



**FOR IMMEDIATE RELEASE**

## **SERA Architects Hires Pierre Barral as Senior Workplace Leader**

Press contact: Ken Stram, [ken@2bridgepr.com](mailto:ken@2bridgepr.com), 415-652-3610

**Oakland, CA (February 8, 2021)** – [SERA Architects](#), a multi-disciplinary architecture and design firm committed to sustainable placemaking, has hired Pierre Barral as Senior Workplace Leader. In this position, Barral will lead the growth and development of SERA’s Workplace practice for the firm’s Oakland office.

“The Bay Area offers unlimited potential to grow SERA’s Workplace practice, especially now as the pandemic and a heightened focus on employee wellness is causing organizations to rethink the relationship between work and the work environment,” Stuart Colby, Principal and Director, Workplace practice, SERA Architects. “Pierre has deep experience creating human-centric work environments, and his approach is consistent with our belief that quality workplace design can be a powerful catalyst for transformation.”

SERA’s Workplace practice emphasizes wellness and positive personal experience and believes that people-focused office settings that prioritize health and happiness are significant contributors to productivity, creativity, recruitment, and retention.

Barral has 15 years of design experience, with more than a dozen years focused on creating commercial interiors for technology, professional services, and public sector organizations. Prior to joining SERA, Barral held senior positions at Rapt Studio, IwamotoScott Architecture, and Gensler. In these roles, Barral honed his aptitude for nurturing talent and building strong, diverse teams; strengthened his ability to build and manage successful projects and productive client relationships; and shaped his design aesthetic, which balances craft with attention to detail and prioritizes creating efficient, exciting spaces. He holds an MA in Architecture from the California College of the Arts and a BA in Radio and Television Broadcasting from Lycée Leonard De Vinci.

“SERA felt like such a great fit,” said Pierre Barral, Senior Workplace Leader, SERA Architects. “I was attracted by the firm’s culture of collaboration and risk taking. I was also inspired by the Workplace practice’s approach to creating beautiful, multi-layered workspaces where people are excited to come to work every day. This role will give me the opportunity to lead business development efforts in California, while also continuing to focus on creating beautiful designs that address current and future workplace needs.”

**ABOUT SERA:** SERA Architects is a 100% employee-owned architecture, interior, and urban design firm specializing in sustainable placemaking at all scales. Founded in Portland, Oregon, in 1968, SERA has held a key role in the development of the city, now recognized nationally for its livability. Today, the firm builds on its early experience of adaptive re-use and historic renovations with design and planning for hospitality, workplace, mixed-use housing, and public sector projects. The firm’s second office is in Oakland, CA, where clients welcome SERA’s expertise in designing supportive, resilient built environments and sustainable communities.

Working with visionary clients throughout the West Coast and beyond, SERA has created projects that are often recognized for excellence in sustainable design and placemaking. Transformative projects include the LinkedIn Middlefield Campus, the Edith Green–Wendell Wyatt Federal Building modernization, The Collaborative Life Sciences Building & Skourtes Tower, the Pearl District Residence Inn, and Modera Pearl apartments. Learn more at [www.seradesign.com](http://www.seradesign.com).

###