

ARCHITECTURAL  
RECORD

2018

ADVERTISING  
EXCELLENCE  
AWARDS

ARCHITECTURAL  
RECORD

# 2018 AWARD WINNERS

## ARCHITECTURAL RECORD

### CAMPAIGN

#### BEST IN CLASS

- 01 Ceilings Plus
- 02 Ceilings Plus
- 03 NanaWall
- 04 NanaWall
- 05 NanaWall
- 06 Oldcastle BuildingEnvelope®  
Ganton
- 07 Oldcastle BuildingEnvelope®  
Ganton

#### WINNER

- 08 Armstrong Ceiling Solutions  
Zban Advertising
- 09 Armstrong Ceiling Solutions  
Zban Advertising
- 10 Armstrong Ceiling Solutions  
Zban Advertising
- 11 Fry Reglet
- 12 Fry Reglet
- 13 Landscape Forms
- 14 Landscape Forms
- 15 ROCKWOOL  
Jan Kelley
- 16 ROCKWOOL  
Jan Kelley
- 17 VT Industries/Architectural Wood Doors  
Gatesman + Noble
- 18 VT Industries/Architectural Wood Doors  
Gatesman + Noble

#### HONORABLE MENTION

- 19 Construction Specialties  
[Expansion Joint Covers]  
Ganton
- 20 Construction Specialties  
[Expansion Joint Covers]  
Ganton
- 21 Dri-Design
- 22 Dri-Design
- 23 FORMS+SURFACES
- 24 FORMS+SURFACES
- 25 National Terrazzo & Mosaic Association
- 26 National Terrazzo & Mosaic Association
- 27 National Terrazzo & Mosaic Association
- 28 Petersen Aluminum  
Auld Design
- 29 Petersen Aluminum  
Auld Design
- 30 Unilock
- 31 Unilock

### SPREAD

#### BEST IN CLASS

- 32 Armstrong Ceiling Solutions  
Zban Advertising
- 33 Ceilings Plus
- 34 Oldcastle BuildingEnvelope®  
Ganton

#### WINNER

- 35 Ceilings Plus
- 36 USG  
gyro:

#### HONORABLE MENTION

- 37 Sunbrella  
Wray Ward
- 38 Vitro  
Pipitone Group
- 39 Pilkington Fireframes  
Brandner Communications

### SINGLE PAGE

#### BEST IN CLASS

- 40 B+N Industries, Inc.
- 41 Bison Innovative Products
- 42 Construction Specialties  
[Acrovyn Wall Panels]  
Ganton
- 43 Electrix Illumination
- 44 Landscape Forms
- 45 NanaWall
- 46 Rieder North America
- 47 Rocky Mountain Hardware
- 48 VITROCSA USA

#### WINNER

- 49 Arktura
- 50 CPI Daylighting
- 51 Endicott Clay Products
- 52 Glen-Gery
- 53 LaCantina Doors, Inc.
- 54 Lucifer Lighting
- 55 Marvin Windows and Doors  
GRP Media
- 56 SKY-FRAME
- 57 Sun Valley Bronze
- 58 Think Wood
- 59 VT Industries/Architectural Wood Doors  
Gateman+ Noble

#### HONORABLE MENTION

- 60 ARCAT
- 61 CENTRIA  
Pipitone Group
- 62 FORMS+SURFACES
- 63 Hope's Windows  
LarsonO'Brien
- 64 Hörmann High  
Performance Doors
- 65 NanaWall
- 66 Petersen Aluminum  
Auld Design, Sherry Auld
- 67 Seves Glass Block  
Nagel Advertising Inc.
- 68 Smith System  
Click Media Team



#### BEST IN CLASS

- 69 Lucifer Lighting
- 70 Smith System  
Click Media Team
- 71 Unilock

#### WINNER

- 72 CENTRIA  
Piptone Group
- 73 C.R. Laurence Co., Inc.

