

Walter Robbs Adopts New Brand & Introduces New Website

Messick and McDaniel Become Part of Management Team

WINSTON-SALEM, NC (May 28, 2014) - Walter Robbs Callahan & Pierce Architects, PA – the largest architecture firm in the Piedmont Triad – has adopted a fresh identity that embraces the firm’s nickname, firm culture and comprehensive design services. Now known as Walter Robbs, the firm is retaining all current partners, including vice presidents Rence Callahan and Clark Pierce.



“We wanted a new identity that is dynamic, easier to remember and recognizes the growing number of people on our firm’s management team,” Rence Callahan said. “For some time, our management team has been larger than just namesakes Larry Robbs, Clark Pierce and me. The shorter Walter Robbs brand is more representative of our firm as a whole and, perhaps even more important, sets the stage for the future.”

Walter Robbs’ president Larry Robbs became the firm’s most senior partner when founder Lloyd Walter retired in 1999. Wesley Curtis and Steve Ulp have been a part of the firm’s management team since 2007. In conjunction with the firm’s rebranding, Matt Messick and Ken McDaniel have been named members of the

Walter Robbs management team. Additional partners at Walter Robbs are Jane Barea, Jim Bogenberger, Joe Bircher, Katie Pepper and Amy West.

“For years, many people simply called us by the nickname Walter Robbs, which we’re embracing in our firm identity going forward,” Wesley Curtis said. “We carefully considered a number of factors before updating our logo.”

“We believe our new website and logo more accurately identify our firm’s personality and energy while still embracing our roots with the use of the last names of Lloyd Walter and Larry Robbs,” Curtis added. “Rest assured that all current partners will remain at Walter Robbs.”

The firm’s new website, which can be viewed at walterrobbs.com, showcases Walter Robbs’ comprehensive design services for a wide range of architecture, interiors and planning projects, including: K-12 schools, colleges and universities, sports and recreation; community; commercial and transit and parking. Bull & Beard of Winston-Salem designed the firm’s new website. Walter Robbs retained local graphic designer Julie Helsabeck to create the firm’s new logo.

The firm will maintain the full Walter Robbs Callahan & Pierce Architects, PA name as the legally incorporated entity.

About Walter Robbs

Founded in 1965, Walter Robbs Callahan & Pierce Architects, PA is a forerunner in educational architecture, a leader in urban design and an innovator in interior architecture across North Carolina. Walter Robbs is a past recipient of the NC American Institute of Architects’ Outstanding Firm Award. The firm’s downtown Winston-Salem office is LEED Silver® and was Forsyth County’s first LEED-certified project. Walter Robbs employs 35 in Winston-Salem and provides comprehensive design services including architecture, interiors and planning.