



For Immediate Release

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Elsy Studios Expands Leadership Team; Adds Two New Principals *Elsy Founder and President Lynn Coit Promotes Sarah Zales and Cathy Loftus*

DENVER (March 8, 2017) – Elsy Studios, a Denver-based full-service commercial interior design firm, recently promoted two of its associates, Sarah Zales, AIA, NCARB and Cathy Loftus, NCIDQ, LEED GA to principal. In their new roles, Zales and Loftus will support the overall management of the firm, including strategic planning and business development, as well as continuing to work directly with clients to implement full-service interior design solutions. Zales and Loftus were among the first employees of Elsy when it launched in 2012.

“Elsy Studios would not be where it is today without the drive, dedication and design prowess of these two powerful leaders,” said Lynn Coit, founder and president of Elsy. “With Sarah and Cathy’s design expertise and ability to inspire others, this new leadership structure will not only foster future growth of the team, but also provide a new level of service excellence to our clients.”

Zales offers 20 years of experience in architecture and interior design, as well as extensive experience with the International Building Code, which allows her to creatively address client challenges and seamlessly reconcile beautiful design with complex building code criteria. Serving as the architect of record for Elsy’s projects, Zales brings project management and design experience to a diverse client base from large corporations to smaller operations.

Zales’ most notable projects include Healthgrades Headquarters, Merchant & Gould, Inspirato Vail Lounge, CH2M Headquarters and an ASID award-winning ceiling design for a shared service center. She received a bachelor’s degree in environmental design from Miami University, and a Master of Architecture from the University of Colorado at Denver. She maintains certifications as an ICC Plans Examiner, ICC Commercial Building Inspector and ICC Accessibility Plans Examiner/Inspector.

Loftus brings 15 years of design and project management experience to the principal role. Her creativity and interior design talents have earned the loyalty of clients, as well as industry recognition in national and regional publications. Loftus’ most recent projects at Elsy include Anton Collins Mitchell, Icon Venue Group/CAA, NetApp, and Miles Marketing.

Loftus received a bachelor’s degree in business administration from Furman University before receiving an associate degree in interior design from Arapahoe Community College. She is a graduate of the Downtown Denver Partnership’s 2016 Leadership Class, a recipient of the Denver Business Journal’s 40 Under 40 award, NCIDQ-certified, and has received the LEED Green Associate credential from the U.S. Green Business Council.

To learn more about Elsy’s team of interior designers and architects, please visit <http://www.elsystudios.com/team.php>.