

Architectural
Record

2021
ADVERTISING
EXCELLENCE
AWARDS

Architectural
Record

Sponsored by:



2021 AWARD WINNERS

Architectural Record

CAMPAIGN

BEST IN CLASS

- 01 ASI Group**
Ganton
- 02 Joto-Vent System USA, Inc.**

WINNER

- 03 Louis Poulsen USA**
- 04 Rocky Mountain Hardware**
- 05 VS America**

HONORABLE MENTION

- 06 Bison Innovative Products**
- 07 Landscape Forms**

SPREAD

BEST IN CLASS

- 08 CRL**
- 09 Landscape Forms**

WINNER

- 10 Armstrong Ceiling Solutions**
Zban Advertising
- 11 Landscape Forms**
- 12 Vitro Architectural Glass**
Pipitone

HONORABLE MENTION

- 13 American Institute of Architects**
Ganton
- 14 Fortress Building Products**
Brandner Communications
- 15 Western Window Systems**

SINGLE PAGE

BEST IN CLASS

- 16 B+N Industries**
- 17 Glen-Gery**
Planit
- 18 Inpro**
- 19 Joto-Vent System USA, Inc.**
- 20 Rocky Mountain Hardware**
- 21 VS America**

WINNER

- 22 ASI Group**
Ganton
- 23 Bison Innovative Products**
- 24 Endicott Clay Products Company**
Heinzerth Marketing Group
- 25 Humboldt Sawmill Company, LLC**
Mighty Media Partners
- 26 Louis Poulsen USA**
- 27 VS America**

HONORABLE MENTION

- 28 AIA St. Louis**
- 29 AS Hanging Display Systems**
- 30 ASI Group**
Ganton
- 31 ASI Group**
Ganton
- 32 Feeney Inc.**
ER Marketing
- 33 FORMS+SURFACES**
- 34 Georgia-Pacific Gypsum**
FARM
- 35 Invisible Structures Inc.**
- 36 Joto-Vent System USA, Inc.**
- 37 Koala Kare**
Pipitone
- 38 Louis Poulsen USA**
- 39 Unilock**



