

Merger forms JPRA Architects/Peterhansrea Design

JPRA Architects and Planners of Farmington Hills, which specializes in retail architecture, and Peterhansrea Design of Birmingham, known for retail and restaurant interiors and signs, have merged.

"The goal of the new joint venture is unity of design and execution, to provide a more extensive and cost-effective range of architectural and design services for our clients — from concept to completion," said James P. Ryan, founder and president of JPRA.

"The timing was right in today's business climate to merge and get a strong creative department into a good architectural firm," said Ron Rea, who established a design firm with David Peterhans in 1984.

"We were a very small company," Rea said. "We were being passed up for jobs because of our size."

"The merged firm is called JPRA Architects/Peterhansrea Design."

It won't take long to get up to speed.

JPRA Architects and Planners, which specializes in retail architecture, and Peterhansrea Design.

JPRA and Peterhansrea already were involved in several joint projects including Peacock (Food) Court for Somerset Collection North in Troy and two regional megamalls, the Great Mall of the Great Plains in Olathe, Kan., and the Great Mall of Arizona in Phoenix.

"Design is what differentiates retail projects today, both individual stores and entire retail centers," Peterhans said.

Peterhansrea assignments have included the award-winning Skygarden, a \$200 million multi-level, mixed use center in Sydney, Australia, and the Big Fish restaurant concept for Chuck Muer.

Award-winning JPRA projects include the Gardens, a new regional shopping center in Palm Beach Gardens, Fla., and expansion and renovation of the Somerset Collection.

While JPRA and Peterhansrea had talked merger for two years, common roots go deeper.

Nearly 20 years ago, Ryan, Peterhans and Rea met at Detroit designer Roger Sherman's firm where they worked together on the trend-setting Georgetown Park Mall in Washington, D.C.

"At the time, it was notable for swimming against the modernist tide," Rea recalled. "It declared the importance of decorative elements in retail design."

JPRA Architects/Peterhansrea Design is located in Farmington Hills.

Ryan is in charge of overall operations.

James R. Grigby, AIA, is head of project planning and directs the firm's extensive capabilities in computer aided design.

William J. Belz, Jr., AIA, is in charge of production, construction administration and technical research.

Peterhans and Rea are co-directors of the firm's environmental graphic design division.



James P. Ryan



Ron Rea



David Peterhans

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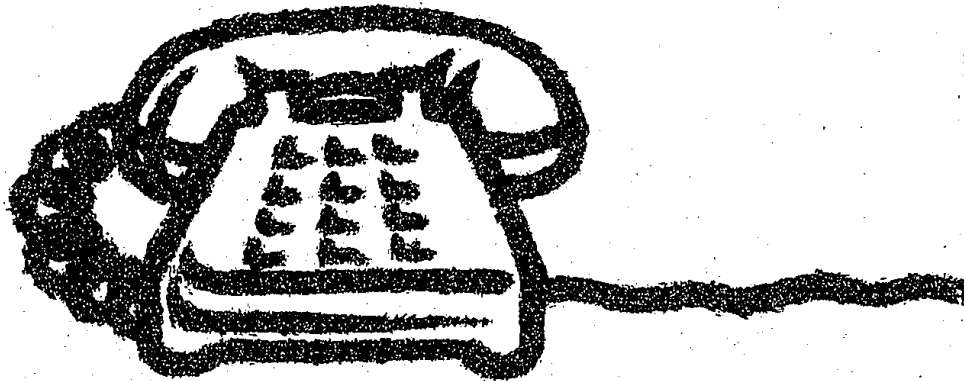


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