

# onyx | creative

A S P I R A T I O N A L   D E S I G N

July 2018

**Herschman Architects is excited to announce our new name: Onyx Creative.**

## **Why the name change?**

After 44 years in business, we are readying ourselves for decades to come. As part of this process, the firm will combine our longtime foundation of technical expertise and quality services with an increased focus on aspirational design.

During our history, we evolved from a small architectural firm to a leading national multi-discipline professional services firm.

The new name reflects our values, culture and creativity commitment. It acknowledges our team as a whole, while reinforcing our strengths to provide clients and staff new opportunities.

The Onyx gemstone is solid and timeless, qualities that pave the best path for our firm's future.

## **Aspirational Design**

Aspiration involves striving in a long-lasting way to achieve something greater. We aim to be a platform for achieving both our clients' and our own aspirations. Clients can expect the same dedication, now with expanded services and integrated solutions.

Aspirational design embodies the belief that there are greater creative possibilities within each project, and we are obligated to search for them, creating places that people will want to be.

## **About Onyx Creative**

Onyx Creative provides comprehensive architecture, electrical/mechanical/structural engineering, interior design and branding services.

The firm, founded in 1974, has offices in Cleveland, Tucson, and Los Angeles with a staff of 100+ team members. Its national client list consists of prominent clients, retailers and developers with projects in the retail, shopping center, restaurant, commercial, health care, industrial and residential sectors. The firm has received multiple design and business awards and recognition.



[www.onyxcreative.com](http://www.onyxcreative.com)