01



02



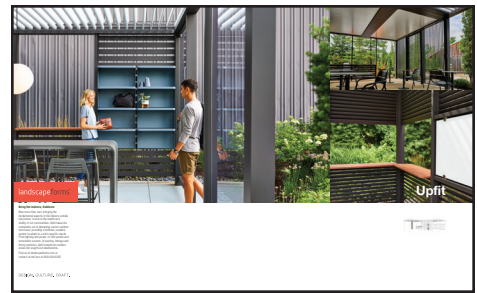
03



04

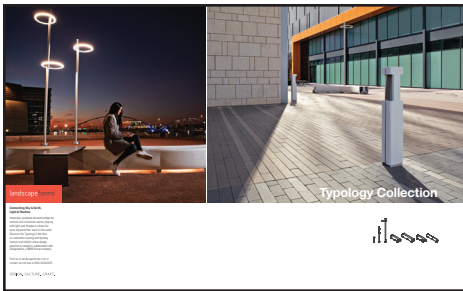


05

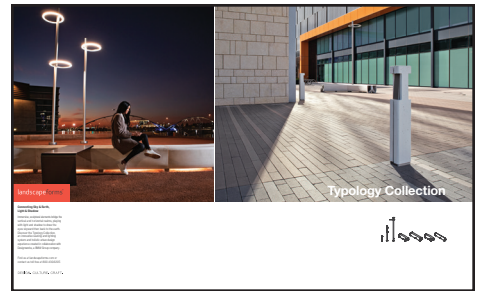


06

07



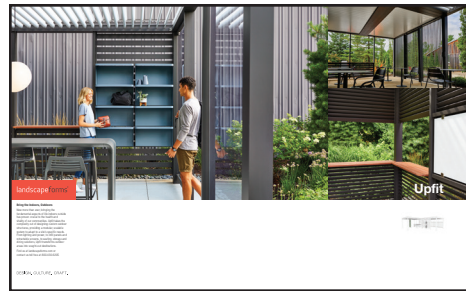
08



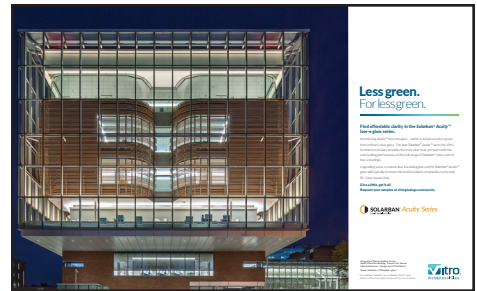
09



10



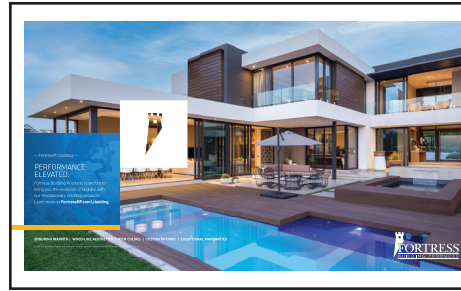
11



12



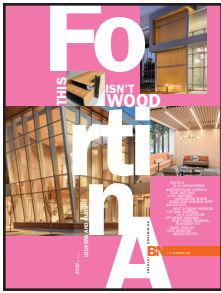
13



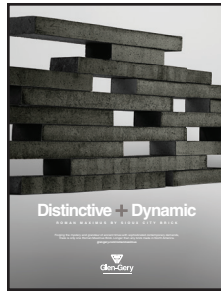
14



15



16



17



18



19



20



21



22



23



24



25



26



27



28



29



30



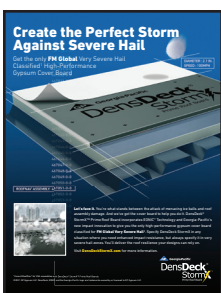
31



32



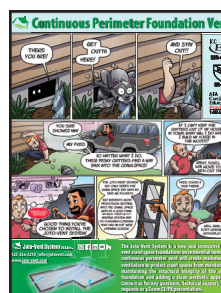
33



34



35



36



37



38



39

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

DIGITAL

BEST IN CLASS

- › **Bobrick Washroom Equipment**
Pipitone
- › **Petersen Pac-Clad**
Auld Design

WINNER

- › **Lorin**
- › **Louis Poulsen USA**
- › **AIA St. Louis**

HONORABLE MENTION

- › **NYSERDA**
KSV
- › **Rockfon**
- › **Sonneman - A Way of Light**
Charles F. Beardsley Advertising
- › **Vitro Architectural Glass**
Pipitone

INTEGRATED

BEST IN CLASS

- › **AIA St. Louis**
- › **Vitro Architectural Glass**
Pipitone

WINNER

- › **American Institute of Architects**
Ganton
- › **ALPOLIC**
KWD Advertising

HONORABLE MENTION

- › **AZEK Exteriors**
- › **Ortal**
Purdie Rogers

SOCIAL MEDIA

TOP 3 NATIVE

- › **CertainTeed | Saint-Gobain North America**
Stoner Bunting
- › **Lutron Electronics Co., Inc.**
- › **Vitro Architectural Glass**
Pipitone

FACEBOOK MOST ENGAGED

- › **Feeney Inc.**
ER Marketing
- › **National Terrazzo & Mosaic Association**
- › **Vitro Architectural Glass**
Pipitone

INSTAGRAM MOST ENGAGED

- › **Landscape Forms**
- › **Dri-Design**
- › **CertainTeed | Saint-Gobain North America**
Stoner Bunting

TWITTER MOST ENGAGED

- › **Bobrick Washroom Equipment**
Pipitone
- › **Bobrick Washroom Equipment**
Pipitone
- › **Safti Fire Rated Glass**

DIGITAL AWARDS

USER ENGAGEMENT 2021 WINNERS

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

DIGITAL ADVERTISING

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

TOP 5 WINNERS

- › **Petersen Pac-Clad**
- › **Sugatsune**
- › **Wood Products Council**
- › **Rockfon**
- › **Stoett Outdoors**

SPONSORED 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 155,000 tests that were taken over the past year in the pages of *Architectural Record* and online at Record's Online Continuing Education Center.

MOST LEADS: SINGLE-SPONSORED

- › **Metal Building Manufacturers Association**
- › **Infinity Drain**
- › **Metal Building Manufacturers Association & National Coil Coating Association**

MOST LEADS: MULTI-SPONSORED

- › **Bison Innovative Products / Cascade Architectural**
- › **Azon / Vitro / Hofmann Facades / Neolith / Inpro**
- › **Rocky Mountain Hardware / NanaWall / Inpro / Tamlyn / New Millennium Building Systems**

FASTEST MOVING: SINGLE-SPONSORED

- › **Metal Building Manufacturers Association & National Coil Coating Association**
- › **Marvin**
- › **Exacor**

