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Armstrong Associates produces “Inside QKA: Building for Education”
**New Media presentation features UC Berkeley guest lecture
by Mark Quattrocchi**

Santa Rosa, CA – May 18, 2010 – Quattrocchi Kwok Architects (QKA) has launched a New Media presentation on their website www.qka.com, titled *Inside QKA: Building for Education*. Designed and produced by Armstrong Associates, the piece includes video footage filmed on location at the UC Berkeley School of Architecture, where Mark Quattrocchi guest lectured on the dynamic and introspective process QKA employs to design educational facilities.

Armstrong Associates developed the piece, from scripting through final production. According to Mark Quattrocchi, “We challenged the folks at Armstrong Associates to produce a presentation that captures who QKA is, and to inspire future architects to get involved in educational facility design. We’re really proud to design educational environments, and we feel QKA is a progressive, innovative and approachable group of people. This short video delightfully accomplishes what we set out to do.”

Armstrong Associates, based in Santa Rosa, California, is the creative force behind brand development and marketing communications for many companies including Beam Global Spirits, Hilmar Ingredients, Voltage Valet Travel Products, Culinary Farms, Quattrocchi Kwok Architects, Pinnacle Homes, SupHerb Farms and ZORK USA.

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