

DANA MOTLEY ZAUSCH,

AIA, NCARB, LEED AP

Director of Distilled Spirits Design Studio

Dana Motley Zausch leads Lockett & Farley's Distilled Spirits Design Studio with a clear vision and deep respect for the craft, culture, and complexity of the spirits industry. As Director, she brings a rare blend of design insight, technical fluency, and client partnership, guiding every project from big-picture brand alignment to the fine details that shape visitor experience. Her work honors both tradition and transformation, creating spaces that reflect the spirit of a place while moving it confidently forward.

With a background in architecture and a sharp understanding of production and hospitality environments, Dana helps clients distill their aspirations into built form. She collaborates across disciplines to design spaces that work functionally, emotionally, and economically and takes pride in building lasting relationships along the way. Under her leadership, the studio continues to shape destinations that elevate brands, deepen engagement, and serve the evolving needs of the industry.

