[May, 2012]

**The VELUX magazine Daylight/Architecture won gold in the Swedish award, Guldbladet (Goldmagazine)**

***VELUX Daylight/Architecture won gold for “Best art direction and design”.***

- An elegant interplay between powerful headlines and demanding in-depth reading for a target group with high demands for holistic and lasting development. A magazine, that protects its material in a strict and elegant graphic typography and in an interesting image language.

This was the jury motivation for presenting Daylight/Architecture Magazine by the VELUX Group and Stockholm Designlab as gold winners in the category; best design and art direction in the Swedish Award, Guldbladet (Goldmagazine), on 15 May.

**Daylight in architecture**

The VELUX name is derived from two words VE for Ventilation, and the Latin word for light, LUX. Since the company started in 1942, the importance of daylight to architecture and people’s quality of life has been a cornerstone in the VELUX Group. VELUX business is closely linked to building design, with the overall objective of focussing on daylight and fresh air as providers of better living conditions in people’s everyday lives. This objective is also the platform from which we present our magazine, Daylight/Architecture. The magazine strive to raise topics and present views and angles about the past, present and future of architecture with daylight and fresh air.

The aim of the magazine is to provide a platform for communication between professionals and thereby inspire and facilitate the discourse on architecture, especially daylight.

Daylight/Architecture magazine was published for the first time in 2005. Since then 16 issues have been published in 40-60.000 copies to architects and specifiers in 25 countries.

Every issue is developed by a VELUX project group in collaboration with editor, Jakob Schoof from Institut für Internationale Arkitektur-Dokumentation, Photo editor and artist, Torben Eskerod, and creative director Bjørn Kusoffsky and graphic designer Per Carlsson from Stockholm Design Lab. The magazine is printed at GZD, DESIGNPRESS GMBH in Ditzingen.

In 2010, Daylight/Architecture won the ‘Best of Corporate Publishing Award’, one of the most prestigious European prizes for corporate publications. Daylight/Architecture is nominated for the BCP award 2012, which is presented in June 2012.

Further info at da.velux.com

**About Goldmagazine**

GoldMagazine is presented for the 12. Time, and is the competition for The Swedish Association of Custom Publishers (SACP) which represents the customer publishing industry in Sweden. The competition received 381 publications and Daylight & Architecture was among 66 nominated in 13 categories.

The Swedish Association of Custom Publishers (SACP), is representing the customer publishing industry in Sweden. Member agencies are producing effective editorial content for their clients. The content can be anything from entire websites and magazines, books, annual reports, to smaller brochures and one-shot publications, produced to engage with a target audience and create a customer relationship of enviable quality.

An important element for SACP is raising overall quality levels in the industry and promoting high standards of journalism.

Further info at www.guldbladet.se

**About the VELUX Group**

The VELUX Group creates better living environments with daylight and fresh air through the roof. The VELUX product programme contains a wide range of roof windows and skylights, along with solutions for flat roofs. The Group also supplies many types of decoration and sun screening, roller shutters, installation products, products for remote control and thermal solar panels for installation in roofs. The VELUX Group, which has manufacturing companies in 11 countries and sales companies in just under 40 countries, represents one of the strongest brands in the global building materials sector and its products are sold in most parts of the world. The VELUX Group has about 10,000 employeesand is owned by VKR Holding A/S, a limited company wholly owned by foundations and family. For more details, visit www.velux.com.

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