



**Louis Bieker,
New Principal of
4240 Architecture**

FOR IMMEDIATE RELEASE:

4240 Architecture Announces Louis Bieker as New Principal

Denver, CO, August 29, 2011 - 4240 Architecture Inc's founding Principals E. Randal Johnson, AIA, in Denver, and Thomas R. Brauer, AIA, in Chicago, welcome Louis Bieker, AIA, LEED AP as a new Principal and look forward to building upon 4240's reputation for executing high performance, award-winning architecture.

"The last few years have not been kind to our profession. Through these difficult times, Lou has been highly successful in securing new work, new clients, new typologies, and new markets. This has helped position 4240 well for the future, casting a wide net and expanding our portfolio, while preserving a legacy of craft, performance, and beauty." - Randy Johnson, AIA

"Lou brings great leadership to our clients, the firm, and our projects. We are excited about Lou's ongoing role in the future of our practice." - Tom Brauer, AIA

Lou thrives in the conceptual-ideation phase. He is driven by discovery and committed to the belief that the "big ideas", and ultimately project solutions, emerge through a process of discovery; between client, designer, site, and community. Lou's role is one of facilitator and storyteller. As facilitator, Lou's inquisitive nature and research-based design process regularly ask, "What If?", to provoke, reveal, and build a consensus that reflects clients' goals and seeks design excellence. As storyteller Lou's words, images, and imagination navigate clients through early concepts to built architecture.

Lou derives creative inspiration from everyday life experiences, the natural beauty of the site, and the vision of the clients. *"I am inspired by our clients, and I feed off of their enthusiasm. My job is to 'tune in' to their frequency-- actively listening to their needs and goals, interpreting their vision through 4240's hands and imagination, and ultimately giving form through architecture."* Lou also speaks of his peers at 4240 as *"intensely smart, creative, and provocative minds-- a collaborative team that inspire, push, and challenge each other."* With Lou as a new Principal, 4240 strengthens and continues its tradition of a collaborative, hands-on, personal culture.

Background:

4240 Architecture Inc is comprised of an efficient, visionary, award-winning team of professionals fluent in designing both locally and globally. The firm is widely recognized for projects ranging from multi-family residential to mixed-use urban infill; institutional to commercial; and higher education to resort hospitality. We value our clients, a research-based process, continual education, and exploration. We are motivated by beauty, both at the surface and beyond... Established in 2003, the firm's studios in Chicago [located at 42° latitude] and Denver [located at 40° latitude] form "4240".

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