOU TELL ME ABOUT THE MOST CHALLENGING EXPERIENCE OR PROJECT YOU'VE WORKED ON?

Success on complex projects comes from honest, ongoing dialogue that creates clarity, trust, and shared ownership. Time-driven projects tied to immovable events, like the Wilson Sporting Goods US Open Pop-Up in NYC or the Dick's House of Sport Flagship at the finish line of the Boston Marathon, pushed us to rely on deep collaboration and partnerships to cross the finish line together.

### WHAT IS YOUR FAVORITE DESIGN OR PROJECT YOU'VE WORKED ON? WHY?

Breathing new life into a mid-1800s civic landmark to create the award-winning Boston RH Gallery at the Historic Museum of Natural History remains one of the defining highlights of my career. Restoring its historic character while transforming it into an extraordinary retail experience for generations to come was a privilege.

### CAN YOU SHARE WHAT YOU'RE CURRENTLY WORKING ON?

Bergmeyer is designing the future across many fronts: workplaces & R&D labs where innovators prototype robots and autonomous vehicles; community health & senior living centers designed to strengthen support systems close to home; and retail, hotel, and restaurant environments where people feel deeply connected to brands they love.

### WHAT WOULD YOUR ADVICE BE TO THIS YEAR'S RISING STAR?

Say yes to every connection this opportunity gives you. The people I met through PAVE have become collaborators, clients, advisors, and lifelong allies. Great design happens when everyone, brands, builders, designers, and makers, align around a shared vision.

### WHAT WOULD YOUR ADVICE BE TO SOMEONE WAITING TO BE A RISING STAR & HOW TO GET THERE?

Stay curious, stay generous, and stay in motion. Seek mentors and collaborators who challenge you. Put your hand up for the work that scares you a little. Build relationships, build trust, and let your passion show. People notice!

### WHAT DOES/HAS PAVE MEAN TO YOU AND YOUR CAREER?

Being recognized as one of PAVE's inaugural Rising Stars almost 20 years ago gave me early confidence, community, and a sense of belonging in our industry. That validation mattered then, and it still matters now.

I'm deeply grateful for PAVE, and for ASI's long-standing sponsoring of the Rising Star Award, and proud that Bergmeyer is launching our 11th annual Bergmeyer x PAVE student scholarship this year, newly increased to help lift up the next generation of design talent.

## 2018 RISING STAR MITCH PRIDE



*"Ask yourself:  
What problem am  
I solving? Who am  
I solving it for?  
The recognition  
will follow when  
you're doing work  
that matters—not  
the other way  
around."*

### WHERE ARE YOU NOW AND CAN YOU SHARE SOME INSIGHT ON YOUR CAREER SINCE WINNING PAVE RISING STARS?

Since winning PAVE Rising Star, I've transitioned from consulting to leading the Architecture and Guest Experience team at Target as Senior Director. I loved the variety of working with multiple brands at MG2, but I was drawn to the opportunity to go deep with a single brand and actually see my ideas through. At Target, my team designs everything from the building envelope to the shopping cart—essentially the entire physical brand experience. As a consultant, there was always this invisible barrier between great ideas and implementation. Being in-house means my team can create more meaningful, lasting impact for millions of Target guests. That's what gets me up in the morning.

### CAN YOU TELL ME ABOUT THE MOST CHALLENGING EXPERIENCE OR PROJECT YOU'VE WORKED ON?

Right before joining Target, I worked on Wayfair's second store—translating their first flagship into an affordable, scalable prototype. We had seven months from concept to permitting for a 150,000 SF store, while simultaneously refining the experience based on learnings from store one. It was design at sprint speed with a new-to-physical-retail client. But that pressure cooker taught me something critical: constraints breed clarity. When you don't have time to overthink, you focus on solving the actual problem.

### WHAT IS YOUR FAVORITE DESIGN OR PROJECT YOU'VE WORKED ON? WHY?

Ironically, my favorite project was never built—a new concept store for Adidas. Everything about it was creatively unconstrained. The collaboration with my Design Principal and team was completely fluid and in sync. We presented our vision as a handmade physical journal, with each page crafted to capture the energy and vibe we wanted to bring into the space. It wasn't just about designing a store; it was about translating brand essence into an environment tailored specifically for their customer. That project engaged every part of me—the craftsperson, the strategist, the

storyteller. Even though it never saw the light of day, it made me love this work.

