

PRESS RELEASE _____ 14-2018

ICONIC AWARDS 2018: Innovative Architecture: The winners of the international architecture and design competition have been selected!

Frankfurt, 6 August 2018

Thanks to their outstanding work they have emerged victorious from among a strong field of international competitors – announcing the winners of the **ICONIC AWARDS 2018: Innovative Architecture**. The honorary prize, ‘Architects’ Client of the Year’, goes to the world-famous luxury fashion brand, PRADA. For years PRADA has been promoting art and architecture and commissioning the design and construction of spectacular flagship stores.

The special award ‘Architects of the Year’, with EUR 10,000 in prize money, goes to Asif Khan Ltd. Time and time again this visionary architect and artist, whose name has become a byword, has created complex installations for Furore – such as the recent Hyundai Pavilion in Pyeongchang, or the kinetic façade of the MegaFaces Pavilion 2014 in Sochi.

The award ‘Interior Designers of the Year’, also with EUR 10,000 in prize money, goes to the internationally active architecture and design studio WGNB, based in Seoul and run by Sungchil Park and Jonghwan Baek. What decided it for the judges was the immensely powerful holistic spatial scenarios created by this studio, which have been a source of inspiration to designers around the world for a number of years.

In addition to the special prizes, the judges have also selected the best entries in the categories ‘Architecture’, ‘Interior’, ‘Product’, ‘Communication’ and ‘Concept’, as well as the new, overarching category ‘Innovative Material’. For a complete overview of all the prizewinners, as well as further content and images, visit: <http://www.iconic-architecture.com/en/winner>

The awards ceremony for **ICONIC AWARDS 2018: Innovative Architecture** will take place on 8 October 2018 at the *Pinakothek der Moderne* gallery in Munich, as part of the Expo Real show.

ICONIC AWARDS: Innovative Architecture

With the **ICONIC AWARDS: Innovative Architecture**, the German Design Council has established an impartial, international architecture and design competition that factors in, for the first time, the interaction between the various disciplines. Awards are given to visionary buildings, innovative products and sustainable communication in all sectors of architecture, the construction and real estate business and the manufacturing industries. The focus is on holistic production and on the interaction between the trades in the context of architecture.

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