

Architectural
Record

2024

ADVERTISING
EXCELLENCE
AWARDS

Architectural
Record

Sponsored by:

bnpwebinars

2024 AWARD CRITERIA

Advertisers qualified for the competition if they:

- Advertised in the 2024 January, February, March or April editions of *Architectural Record*
- Ran online ads on architecturalrecord.com in January, February, March or April 2024
- Sponsored a continuing education course on our CE Center in 2023

This year's ads have been carefully reviewed and judged by a panel of emerging architects. The architects represent firms of various sizes whose projects include large scale commercial, institutional, cultural, residential and interiors.

2024 AWARD WINNERS

Architectural Record

SINGLE PAGE

BEST IN CLASS

- 01 Boyd Lighting**
- 02 Nucor**
Luquire
- 03 Rocky Mountain Hardware**

WINNER

- 04 The Belden Brick Company**
- 05 Bobrick Washroom Equipment**
Pipitone
- 06 Endicott Clay Products**
Heinzeroth Marketing Group
- 07 B+N Industries**
- 08 Rieder**

HONORABLE MENTION

- 09 Bobrick Washroom Equipment**
Pipitone
- 10 Rulon International**
- 11 Bradley**
KLS Media
- 12 B+N Industries**
- 13 Kingspan Insulated Panels**
Pipitone

SPREADS

BEST IN CLASS

- 14 Vitro Architectural Glass**
Pipitone

WINNER

- 15 Vitro Architectural Glass**
Pipitone

HONORABLE MENTION

- 16 Armstrong World Industries**
ZBAN Advertising

CAMPAIGN

BEST IN CLASS

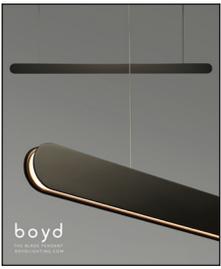
- 17 B+N Industries**

WINNER

- 18 ASI Group**
Ganton

HONORABLE MENTION

- 19 Kingspan Insulated Panels**
Pipitone
- 20 NanaWall**



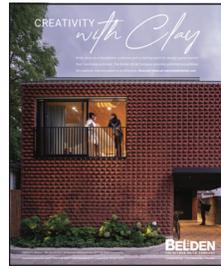
01



02



03



04



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DIGITAL AWARDS

The winning digital ads achieved excellence in one of many ways including visual appeal, effective use of animation, interactivity and engagement; or having a consistent message online to correspond with their print advertisement. To view the digital award-winning advertisements, visit: [architecturalrecord.com/adawards](https://www.architecturalrecord.com/adawards)

DIGITAL

BEST IN CLASS

- › **Nucor**
Luquire
- › **Salone del Mobile Milano**
Novita Communications

WINNER

- › **Bilco**
Mercury Marketing Communications, LLC
- › **Endicott Clay Products**
Heinzeroth Marketing Group
- › **Kaynemaile Architectural Mesh**
Sweeney Vesty

HONORABLE MENTION

- › **DoorBird**
- › **Kaynemaile Architectural Mesh**
Sweeney Vesty

INTEGRATED

BEST IN CLASS

- › **Nucor**
Luquire

WINNER

- › **Endicott Clay Products**
Heinzeroth Marketing Group

HONORABLE MENTION

- › **Salone del Mobile**
Novita Communications

USER ENGAGEMENT WINNERS

The User Engagement Awards are for companies that achieved quantifiable excellence in engaging the architectural community through Continuing Education courses and Online Advertising in 2023.

DIGITAL (BY METRICS)

These winners achieved excellence by generating the highest amount of user interaction, click throughs and online traffic.

