



CA-based architecture and design firm MBH Architects makes headway on the East Coast

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New York, NY Alameda, CA based MBH Architects is an architecture and design firm specializing in retail, restaurant, housing, mixed-use, and workspace. With offices in the San Francisco Bay Area, Denver, and Mumbai, MBH Architects is growing its East Coast presence through the firm's New York City office. Led by director Helen Herrick, the firm's New York office recently celebrated its fifth anniversary and has garnered a prominent roster of clientele since its inception.

Since opening its door, the New York City office has been a home base to spur further growth for New York City-based clientele including luxury brands often traveling between New York and European offices. Previously located in the Tribeca neighborhood, MBH Architects relocated its operations to 50 Hudson St. in 2020 to accommodate the company's rapid growth. After working remotely for much of the pandemic, in-person work has partially resumed, offering employees the opportunity to grow the collaborative spirit that sustained the team in the remote environment.

With clients that include global brands like Tiffany & Co., Levi's, Target, and West Elm, MBH Architects has seen decades of success in the retail sector, working on flagship locations and larger brand roll-outs. Most recently, the firm transformed Tourneau's NYC flagship into Bucherer TimeMachine—a renovation that came after the announcement that Tourneau was acquired by European retailer Bucherer AG. The firm also spearheaded the design of two Waterworks showrooms and the first permanent Allbirds flagship store in the city. Today, the team is working on confidential projects that extend MBH's expertise into new realms within NYC and beyond—most recently, a luxury residential townhouse in NYC.

“As MBH's portfolio expands and the firm diversifies services it provides, a strong East Coast presence has become a pivotal next step for the company,” said Herrick. “As we look towards the future, our office is tapping into a variety of markets such as retail, retail banking, restaurant, and luxury residential.”

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