#### HONORABLE MENTION

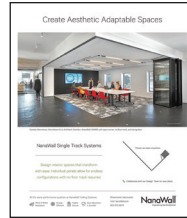
- 74 Acoustical Surfaces
- 75 Arriscraft  
Loosemore & Co. Inc.
- 76 O'Keeffe's Inc.
- 77 Overly Manufacturing Company
- 78 SAFTI FIRST



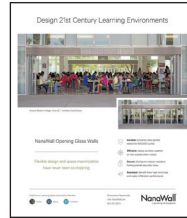
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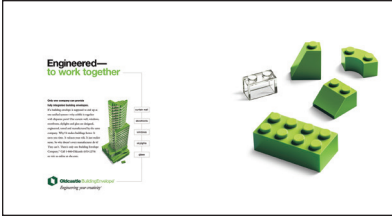
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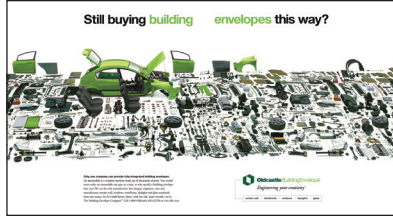
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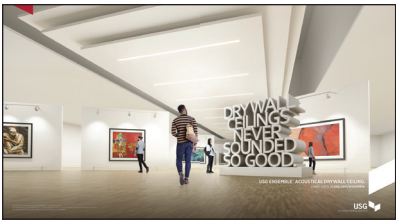
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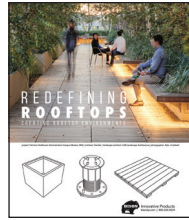
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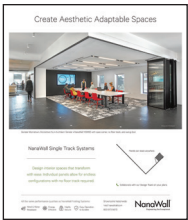
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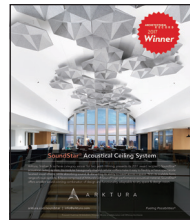
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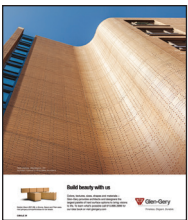
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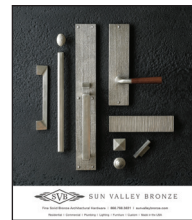
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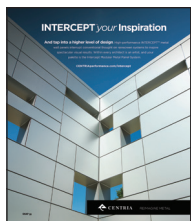
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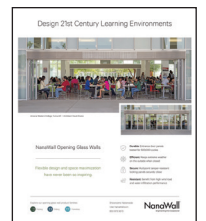
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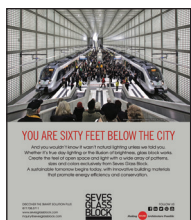
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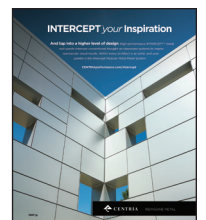
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# ONLINE WINNERS

## ONLINE AWARDS

The winning online ads achieved excellence in one of many ways including visual appeal, effective use of animation, inter-activity and engagement; or having a consistent message online to correspond with their print advertisement.

To view the online award-winning advertisements, visit: [architecturalrecord.com/adawards](http://architecturalrecord.com/adawards)

## ONLINE

### BEST IN CLASS

- › **CertainTeed Ceilings**  
Stoner Bunting Advertising
- › **Dorma**
- › **FORMS+SURFACES**
- › **Pella**  
The Integer Group
- › **Tyco**  
BVK

### WINNER

- › **Coverings**
- › **Petersen Aluminum**  
Auld Design
- › **The Vilcek Foundation**
- › **Vitro**  
Pipitone Group

### HONORABLE MENTION

- › **Bobrick**  
Pipitone Group
- › **LP Building Products**  
Point To Point
- › **Owens Corning® Thermafiber®**  
Assembly
- › **ROCKWOOL**  
Jan Kelley
- › **Sto Corp.**  
Godfrey
- › **Unilock**
- › **Wood Products Council**

## INTEGRATED

### BEST IN CLASS

- › **Coverings**

### WINNER

- › **Owens Corning® Thermafiber®**  
Assembly
- › **ROCKWOOL**  
Jan Kelley
- › **Vitro**  
Pipitone Group

## SOCIAL MEDIA

### FACEBOOK: MOST ENGAGED

- › **Graphisoft**
- › **CertainTeed Ceilings**  
Stoner Bunting Advertising
- › **Marvin Windows and Doors**  
GRP Media

### TWITTER: MOST ENGAGED

- › **Bobrick**  
Pipitone Group
- › **LafargeHolcim**  
Ricochet Partners
- › **Glen-Gery**

### TOP 3 NATIVE

- › **FORMS+SURFACES**
- › **475**
- › **Cree**

## USER ENGAGEMENT 2018 WINNERS

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

### ONLINE ADVERTISING

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

### TOP 4 WINNERS

- › **Vitro**  
Pipitone Group
- › **ROCKWOOL**  
Jan Kelley
- › **The Vilcek Foundation**
- › **Formica**  
Empower MediaMarketing

