

case study

DOLLYWOOD'S HEARTSONG

LODGE & RESORT



NEW DESIGN
concepts

HeartSong

LODGE & RESORT

Project: Beds, tables, storage/media units, etc.

Scope: \$2 million (302 units)

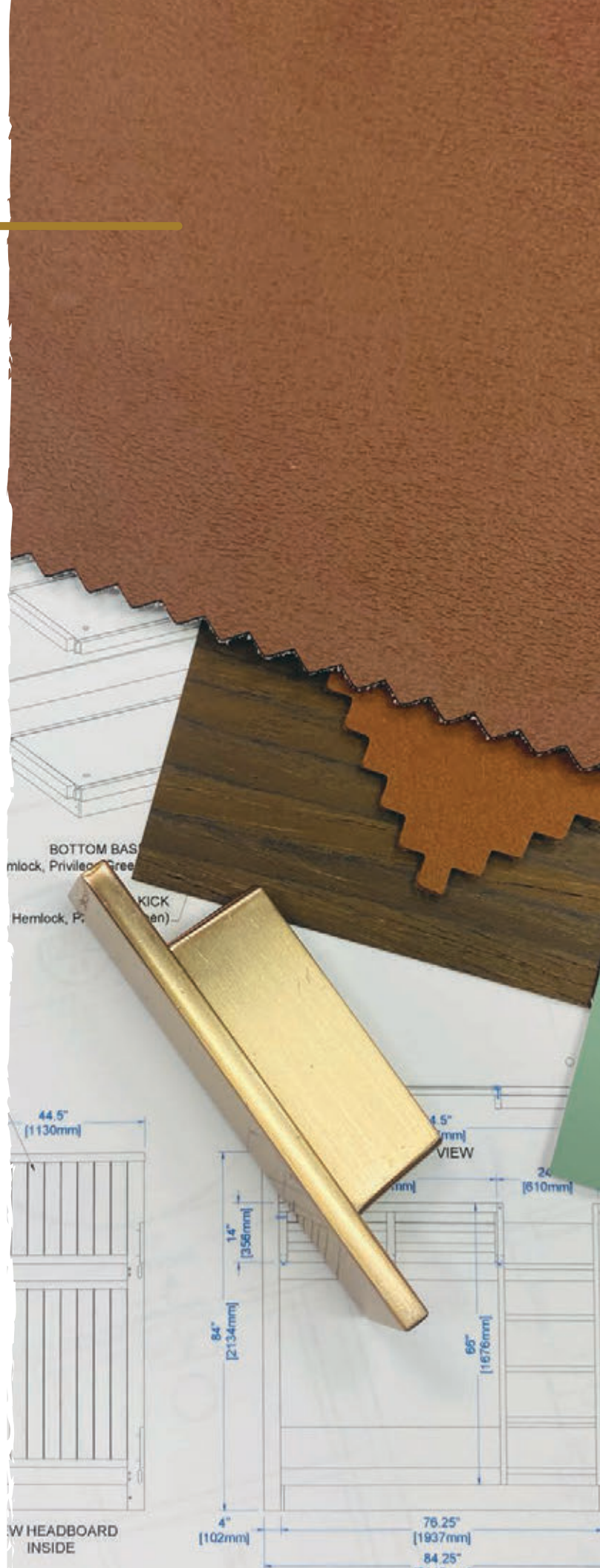
When Dolly Calls...

We answer! New Design Concepts (NDC) was thrilled to partner with Dollywood's HeartSong Lodge & Resort on **furnishing over 300 units** for their resort and conference center. This new construction project called for a variety of custom furnishings, from hospitality-focused storage pieces for guest luggage to high-quality beds, side tables, and media units—all designed to withstand the test of time.

What We Did for Dollywood

In addition to creating custom designs and providing built-to-last products, we knew Dollywood needed partners they could count on throughout the entire project, which is set to be completed with the resort's opening in November of 2023.

With the supply chain still recovering post-pandemic, it was crucial that our team worked closely with other industry experts to bring this client's vision to life **on time and within budget**. To ensure seamless operations along the way, NDC was fortunate to partner with Herschend Family Entertainment, a themed-entertainment company, and Metzger, a procurement company that specializes in project management solutions.





In collaboration with our partners, NDC worked to:



Finalize colors & other design elements with the client



Asia Operations Team built and shipped samples from our factory in Asia to the U.S. for review



Value-engineer products to fit within the scope of the project (without compromising on quality!)



Discuss progress & share production updates via virtual communication with the client



Perform on-site installation visits via a dedicated Account Manager

next up

After wrapping up this project, we're excited about the potential opportunity to work with Dollywood again in the future. In the meantime, we're honored to be awarded an upcoming project for Callaway Resort & Gardens in Pine Mountain, Georgia alongside our friends at Metzger. The future is bright for these budding partnerships!



"Create the things you wish existed."

THE NDC WAY





contact us

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theNDCway.com

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