



FOR IMMEDIATE RELEASE – JANUARY 6, 2016

INSITE strategy + architecture Merges with McMillan Pazdan Smith Architecture in Charleston

CHARLESTON, SC – Effective January 1st, McMillan Pazdan Smith Architecture and INSITE strategy + architecture are pleased to announce the merger of their two firms. The combined team will continue doing business as McMillan Pazdan Smith Architecture.

Founded in 2012 as a boutique firm, INSITE strategy + architecture became well-known for its creative and fresh approach to developer-driven commercial projects. INSITE founder Tom Hund, AIA is now a firm Principal at McMillan Pazdan Smith and Director of the Charleston office, offering more than 30 years of experience in architecture, particularly in advance planning and strategic visioning.

“We received a great invitation from a strong community-centered firm that sees things the same way our team does,” said Hund. “We’ve always operated under the philosophy that the price of admission in our industry requires good design. It’s how you actually solve your clients’ challenges that makes you successful. And that aligns exactly with McMillan Pazdan Smith’s philosophy.”

Chad Cousins, COO for McMillan Pazdan Smith, also credits the synergies between the two firms as a primary driver behind the merger. “Tom combines proven industry leadership experience with a strongly connected understanding of the Charleston development community,” said Cousins. “The INSITE team has successfully combined client-centered design and value-generating planning, attention to successful project delivery, and strategic innovation. It was an easy decision for us. Our cultural mindset is very well-aligned.”

The merger follows a strong 2015 performance for McMillan Pazdan Smith, as they moved up to #33 on *Architect Magazine’s* 2015 ARCHITECT 50 list of best U.S. architecture firms in the Business Category and ranked nationally at #13 in the Architecture Category of the Zweig Group’s 2015 *Best Firms to Work For* award.

“As we look at opportunities for growth, it’s really more about asking the question ‘How can we continue to serve our clients better every day?’” said Joe Pazdan, Managing Principal. “I really believe that Tom and his team at INSITE are a great asset to what McMillan Pazdan Smith has built, and I’m excited to see what additional value we can share with clients from this merger.”

About McMillan Pazdan Smith

McMillan Pazdan Smith is a regional, studio-based design firm specializing in master planning, architecture and interior design services. Office locations include Charleston, Greenville, and Spartanburg, SC; Atlanta, GA; and Asheville and Charlotte, NC.

###

Contact:

Karen Calhoun
Vice President of Business Development
McMillan Pazdan Smith Architecture
864.585.5678
kcalhoun@mcmillanpazdansmith.com