

THE WHOLE WORLD OF ARCHITECTURE



PRESSRELEASE

‘Absolutely worth emulating’: German Design Council presents visionary architectural projects at the ICONIC AWARDS 2024: Innovative Architecture

Frankfurt, 23 September 2024

The German Design Council today announced the winners of the ICONIC AWARDS 2024: Innovative Architecture. Like no other, the award honours the entire spectrum of creative disciplines from the world of architecture: exceptional spatial concepts and building projects, pioneering product design, outstanding brand communication and innovative use of materials in architecture. The range of solutions is immense and shows that the building industry must offer diverse and above all individual solutions in order to remain fit for the future.

The ICONIC AWARDS 2024: Innovative Architecture inspires with entries of the highest international calibre: 540 entries from 36 countries were submitted to the jury this year, and 55 projects were selected as the 'Best of Best'. "It was impressive to see the immense potential of groundbreaking designs that provide answers to current questions in contemporary architectural discourse," says Lutz Dietzold, Managing Director of the German Design Council, describing the work of the award winners. Once again this year, the special prizes with prize money are generously supported by dormakaba Holding GmbH + Co KG. Tatiana Bilbao Estudio will be honoured as "Architects of the Year" and Norm Architects as "Interior Designers of the Year". The 'Architects' Client of the Year' prize will be awarded to the small German city Neuenburg am Rhein for the 'Areal Kronenrain'. The award ceremony with international guests from the world of architecture will take place on 8 October 2024 at the BMW World in Munich, parallel to the EXPO REAL real estate trade fair.

Special Prize Architects of the Year Award: Tatiana Bilbao Estudio

How can architecture act as a tool to improve social situations? And at the same time act as a platform for all those involved in the design and utilisation process? Tatiana Bilbao Estudio, founded in Mexico in 2004, has been demonstrating this time and again for two decades. The firm's work is characterised by a series of outstanding projects — from the striking 'Estoa'

institute building for the University of Monterrey to the Botanical Gardens in Culiacan and the S'ea of Cortez Research Center' in Mazatlán. Tatiana Bilbao and her team are distinguished by a deep and analytical approach that masterfully translates local conditions into striking architectural gestures,' said the jury, explaining its choice of the Mexican studio as the special 'Architects of the Year' award winner. Their universal and low-cost housing prototypes are modular and quickly realised solutions that impress with their unique collaged concept visualisations. Current projects include the Porte de Montreuil infill development in Paris and the Maria Friedenshort convent in Brandenburg, built on a former Stasi site.

Special Prize Interior Designers of the Year: Norm Architects

Since its founding in Copenhagen in 2008, Norm Architects has impressed clients with its particular passion for minimalist product design and sensitively composed, holistic interior concepts. Bringing the spirit of architecture to life in a space is achieved through a selection of materials that focus on natural resources, combined with a finely balanced design of corresponding furnishings. Projects such as the Äng wine restaurant in Halland and the Heatherhill Beach House in Vejby demonstrate the studio's ability to create sensually charged spatial experiences. In addition to architectural and interior design projects, the team also designs furniture, lighting and objects for international brands. 'Norm Architects are known for their extraordinary sensitivity to location and their ability to create outstanding atmospheric spaces and spatial structures,' praised the jury. Their use of materials such as wood, clay and natural stone creates an atmosphere of security and grounding.

Honorary award Architect's Client of the Year: Neuenburg am Rhein

The 36-metre-high tower made of red tamped concrete stands out confidently between the roofs of the small town of Neuenburg am Rhein. The tower is part of the 'Areal Kronenrain', an ensemble consisting of a multi-storey car park, plaza, viewing platform and bridge. Situated in the border triangle between Germany, Switzerland and France, the town has ventured into a striking transformation in collaboration with Berlin-based MONO Architekten, successfully creating a new connection between the nearby Rhine, the surrounding landscape and the town.

'It takes courage. That is the only way to create contemporary landmarks with identity-forming value. This has been achieved with the Kronenrain site in Neuenburg am Rhein,' says the ICONIC AWARDS jury, praising the project and the determination and vision of the public client not to simply construct a functional building for a project 'of this magnitude. Rather, it has created a true landmark and a new interface between the landscape and the city,' the jury states. For this exceptional decision, the City of Neuenburg is being honoured as 'Architect's Client of the Year' in this year's ICONIC AWARDS: Innovative Architecture. 'Together with the architects, the city has realised an impressive gesture that is absolutely worthy of emulation,' the enthusiastic jury concluded.

Award Ceremony

- 8 October 2024
Admission 5 pm, start of the award ceremony 7.30 pm
- BMW World
Am Olympiapark 1
80809 Munich

Further information:

- Press releases and images are available [here](#)

- You can find a comprehensive overview of all the winning projects in the [online gallery](#)

ICONIC AWARDS: Innovative Architecture

One Award For the Whole World of Architecture

With the ICONIC AWARDS: Innovative Architecture, the German Design Council has established an international architecture and design award that, for the first time, recognises the interplay between the disciplines. Prizes are awarded for visionary urban planning and architecture, innovative products from the fields of interior design and building technology, and communication concepts from all areas of architecture, the construction and real estate sectors, and the manufacturing industry. The focus is on the holistic interaction of the trades in the context of architecture. Each year the award highlights significant developments in architecture and attracts leading architectural firms, young designers and manufacturers to its awards ceremony.

About the German Design Council

The German Design Council Foundation brings together leading representatives from business with design experts from industry and research to implement design as a lever for transformation and economic success. With a focus on circular design, the foundation harnesses the potential of the design discipline for a sustainable future in business and society. Through competitions, conferences, exhibitions, consulting services, and studies, the German Design Council promotes awareness of the impact and value of design.

The foundation was established in 1953 by a resolution of the German Bundestag and funded by German industry. And this has been the case since 1953, when the German Design Council was founded by resolution of the German Bundestag. Today, over 330 of the most important German companies are among the founders of the German Design Council.

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