



## **William G. Krebs**

Principal

The University of the Arts, Bachelor of Fine Arts 1966  
United States Army, Corps of Engineers, Viet Nam 1968  
Cornell University, Graduate School 1970  
Masters Program, Department of Design and Environmental Analysis

### **Awards and Recognition**

University of the Arts: Inaugural William G. Krebs Alumni Service Award  
Contributing Editor: "Contract," "Interior Design," "Real Estate Forum,"  
"Facility Design and Management,"  
National Speaker: IFMA, Rotary International, NEOCON, World Workplace

An accomplished and highly experienced business professional, William G. Krebs is widely recognized as a leader in the design industry. Bill's strategic approach to the business issues surrounding work environments began during his tenure as a key executive and eventual owner of Interspace Incorporated, one of the most successful multi-disciplinary commercial design businesses of the last twenty years. Bill saw Interspace through major transitions before purchasing the Philadelphia office and managing the business for ten years. With Interspace, Bill led in the development of groundbreaking environments for Fortune 500 corporate giants including TRW, Hercules, Chrysler Corporation, and Cigna Corporation among others.

With the 'eye of a designer,' Bill understands that the ability to truly listen, observe, assess and translate a client's objectives is paramount to successful, long-term relationships. Known as a superior communicator, Bill is able to appropriately translate client business-related strategies, needs, and objectives by presenting options throughout the project timeline. The dialogue between client and project team members serves to provide clarity and continuity through the project assignment, regardless of the size, complexity or duration of the work. He develops strategies for built environments, melding cost considerations, business objectives and needs of the present with the flexibility to adapt to future requirements.

Bill's management experience, design skills and his intrinsic understanding of workplace complexities is combined with his orientation toward strategic business-oriented planning, fueling his desire to provide a wider range of solutions for his clients' needs. By melding the disciplines of Interior Design and Architecture, with Industrial Design and Urban Planning, he has validated his belief that superior facility solutions evolve with a multi-disciplinary approach to problem solving. Bill's specific outlook for his clients often involves a unified team of professionals with specific yet varied specialties, leading to more functional cost-effective long range facilities solutions.

Bill's passion for the development of superior workplaces, springs from his years of successes with major organizations requiring innovative solutions for thousands of workers over hundreds of thousands of square feet. He approaches all assignments with the fundamental expectation of improving the effectiveness of the worker regardless of the nature or sector of business. His "success measure" for project assignments includes individual worker effectiveness, along with cost management that will contribute to the overall profitability of any client organization.

Bill's commitment to the community includes over 28 years of service as a Trustee and member of the Alumni Council for The University of The Arts, Philadelphia. His exemplary service culminated with U-Arts initiating an annual service award in his name, in 2009. He is a member of the Corporate Council of IFMA, (International Facilities Management Association) Philadelphia. A sought-after speaker, Bill has conducted seminars and critique sessions at Cornell, Moore College of Art and Design and Philadelphia University. He has also participated in research projects for GSA and major furniture manufacturers. Currently, he is actively involved in workplace trends research and is a co-founder of Workplace ReDefined.