### CAN YOU SHARE WHAT YOU'RE CURRENTLY WORKING ON?

All things Target! We're focused on the future of the Target store experience—new prototypes, remodels, unique store formats, and innovations that respond to how guests actually want to shop today. The pandemic fundamentally changed retail, and I think a lot about the emotional capacity shoppers bring to the experience now. What can people handle? What do they need? My team gets to answer those questions for one of the most beloved brands in America.

### WHAT WOULD YOUR ADVICE BE TO THIS YEAR'S RISING STAR?

Your career is not a straight line—it's a winding path with unexpected turns. Stay open to possibilities you didn't plan for. I never imagined I'd go in-house, but it ended up being exactly what I needed to grow. Don't be so attached to the plan that you miss the opportunity.

### WHAT WOULD YOUR ADVICE BE TO SOMEONE WAITING TO BE A RISING STAR & HOW TO GET THERE?

Don't focus on the award. Focus on showing up as yourself and bringing your unique perspective to every project. Early in my career, I was obsessed with making things look beautiful. Now I know that aesthetics without purpose is just decoration.

### WHAT DOES/HAS PAVE MEAN TO YOU AND YOUR CAREER?

Honestly? PAVE was validation at a moment when I really needed it. I don't know that it opened specific doors for my career, but it gave me confidence that I was on the right path. Sometimes that's what young designers need most—someone saying "you're doing good work, keep going." If this feature helps even one emerging designer feel seen and recognized, then the award keeps giving. That's the real value of PAVE: creating a community where talent is celebrated and people feel like they belong.



## 2023 RISING STAR TAYLOR GHOST



*"My motto:  
If you must work,  
do it to the fullest  
of your ability.  
Find ways to  
grow; try things  
out. And as soon  
as you grow—  
ensure that those  
who are 'next'  
have support and  
are lifted up too."*

### WHERE ARE YOU NOW AND CAN YOU SHARE SOME INSIGHT ON YOUR CAREER SINCE WINNING PAVE RISING STARS?

After winning the PAVE Rising Star award, I continued to build my experience in design, business development and leadership at the incredible architecture firm I worked with at the time. More recently however, I was approached to be a part of the team at Sunbrella (Glen Raven) where I will soon be Senior Design Trade Manager, educating and guiding interior designers across the country with regard to the benefits of specifying Sunbrella textiles. I am thrilled to hop over to the manufacturing world in 2026 and impact the design world in a completely new way.

### CAN YOU TELL ME ABOUT THE MOST CHALLENGING EXPERIENCE OR PROJECT YOU'VE WORKED ON?

As I reflect on the past 15 years of design work, I can't put a finger on a project that was specifically challenging in and of itself - all architecture and design work is a problem to solve and that's ok! But I think that with relationships being the most critical part of this industry, I would say a misaligned team could be challenging. Maybe a mix of priorities that are not working well together and so the end result feels like it didn't quite hit what could have been possible otherwise. If you have an aligned team, you can achieve such incredible results!

### WHAT IS YOUR FAVORITE DESIGN OR PROJECT YOU'VE WORKED ON? WHY?

Now you're talking! One of my favorite projects to date is an entertainment venue that is currently under construction in High Point, NC. It is exciting for many reasons as it is unique for that city and the region. The space will have multiple food and beverage concepts, a bowling alley, arcade and other amenities. The clients have

invested in all the design details and furnishings that will make the property an incredible experience for the community. Per my comment on relationships above, the team has been fantastic to work with as there are many various consultants and partners on that project.

### CAN YOU SHARE WHAT YOU'RE CURRENTLY WORKING ON?

I am in a transition period to my new role, so no new projects right now...

### WHAT WOULD YOUR ADVICE BE TO THIS YEAR'S RISING STAR?

It is amazing to get the recognition and support from organizations like PAVE... Consider how you can now give back and raise up another star in your world!

### WHAT WOULD YOUR ADVICE BE TO SOMEONE WAITING TO BE A RISING STAR & HOW TO GET THERE?

From my experience in workplace design, you see so many statistics about how much time we all spend working/sitting at a desk. It's astounding. My motto is that if you must work, do it to the fullest of your ability. Find ways to get exposure, grow, try things out. And as soon as you grow - ensure that those who are 'next' have support and are lifted up too. You will be surprised at how you and your impact expand when you start each day hoping to get the most out of it. I am here today because of that mindset and because of my incredible network that witnessed that in me and nominated me for this award.

### WHAT DOES/HAS PAVE MEAN TO YOU AND YOUR CAREER?

In this recent transition it was interesting to me that this award came up a few times - getting recognition at this scale gave me such confidence that I was headed in the right direction and has been notable for building my network too.