

Bruce Mau Design, Hecho Studios, and Two Forsman & Bodenfors Offices Fold Into 72andSunny Collective

72andSunny is expanding its global footprint with the launch of the 72andSunny Creative Collective, the agency told ADWEEK exclusively.

In addition to 72andSunny's offices in Los Angeles, New York, Amsterdam, and Sydney, the Collective will include Forsman & Bodenfors' Toronto and Singapore offices, which will rebrand as 72andSunny. The agency's European offices will keep the Forsman & Bodenfors name.

Justine Armour, global chief creative officer at Forsman & Bodenfors, will be the Collective's international chief creative officer.

The Collective also brings Canadian agency Bruce Mau Design and production company Hecho Studios under the 72andSunny umbrella.

Evin Shutt, global CEO of 72andSunny, said the new structure will better service multinational clients, from United Airlines to Adobe.

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