

FOR IMMEDIATE RELEASE

ABC and CONTENT Public Relations Enter Strategic Partnership

A Move Uniting Form, Function and Civic Engagement

PORTLAND, OR — 27 February 2013 — Architecture Building Culture (ABC) today announced a new strategic partnership with CONTENT Public Relations. With offices in Portland and Vancouver, the firm engaged CONTENT to increase awareness of their key projects and civic works, in national and vertical media outlets.

“ABC is a different kind of architectural practice,” says principal Brian Cavanaugh, a recipient of the 2012 AIA Young Architects Award. “We are committed to architecture’s fundamental role in building culture; and more than any other PR firm we interviewed, CONTENT shares this ethos.” ABC was recently honored with a citation from the AIA Portland Design Awards for the Stubbs Residence, a bold and thoughtful marriage of contemporary architecture and an historic 1905 bungalow. Other projects include the Vomo Island Residence — a 300-square-meter villa on a small island in Fiji — and the Lubavitch Centre of British Columbia.

CONTENT works with clients in the built environment to expand their brand awareness and drive revenue. To date, the firm has generated over 300 media placements and \$2.5 million in ad value, for clients like green builder Voltaic Solaire, who needed a public relations campaign to share their story with the larger public. CONTENT secured positive coverage in the *New York Times*, *Building Design + Construction*, *Metropolis* and *Forbes*, among many others — vaulting the firm’s online search results from one page to 62 pages and leading to multiple consulting contracts. “Nothing lends heft and credibility to a business like national media attention,” says CONTENT founding principal David Scott.

CONTENT was compelled to partner with ABC not only because of their robust design philosophy, but by virtue of their civic engagement. ABC actively participates in philanthropic initiatives such as the 1% Program of Public Architecture — an effort to encourage pro-bono service within the architecture and design industries — and was selected as one of fourteen Design Advocate firms nationwide. “ABC embodies everything that’s right in contemporary architectural practice,” Mr. Scott says. “We’re honored to partner with a team that’s engaged in such meaningful and important work.”

About ABC

Architecture Building Culture (ABC) is an award-winning architecture practice that sees its fundamental role as one of reflecting and transforming the cultural context of its clients. To that end, they are committed to a collaborative process that considers the story of a building, its occupants and their activities as integral to community. Learn more at www.architecture-bc.com

About CONTENT

Through media exposure and film-caliber marketing videos, CONTENT integrates their clients into the national conversation, to position them not only as business leaders but as thought leaders. To see how CONTENT converts innovation into media attention that attracts new business, visit www.ContentUniversal.com.