### 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 210,000 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

- › **Unilock**
- › **CPI Daylighting**
- › **Henkel**

### TOP RENEWAL

- › **Lamboo Technologies**
- › **Echelon**
- › **Think Wood**

### FASTEST MOVING

- › **ASI Group**
- › **Huber Engineered Woods/Zip System**
- › **Formica**  
Empower MediaMarketing

### TOP MULTIMEDIA

- › **Armstrong Ceiling & Wall Solutions**
- › **Armstrong Ceiling & Wall Solutions**
- › **Sierra Pacific Windows**

### TOP USER ENGAGEMENT

- › **Vitro**  
Pipitone Group
- › **ROCKWOOL**  
Jan Kelley
- › **The Vilcek Foundation**
- › **Formica**  
Empower MediaMarketing

# 2018 AWARD CRITERIA

Advertisers qualified for the competition if they:

- Advertised in the 2018 January, February, March, or April editions of Architectural Record
- Advertised in the 2018 January/February or March/April edition of SNAP
- Ran online ads on architecturalrecord.com in 2017
- Sponsored a continuing education course on our CE Center in 2017

The ads are carefully reviewed and judged by a distinguished panel of experienced architects. The architects represent firms of various sizes whose projects include large scale commercial, residential and interiors.

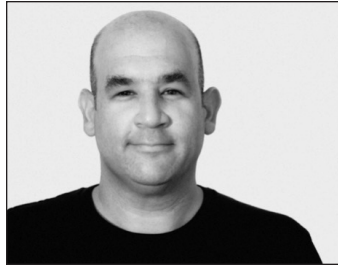
## 2018 AWARDS JURY



**Emily Abruzzo**

Emily Abruzzo is a founding principal of Abruzzo Bodziak Architects (ABA), an internationally-recognized practice with experience ranging from civic and cultural projects to homes and exhibitions.

ABA has been recognized with the 2010 Architectural League Prize for Young Architects and Designers, AIA New Practices New York 2012, a 2013 AIA New York Design Award, Architectural Record's 2016 Design Vanguard, Curbed's 2017 Groundbreaker Award, and is included in New York City Department of Design and Construction's Design Excellence Program.



**Andrew Bernheimer**

Andrew Bernheimer is a Brooklyn-based architect and Assistant Professor of Architecture at the Parsons School of Design. Bernheimer leads an eponymous firm responsible for a wide variety of residential, civic, and cultural projects, including new multi-unit affordable housing developments across the five boroughs.

Bernheimer sits on the Advisory Board of the Institute for Public Architecture, is the Co-Chair of the Van Alen Institute's Program Council, is a fellow in the Forum for Urban Design, and is a member of the Architectural League of New York. In 2018 Bernheimer was elevated to the College of Fellows in the American Institute of Architects.



**Claudia Cusumano**

Claudia Cusumano, a Director at KPF has over 20 years of experience with civic, cultural and commercial office projects throughout the Northeast and Mid-Atlantic United States.

Since 2013, Claudia has been the Project Manager of 30 Hudson Yards, a 1300 feet tall, 2.6 million square feet tower in the Eastern Rail Yards Hudson Yards Development. Claudia is leading the management and coordination of this full service project through construction.



**Jeff Goldstein**

Jeff Goldstein is a Principal and founding partner at DIGSAU, a Philadelphia-based studio practicing contemporary architecture, urbanism and environmental design. With a commitment to the core values of design excellence, experimentation, and material culture, the firm's work builds enthusiasm in others to create meaningful places that empower and inspire people to be more creative, productive, and fulfilled. In a built environment where authenticity is increasingly scarce, their work focuses on Architecture's capacity to communicate and explores innovative ways that the craft of building can connect people to place, history, and time.



**Sara Grant**

Sara Grant, AIA, LEED AP, is a partner at MBB (Murphy Burnham & Buttrick) Architects. She has practiced architecture for over sixteen years, developing highly regarded expertise in the design and management of complex educational and institutional projects.

Sara has managed multi-phased projects for Park Avenue Synagogue and Landmarks Preservation Commission, as well as Union Square Ventures, Rodeph Sholom School, and Meeting Street School in Rhode Island, among many other education, institutional and residential projects.



**Brian Kaplan**

Brian is a registered architect with 23 years of professional experience concentrated on the technical execution of architecture and interiors. Leading the technical practice of one of SOM's design studios, he is responsible for the firm's dedication to quality in design, documentation, process and performance. As an advocate of sustainability across and beyond the design community, Brian reinforces the role we play in improving the health and wellbeing of the occupants of the buildings and spaces they create for their clients, focusing resources to educate staff about making decisions that include occupants in addition to traditional performance criteria.