

OJK Architecture & Planning Is Now Architects FORA

***We Are Architects For A:** just world, strong community, collaborative approach, restorative process, and resilient future, for all.*

We're excited to announce that OJK has rebranded as **Architects FORA**! Following our successful ownership transition in February of this year, we're celebrating the firm's 40th anniversary by looking towards what the next forty years may hold under our new all-women leadership and growing team. Our new brand includes adoption of a new name, a new visual identity, and a refreshed digital presence to align with the now fully-virtual practice.

Architects FORA reaffirms our dedication to designing affordable housing in the Bay Area while embracing the evolution of our expanding team, reach, and services, all aimed at better addressing the current housing crisis. We believe FORA is both a strong brand and a flexible framework that'll allow us to continue delivering valuable services to our wonderful existing clients as well as collaborate on a larger scale with all of those aligned with the mission of providing housing for all.

*"We wanted to honor our company's commitment to creating **resilient, innovative, and beautiful housing** with an identity that speaks directly to our mission. We also felt strongly about selecting a name that **represents the full team** of brilliant, diverse, and fun people driving that mission forward." says Leah Bayer, President of Architects FORA.*

Principals Sarah Vaccaro, Leah Bayer, and Kate Conley purchased the company in February of this year. Under their leadership, the firm's team has tripled, expertise diversified, and markets expanded across the Pacific Coast. FORA builds upon this momentum, paving the way for the next generation of designers creating equitable housing that empowers our communities.

*"Having a **purpose driven name** that reflects the motivation, vision and hope behind our work is so important. We respect the responsibility of designing places individuals will call home - FORA keeps us centered and focused on how we will do that together with our communities, clients and residents." says Vaccaro. Conley adds, "It's all there in the name: FORA. We're looking forward to our next 40 years. Our goal is to be **forward-thinking** and at the forefront of co-creating designs with our communities."*

We think FORA captures our spirit perfectly and hope you love it as much as we do.