TOP WINNERS

- 01 EXTECH/Exterior Technologies Inc.**
- 02 Petersen | PAC-Clad**
Auld Design
- 03 (tie) Kaynemaile Architectural Mesh**
Sweeney Vesty
- 03 (tie) Marvin**
Modern Climate
- 03 (tie) Woodworks Product Council**

SOCIAL MEDIA

FACEBOOK

- 01 The National Terrazzo & Mosaic Association**
- 02 Rizzoli**
- 03 Doug Mockett**

LINKEDIN

- 01 Hörmann – Innovative Door Systems**
- 02 MCA-ALPOLIC Division**
- 03 Landscape Forms**

NATIVE

- 01 CertainTeed**
Stoner Bunting
- 02 MCA-ALPOLIC Division**
- 03 Nucor**

TWITTER / X

- 01 ASI Group**
Ganton
- 02 ASI Group**
Ganton
- 03 Kingspan Insulated Panels**
Pipitone

INSTAGRAM

- 01 AD Systems**
Brandner Communications
- 02 MCA-ALPOLIC Division**
- 03 Landscape Forms**

CONTINUING EDUCATION

The top Continuing Education articles and interactive presentation courses were taken by thousands of test-takers — a quantifiable measurement of user engagement that is part of the larger 137,019 tests taken in 2023 in the pages of *Architectural Record* and online at Record's Online Continuing Education Center.

FASTEST MOVING MULTI-SPONSORED

- › **Geberit / Bison**
Old Buildings – New Life
- › **ASI Group / Inpro / CRL / Tamlyn**
What Are the Current Trends in Interior Design?
- › **Ambico / ASI Group / Inpro**
From Survive to Thrive

FASTEST MOVING SINGLE-SPONSORED

- › **Knight Wall Systems**
Superpowered Wall Systems
- › **Think Wood**
How to Calculate the Wood Carbon Footprint of a Building
- › **Real Cedar**
Western Red Cedar and the Benefits of Biophilic Design

MOST LEADS MULTI-SPONSORED

- › **Bison / Geberit**
Old Buildings – New Life
- › **Bison / Green Screen / Invisible Structures**
Designing Outdoor Living Spaces
- › **ASI Group / Inpro / CRL / Tamlyn**
What Are the Current Trends in Interior Design?

MOST LEADS SINGLE-SPONSORED

- › **Knight Wall Systems**
Superpowered Wall Systems
- › **Bradley**
State-of-the-Art Washroom Design
- › **Think Wood**
How to Calculate the Wood Carbon Footprint of a Building

TOP ACADEMY

- › **National Ready Mix Concrete Association**
Concrete Academy
- › **Inpro**
ADA Academy
- › **Armstrong World Industries**
Sustainability Academy

TOP LUNCH AND LEARN

- › **Garden on the Wall**
Biophilic Design
- › **Inpro**
Designing ADA-compliant Commercial Showers & Bathrooms
- › **Inpro**
ADA Signage

TOP MULTIMEDIA

- › **Julius Blum & Co. Inc.**
A Beautiful Railing
- › **ASI Group**
Accessibility in Toilet Room Design
- › **Armstrong World Industries**
Acoustical Design for Today's Buildings

TOP RENEWAL

- › **Garden on the Wall**
Biophilic Design in Action
- › **Tile of Spain**
Ceramics Serving Generational Solutions
Agency: Frank Advertising
- › **Dupont Tedlar**
Contending with Corrosion in Metal Exteriors

TOP WEBINAR

- › **Bison / Danver / Marvin / Plastpro / Rocky Mountain Hardware**
Record Houses Live
- › **Marvin**
Mid-Century Modern Revisited
- › **Inpro**
ADA Signage

2024 AWARDS JURY



Joseph Hoopp, AIA, LEED AP BD+C
Architect
Annum Architects

With almost 20 years of experience, Joey has a focus on approaching design challenges and opportunities with a strong technical background. His focus on building technology, construction detailing, and systems coordination has been essential to keeping complicated projects on track through the design and construction process. Joey has worked on a range of project types, including performing arts, museums, government institutions, university academics, and independent schools. He has experience on all phases of design and construction projects and has led project teams from initial master planning through multiple phases of construction.

