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For more information:

Cathy Hamilton
541-338-0549 (office)
541-914-4748 (cell)
cathy@verbmarketingpr.com

WATERBURY SHUGAR ANNOUNCES NEW IDENTITY: “2 FORM”

(Eugene) – A year ago, award-winning architecture firm Waterbury Shugar LLC was satisfied with its straight-forward name, but in June, partner and architect Ed Waterbury AIA passed away suddenly. A new name was in order and partner Richard Shugar AIA, looked to the root of the firm’s work – and Waterbury’s legacy -- for inspiration. This week the firm will adopt “2 Form Architecture” as its new name.

2 Form recognizes that architecture captures the relationship formed when people interface with their environment, Shugar explains. In the world of architecture, it is much more common to name a firm after the partners. “Although we lost Ed, we realize how much of an inspiration he continues to be for us. As a result, we based the name on what really matters -- the formation of ideas and places – not our names.”

The inspiration is rooted in the practical, too. “2 Form is about our process – forming places for people to connect with their community and with the environment,” says Shugar. “We work without preconceived ideas about the solution, and instead treat every project as an opportunity to learn and explore.”

The new name takes effect April 26, when clients, business affiliates and friends gather to celebrate the firm’s rebirth. Along with the new name, Shugar will introduce the motto he says captures his focus: “1 people + 1 environment = 2 Form architecture”. The firm pays significant heed to the elements of sustainable building and design, as well as the creation of places that inspire community.

The firm received the 2006 AIA’s People’s Choice Award for the Fairmont Square Rowhouses on Walnut Street, and its recent work includes a community-focused suite of upscale townhomes in Eugene, a women’s shelter in Coos Bay, a traumatic brain injury care residence in Roseburg, and several other residential developments in the area. Its work has been featured in the Register-Guard, Oregonian, the book “The House You Build” from Taunton Press, Eco-Structure magazine and this spring, the upcoming issue of Eugene Magazine.

For more information, visit www.2-form.com or call 541-342-5777.