

## **INVISION Expands to the Southeast With Strategic Merger With RDB Design Associates in Jacksonville, Florida**

*January 03, 2025*

INVISION Architecture announces a strategic merger with RDB Design Associates, an architecture and interior design firm in Jacksonville, Florida marking INVISION's first office outside Iowa and a major step in its expansion strategy.

Following significant growth of over 20% in 2023 and 2024, INVISION continued its focus on growth and innovation by expanding operations to include the Florida market. "After discussions with partner firms in the region, we felt a Florida expansion would help us continue meeting our strategic goals and better serve our clients. The city of Jacksonville provides an ideal location to enter this geographic region and anchor us in the area," said INVISION Partner Eric Ritland.

INVISION leadership partnered with their parent company, HFW Companies, to search for a firm that mirrored its philosophy of prioritizing clients in every aspect of its practice. "The compatible culture, a philosophy of putting our clients first, and market alignment made RDB an ideal firm to partner with," said Ritland.

### **A Stronger Team for Clients**

This merger enhances the collective ability of INVISION and RDB to serve clients across education, healthcare, government, corporate, and hospitality markets. Combining complementary expertise and local insights, the partnership is poised to deliver innovative and tailored solutions to a broader client base.

"INVISION's commitment to collaboration and excellence resonates deeply with us," said Carlos DelValle, who will serve as Managing Partner-Architecture of the Jacksonville office, along with Sandra Bradley who will serve as Managing Partner-Interiors. "We are excited to expand our capabilities and bring the best of both teams to our clients."

### **Looking Ahead**

RDB Design Associates will operate as RDB INVISION retaining its strong local reputation while gaining access to INVISION's national resources. Leadership teams are excited to explore new opportunities, build on shared strengths, and continue delivering exceptional client service.

"We are excited to offer our employees the opportunity to be part of INVISION as they continue to grow," said Bradley. "The team at INVISION has welcomed us with open arms, and we're thrilled to expand our capabilities and knowledge to our clients."

*Link to original press release:*

<https://www.invisionarch.com/insights/invision-expands-to-the-southeast-with-strategic-merger-with-rdb-design-associates-in-jacksonville-florida>