FASTEST MOVING: MULTI-SPONSORED

- › **Bison Innovative Products / Cascade Architectural**
- › **Rocky Mountain Hardware / NanaWall / Inpro / Tamlyn / New Millennium Building Systems**
- › **Inpro / Aamsco / Cascade Architectural**

TOP MULTIMEDIA

- › **Milgard Windows & Doors**
- › **Milgard Windows & Doors**
- › **Armstrong Flooring**

TOP RENEWAL

- › **Think Wood**
- › **Think Wood**
- › **XYPEX**

TOP WEBINARS

- › **Benjamin Moore**
- › **Armstrong Ceiling Solutions**
- › **Inpro**

2021 AWARD CRITERIA

Advertisers qualified for the competition if they:

- Advertised in the 2021 January, February, March or April editions of *Architectural Record*
- Ran online ads on architecturalrecord.com in January, February, March or April 2021
- Sponsored a continuing education course on our CE Center in 2020

The ads are carefully reviewed and judged by a panel of top Philadelphia area architects. The architects represent firms of various sizes whose projects include large scale commercial, institutional, cultural, residential and interiors.

2021 AWARDS JURY



Jeremy Avellino, AIA, LEED AP, CPHC
Founding Principal, Bright Common

Jeremy founded Bright Common to continue an explorative collaboration of beauty, truth, and regeneration in the natural, social and built environments. With deep sustainable ethics, Jeremy's experience as a builder, educator and traditional architect has helped him uncover practical yet poetic responses to the changing climate in residential, commercial, non-profit, and institutional settings. As a Registered Architect, LEED-AP professional, and Certified Passive House Designer, his focus is fostering a trusting, mutually beneficial relationship between clients, makers, and the earth we inhabit. Jeremy has been named one of *Architectural Record's* 2021 Design Vanguard.



Karen Blanchard, AIA, LEED AP BD+C
Principal, SITIO architecture + urbanism

Karen's experience ranges in scale and typology – she is fully engrossed as an architect on civic and cultural, residential, educational, and mixed-use projects. Her commitment to design has resulted in numerous project awards as well as the AIA Philadelphia Young Architect award. With AIA Philadelphia, she was 2018 President, served 6 years as the co-chair of the Women in Architecture committee, and spent 5 years on its board and executive committee. A graduate of Thomas Jefferson University, Karen has stayed connected as an adjunct faculty member and on the College of Architecture and the Built Environment Advancement Council.



Elizabeth Kahley
Associate, DIGSAU

Elizabeth has over 13 years of experience with a focus on institutional projects. She excels at bringing disparate voices and disciplines into alignment in service of a common project vision. She is currently managing a 40,000+ sf renovation and addition to Princeton University's collegiate gothic Dillon Gymnasium, and has lead teams for projects at Temple Tyler School of Art and Architecture and Bucks County Community College. Prior to DIGSAU she managed interdisciplinary design teams for new engineering research laboratory facilities for multiple university clients. Elizabeth is a committed mentor and advocate for emerging design professionals and an active member of DIGSAU's Equity Working Group.



Clarissa Kelsey
Architect, Stantec

Clarissa is a healthcare architect and associate at Stantec. Building strong connections and relationships with clients, consultants and colleagues is extremely important to her. Clarissa serves as a member of the AIA Philadelphia board and the Philadelphia Civic Design Review Board. Both personally and professionally, Clarissa is always eager to explore and experience new adventures!



Daniel Lee
Principal, Bohlin Cywinski Jackson

Daniel pursues authenticity in the places we make and spaces we inhabit. He believes in an affirmative architecture that celebrates the optimism of the human spirit. Daniel's ability to synthesize multiple constraints into clear, expressive solutions results in an architecture that resonates with each place, environment, and culture. Since joining Bohlin Cywinski Jackson in 2005, Daniel's project leadership includes a diverse range of building types, including academic, retail, residential, interiors, and civic projects. He takes great interest in the craft of building, embracing sustainable solutions and innovative use of materials to realize aspirations and requirements of place and program.



Marilia Rodrigues, AIA, LEED AP
Principal, KieranTimberlake

In more than 15 years, Marilia has led major arts, academic, civic, and residential projects including Dilworth Park, a four-acre park and transit hub at Philadelphia's City Hall, the Edgar N. Putman Pavilion at the James A. Michener Art Museum, and the Master Plan for the Central Delaware Waterfront in Philadelphia. She was the principal in charge of the East End Transformation, a vibrant and inviting gateway to Washington University in St. Louis. Marilia has served on the Penn State alumni board and currently serves on the board of advisors for Mural Arts, the nation's largest public art program.