

Martin Batt Architects is approaching its 10th anniversary. As we look into our second decade of work, our strategic long range plan is to continue to be one of the most technologically capable, forward thinking and creative architecture and design firms in our industry. To do this we must consistently challenge who we are and the way we work.

Some of our long range initiatives are already in place. These include a dedicated commitment to sustainable design with a growing specialized staff, as well as *all* architectural projects being completed in building information modeling software (Revit). Since January of 2009 we have seen a steadily planned growth that has lead to an increase in our staff and our esteemed group of clients.

Another major initiative in preparation for our long-range plan is to revisit our corporate structure and identity. This will allow the firm to better reflect who we are, what we do, and allow for a broader management structure.

While architecture is our primary focus, services such as planning, interior design, and standards development are not reflected in the name Martin Batt Architects. Notwithstanding our architectural focus, our ability to help our clients realize their vision in a multifaceted service-based organization is how we will continue to best serve our clients over the next 10 years.

To reflect this Martin Batt Architects is changing its name to **isgenuity**.

Why did we choose the name “**isgenuity**”? We wanted a name that broadly reflects who we are and what we do. Very simply, it is a play on two themes: “is genuine” and “ingenuity”. We believe our culture and client relationships are grounded, focused, and reflect a genuine commitment of who we are and how we work; our commitment *is genuine*. We also believe our success to date is generated from our originality, initiative and creativity; our process embodies *ingenuity*.

We are truly excited about this change. For our clients, colleagues and each of you who have played a part in our success; we hope that you also take some personal satisfaction in our continued evolution. For those in our industry who are just getting to know Martin Batt Architects, **isgenuity** will continue the positive tradition of Martin Batt Architects and build on our current body of work.

We look forward to continuing our work, while building a firm that represents our culture, creativity and identity. The entire updated **isgenuity** contact list is attached to this email.

Kind regards,

isgenuity LLC



Martin Batt AIA, RIBA, Manager