

GOREE AND ABEL DESIGN GROUP JOIN FORCES

May 5, 2023

The new partnership unites two long-standing Houston-based, award-winning design firms.

Today marks a new chapter for Goree and Abel Design Group as the latter will now be Abel Design Group – A Goree Company.

Goree, one of Houston's largest and fastest growing architecture firms with six decades of architectural design experience, and Abel Design Group, an award-winning design firm founded over two decades ago, announced their partnership yesterday during company staff meetings.

The teaming up of forces will see each entity diversifying their portfolios and growing their staff to better serve their clients. The two Houston-based, family-owned companies view this new partnership as a natural fit and easy pivot.

“Our two firms complement each other,” Goree Managing Partner Steven Craney said. “ADG aligns with so much of who Goree is and how we operate. Not only are we, as Goree, able to team up and immediately gain additional support from this award-winning team, but ADG will be able to gain us for support with our breadth of services.”

Within ADG's current corporate structure, Goree will hold a majority interest, but little will change beyond expanding each group's talent pool and market reach.

“We aren't looking to change either company's culture, or vibe, or how we internally conduct business – all of which contribute to our continued success,” Steven said. “We are literally just making an investment to team up and partner so the two entities can benefit from each other – whether that's by sharing resources or talent or going after projects together.”

Link to original press release:

<https://goree.com/goree-and-abel-design-group-join-forces/>