

FOR IMMEDIATE RELEASE

ai3, Inc. to Open West Coast Office

Design studio expands national reach, prepares to open second office in San Francisco

ATLANTA – October 13, 2011 – ai3, Inc., the multi-disciplinary design studio best known for its high-profile Atlanta designs, today announced that it will open a West Coast office in San Francisco. The studio has worked with such notable clients as Geiger International, Miller Union, Intercontinental Hotel Group, Fifth Group Restaurants and others.

Over the last seven years, ai3's client base has quickly broadened to include a wide spectrum of companies and industries – ranging from restaurant designs for the country's most notable chefs to product and commercial office designs. As the studio continues to work with clients outside of the Southeast, a West Coast office will enable ai3 to pursue new opportunities, expand creative diversity and serve corporate clients on a national scale. The studio is already working with several of their existing hospitality and restaurant clients on major multi-location initiatives that will include designs in San Antonio, Los Angeles and San Francisco.

Joe Remling, AIA, and one of ai3's founding partners, will lead the growth of the San Francisco office. He comments: "It's an exciting step forward for every aspect of our firm – including our clients. It's not just a geographic expansion; it's a move that will challenge and expand ai3 into a nationally recognized design firm. Those experiences will bring value to every client we work with moving forward."

ai3's San Francisco office will come on the heels of an unprecedentedly successful year for the studio, which has grown substantially in 2011. With many firms struggling amidst economic uncertainty, ai3 has carefully grown its current staff to accommodate an influx of geographically and industry diverse projects.

"We've never focused on a single industry or specific type of project, and that approach has been instrumental in our growth. From day one, it's always been about the people. They come to us because they have a unique vision and they want to work with a design partner who can respectfully and intimately articulate it. For us, it doesn't matter if it's a small, niche project or if it's a big corporation," said Lucy Aiken Johnson, ASID partner at ai3, Inc.

For more information on ai3, please visit www.ai3online.com.

About ai3, Inc.

ai3's multi-disciplinary design services reveal the stories that give meaning and value to design. Through the exchange of ideas and thoughtful client dialogue, ai3 creates energetic, compelling designs across a wide spectrum of industries and geographies. To learn more about ai3's architecture, interior and product design services, please visit www.ai3online.com.

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