

BBB Acquires NYC-based Environmental Graphics Studio LVCK

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Beyer Blinder Belle, Architects and Planners, LLP (BBB), an award-winning architecture, planning, and interiors firm with offices in New York City, Washington, DC, and Boston, has acquired LVCK, LLC, a Manhattan-based and internationally recognized environmental graphics firm. The addition of LVCK will augment BBB's robust in-house environmental graphics practice and leverage the creative energies of two leading design firms.

LVCK founders Laura Varacchi and Christopher King are at the forefront of digital and physical signage and environmental design, each with more than 20 years of experience working for clients including Fortune 500 corporations, government agencies, and non-profits. LVCK will integrate into BBB's interdisciplinary design practice and will continue to serve its existing clients under the name LVCK—A Beyer Blinder Belle Studio from BBB's New York office at 120 Broadway.

Laura and Chris have developed their firm with a mission, mindset, and commitment to excellence that aligns with BBB's own values and culture. "We are very excited to bring LVCK to BBB, to offer clients industry-leading expertise in environmental graphic design and wayfinding," says Elizabeth Leber, AIA, LEED AP, Managing Partner of Beyer Blinder Belle. "Their ethos of discovery and of memorable, authentic experiences meshes with our design philosophy and mission."

"It is a rare, but delightful occurrence," said Laura Varacchi, Creative Strategist of LVCK—A Beyer Blinder Belle Studio, "when team members of different disciplines lift up, support, and enhance one another's solutions for the same client. This acquisition is proof BBB knows how to evolve in dynamic ways while staying true to their mission. I look forward to expanding our reach, and mentoring a new generation of graphic design talent on par with the architectural talent at BBB."

"BBB recognized the value in who we are and what we do," said Chris King, Creative Director of LVCK—A Beyer Blinder Belle Studio. "LVCK's approach to design has always been to buck the trend; we focus on solutions crafted for each client's unique situation. I am thrilled to work shoulder to shoulder with BBB, and excited to see the future we will create."

Link to original press release:

https://www.beyerblinderbelle.com/stories/bbb_acquires_nyc_based_environmental_graphics_studio_lvck