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BCA Architects Rebrands to Studio W Architects with Solid Foundation for Continued Success

San Jose, Sacramento & Irvine, CA—California-based architecture firm, BCA Architects, announces rebrand to **Studio W Architects**. The company announced today they adopted a new name, complete with a visual identity refresh and modern website, all of which aligns with the firm's evolving goals.

The brand evolution represents the company's new leadership and group of talented professionals who compose the Studio W Architects team. The new brand provides a platform to continue delivering value-added service that goes **well beyond design**—the firm's branded tagline—as well as maintain meaningful relationships with their clients, consulting partners and industry associates.

Studio W Architects' President and Chief Executive Officer, Brian Whitmore, AIA, LEED® AP, shares his outlook on the new direction, *"We thought very carefully about the process and timing of the rebrand of BCA Architects. After a successful 30 years in practice and a time of unprecedented growth, we believed it made sense to create a more modern impression and impactful brand with Studio W Architects. We wanted to demonstrate that we are a thriving firm, and we look forward to the next 30 years of serving our clients with vision and creativity that go well beyond design and frankly, well beyond the expectations of a contemporary architecture firm."*

Whitmore assumed the role of Chief Executive Officer and sole owner of the company in 2019. Under his leadership, BCA Architects achieved market growth, diversity and unprecedented financial success, giving Studio W Architects great momentum to build upon for the next generation of the firm.

"The creation of Studio W Architects is an opportunity to reinforce our strength in the AEC industry and set a path for continued growth in the future. We're excited about the new look and it's connection to the legacy and relationships that characterize the firm and our people," remarked Chelsea Pozar, CPSM, Marketing & Business Development Manager and Associate, on the company's transition. *"Our educational, civic and commercial projects significantly impact the communities in which we serve. The ability to define and reinvent environments through thoughtful design and creative problem solving is what drives our passion."*

The Studio W Architects brand promise is founded in quality, innovation, sustainability and service, which will be emphasized and delivered through the rebrand process.

For more information about Studio W Architects, please visit www.StudioW-Architects.com.

About Studio W Architects

Studio W Architects is a regional practice specializing in architecture, interiors, planning and sustainable design for public and private education, civic, commercial and retail clients throughout California. Studio W Architects is honored to provide award-winning architecture and facilities solutions that go **well beyond design**. This includes program management, financing strategies, entitlements, environmental permitting, community outreach and professional development services.

Designing public works facilities is the core of Studio W Architects' business and has been since the firm was established in 1989. Studio W Architects possesses expertise in collaborating with education clients to realize their facilities goals through the creation of state-of-the-art and contemporary learning, social and administrative environments. The company's background with civic and municipal facilities includes recreational, workplace and community enrichment projects. BCA's commercial portfolio consists of interior architecture, tenant improvements and space planning solutions for workplace, retail, dining/restaurant, private school, senior living and medical office environments.

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