

## Michael Graves Architecture Acquires Parallax Team

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Michael Graves Architecture (MG), an award-winning global leader in planning, architecture, and interior design based in Princeton, NJ, announces the acquisition of Parallax Team, a Texas-based Practice Technology consultancy serving the AEC industry. Following the acquisition of Maryland-based planning, architecture, and interior design firm Waldon Studio Architects (WSA), New Jersey-based Jose Carballo Architectural Group (JCAG), North Carolina-based architecture firm Walter Robbs Callahan & Pierce Architects, PA (Walter Robbs), and Washington, D.C. based PGN Architects (PGN), this latest acquisition marks an exciting step into a new sector for MG that will foster efficiency and collaboration firm-wide, while continuing to further MG's dedication to creativity and design excellence and enabling Parallax Team to better serve its clients.

Founded by a passionate team with a robust architectural background, Parallax Team offers a multipronged approach to Building Information Modeling implementation—including templates, libraries, trainings, custom application development, and more—to help architects, landscape architects, General Contractors, and other AEC professionals become more efficient at using Revit and other essential industry standard practice technologies. The collaborative nature of Parallax Team's business model has impactful implications, both for the MG staff and for the AEC industry at large. Internally, the continually expanding MG team will become more experienced with crucial architectural tools, streamlining operations across the firm as a whole and benefiting their clients in turn. As MG looks towards its future and the next steps of its strategic plan, this collaboration-oriented force plays an exciting part in the overall MG identity.

"We have been working closely with Parallax for some time, and have remained impressed with the way their team is able to seamlessly integrate these important technologies into day-to-day practice," says MG President and CEO Joe Furey. "When evaluating this acquisition, we were not only excited at the prospect of joining their team with ours, but at the proposition of being involved with a company that has such unifying potential—both internally for our staff, and externally from an industry standpoint. Collaboration has been an essential part of our strategic plan from the beginning, and we are thrilled to bring in such an innovator to be part of our next step."

Under the new company structure, Parallax Team will continue to serve all existing and future clients, as well as focusing on their core business model with the added resources of MG behind them. With this additional support, Parallax Team will be able to focus more closely on their current and future clients, while leveraging this new depth of resources for administrative work that has previously been handled by their small team. "Parallax Team is well-known not only for the quality of our work, but for our willingness to help foster innovation industry wide within all of our clients' offices." says Aaron Maller, Director at Parallax Team. "We are looking forward to seeing what we can continue to bring to the industry with the additional capabilities afforded to us, now that we are a part of Michael Graves. Our central focus will be bringing our services to as many design professionals as possible, while continuing to serve our existing clients more efficiently by streamlining our processes and eliminating inefficiencies."

Link to original press release:

<https://www.michaelgraves.com/press-release-parallax-team/>

