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Architectural Concepts LLP announces the launch of its new website, unveils new identity

Contact: Laura Clevenger . Director of Marketing . Architectural Concepts LLP . pr@arconcepts.com

EXTON, Pa., January 5, 2007 – Architectural Concepts LLP, a full-service architectural and interior design firm located in Exton, Pa. and Lancaster, Pa., announces the culmination of a renovated image that represents a significant milestone in the company's history.

The new website wraps up the evolution of the company's innovative brand as it fittingly kicks off the new year celebrating 30 years in business. "As we approach the milestone of our 30th anniversary, we are so delighted to introduce and establish our new image," says Bruce Weinstein, AIA, Partner at Architectural Concepts LLP. "We created this new identity to better express what we represent in the architecture industry, professional-yet still very personal with our clients. We know it is extremely important in the architecture business to stay fresh and up-to-date as we grow and this evolution will allow us to strengthen our overall position in the marketplace."

The new brand identity involved the change to contemporary text in their logo while keeping with the same strong "AC" graphic that Concepts' clients are familiar with. Other featured changes are the launches of a new brochure, new proposal packages, and ultimately the new website.

Architectural Concepts LLP invites you to discover their new image by accessing their new website www.arconcepts.com. The new website now highlights a fresh snapshot of the firm with the latest projects and provides the ability to view a sample of completed portfolio work in various studios as well as current projects in design.

Bruce Weinstein continues, "This is what we believe. Our values and mission include implementing effective solutions to strengthen the relationship between our clients and the firm and we believe our new brand will reinforce this message. The launch of our new website sets it all in motion."

Architectural Concepts LLP (Exton, Pa.), is a full-service architectural and interior design firm founded in 1977 with offices in Exton and Lancaster, Pa. The firm takes a unique, holistic approach to projects, supporting clients from concept to completion with a comprehensive menu of services that includes design creation, drawing production, project management, and construction administration. At every step, the firm's goal is to act as a true partner to each client and deliver creative, aesthetic, and practical solutions that meet the specific requirements of the project at hand. Architectural Concepts LLP project portfolio runs the gamut, from private residences and apartment complexes to schools, shopping centers, restaurants, municipal buildings, corporate facilities, and more. For more information, or to view an interactive portfolio, please visit www.arconcepts.com

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