Joey holds a Masters in Architecture degree from the University of Pennsylvania School of Design and a Bachelors of Arts degree from Columbia University.



Jacob Kain, AIA, NCARB,
LEED Green Associate
Senior Associate
Elkus Manfredi Architects

Jacob Kain is a licensed architect who has practiced architecture for nearly 30 years. He has worked in a variety of firms, including his own, in Vienna, New York, Milwaukee and Boston, where he currently is a senior associate at Elkus Manfredi Architects. For the past 12 years, he has enjoyed leading teams on the design journey from concept to built work and on complex projects that span the spectrum from large-scale master plans, urban design and entitlements, to sustainable mixed-use developments that span a diverse array of project types. Most recently he completed the adaptive reuse and historic preservation for the Children's National Research Institute on the historic Walter Reed campus in Washington DC. Jacob received his BA in Physics from Grinnell College and his MArch from MIT. In 2015, Jacob founded MITArchA, the MIT Architecture Alumni affinity group and served as its founding president.



Ben Kou
Architectural Designer
BKOU Design

Ben Kou is an architectural designer and photographer with over 25 years of experience, most recently 11 years at Sasaki. His career encompasses diverse projects such as museums, aquariums, commercial mixed-use framework plans, entitlements, multi-family residential, and learning environments. His interdisciplinary approach to design is enriched by his prior experience in exhibit design and visualization firms, where he developed marketing and branding solutions for the healthcare and AEC industries. He is dedicated to a design process that synthesizes aesthetic and programmatic objectives with economic, environmental, and urban perspectives, insights that inform designs responsive to the needs of clients and communities. Ben earned his MArch from MIT with a focus on computation in design. He received the Francis Ward Chandler Prize '99 and the Sydney B. Karofsky '37 Prize for Design.



Robert Matthew Noblett,
FAIA, NCARB
Partner
Behnisch Architekten

As Partner in the Boston office of Behnisch Architekten, Matt has overall responsibility for the performance of the office and the projects conducted within it. After earning his MArch from MIT in 1997, Matt spent eight years as an architect and project manager with Rafael Viñoly Architects designing and delivering the Boston Convention and Exhibition Center, and working on major laboratory projects and a variety of residential and hospitality designs. Upon joining Behnisch Architekten in 2007, Matt directed the firm's work on the ILFI-certified and LEED Platinum Harvard University Science & Engineering Complex, \$1B research campus. Additional projects include the Jon and Frances Angelos Law Center and the Langsdale Library in Baltimore, the Karl Miller Center at Portland State University, and the Artists for Humanity Epicenter in Boston. Matt was elevated to the AIA College of Fellows in 2022.



Meelena Oleksiuk Turkel
Partner
Turkel Design

Meelena is a cofounding partner of Turkel Design, alongside her husband, Joel Turkel, and Jake Wright. Their practice specializes in designing elegant modern homes using high-quality materials and precision prefabrication, and has designed more than 200 projects in 34 states and 7 countries. Originally from Toronto, Meelena was trained in Canada, Switzerland, and the United States, earning a BA from the University of Toronto, and an MArch at MIT. Before cofounding Turkel Design, she worked in Japan, Toronto, Virginia, and Louisiana on projects related to housing and the residential landscape. Meelena and Joel Turkel divide their time between Boston and Palm Springs, California. Their home in California, Desert House, is a "living lab" for Turkel Design. A Featured Home at Palm Springs Modernism Week 2019, it has appeared in various publications, and continues to be a source of joy and inspiration for their family and the practice.



Dabota Wilcox
Designer
Turkel Design

Dabota Wilcox is a designer at Turkel Design. Originally from Boston, she graduated from Syracuse University School of Architecture with a Bachelor of Architecture in 2017 and has been working at Turkel Design since then. She's worked on various residential projects in a range of capacities, from designing, to leading a custom design from schematic design to construction, to managing a small team. Her sensibility for modern design and simple design techniques fuels her passion.