



# Latvijas Arhitektūras gada balva 2024

Organized by: Supported by:



## Partnership proposition

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# The Latvian Architecture Award

The Latvian Architecture Award (LAGB) is the most important award and the largest annual event in Latvian architecture, involving local and international audiences, with more than 2,500 participants.

The week-long Architecture Week, from 14 to 18 October 2024, is a programme of events dedicated to architecture, including public lectures by the final jury, special guests and local architects, discussions and an exhibition of the Year Award nominees on display in the city.

The series of Architecture Week events concluded with the Latvian Architecture Award ceremony on 18 October.

More information:

[Regulations](#)

[Media Kit](#)

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## Previous winners



2023

Daile Theatre square

MADE arhitekti



2022

Support Centre  
"Perle"

ĒTER, cooperation  
partner RĪGERS



2021

Reconstruction of the Song  
Festival stage in Mezaparks

Austris Mailītis and  
Juris Poga  
architects



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## LAGB 2024 events

April 22 Call for entries

June 21 Submission deadline

August 6 Press conference / announcement of LAGB nominees

Latvian Architecture Week in October (to be announced)

October 7 Architecture Day

October 14 Lecture series

October 15 Partner lectures

October 16 Architecture Week discussion

October 18 Latvian Architecture Award 2024 Ceremony

Programme on the day of the Latvian Architecture Award ceremony:

16.30 Guest lectures and guided tour

18.00 Latvian Architecture Award Ceremony



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## Press conference



At the LAGB press conference, the Selection Jury announces the nominees to be evaluated for the highest award in Latvian architecture. After this stage, the Final Jury will further assess the works to select the main prize winners. The press conference will be held on August 6.

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# Architecture Week



Architecture Week is a series of events, including lectures, discussions, excursions and educational projects for children and young people, aimed at highlighting the achievements of the last year in architecture and stimulating debate about what is happening in the field. Attendance is up to 200 people in person. The lectures are streamed live on the LAS social media and then available on video on the LAS YouTube channel.

The Latvian Architecture Award Ceremony will close the Architecture Week from 14 to 18 October, when the winners of the highest award in Latvian architecture will be announced.

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# The Latvian Architecture Award Ceremony



2023

VEF Kvartāls



2022

Mezaparks Grand Stage,  
Kokari Hall



2021

Hanzas Perons

The Architecture Week series of events concludes with an awards ceremony, which takes place in different venues each year and attracts between 400 and 600 guests. This year, the ceremony will take place on 18 October and will announce the objects and processes that have received the highest awards in Latvian architecture. The ceremony will be open to the public in person and online

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## Jury

LAGB entries are judged first by a selection jury and then by an international final jury. Its representatives will be announced in August.

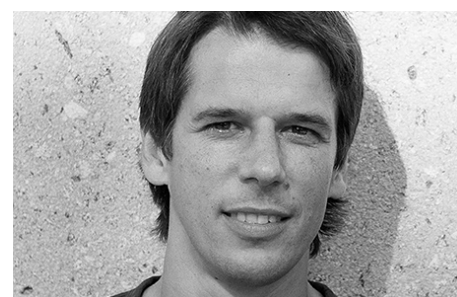
All LAGB jurors are experts in their field, with a clear vision of values. The selection jury makes its decisions by assessing the submissions against the evaluation criteria set out in the Regulations and, based on the submissions, the jury determines the unifying theme for this year's entries.

All prizes - the selection jury prizes, the final jury prizes and the Latvian Architecture Grand Prize 2024 or Grand Prix - are publicly announced and presented at the LAGB awards ceremony





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## Miķelis Putrāms

Chairman of the jury, architect, MADE arhitekti, LAGB 2023 Grand Prix winner



## Linda Krūmiņa

architect, MADE arhitekti, LAGB 2023 Grand Prix winner



## Juris Poga

architect, member of the Council of the Latvian Association of Architects



## Dagnija Smilga

architect, ĒTER, LAGB 2022 Grand Prix winner



## Sandis Voldiņš

Member of the Board of the Latvian National Opera and Ballet, lecturer



## Jānis Šiliņš

Civil engineer, project manager of Citrus Solutions



## Ilze Martinsone

Head of the Latvian Museum of Architecture, guest lecturer, publicist

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## Open-air exhibition and catalogue



Every year, the Latvian Association of Architects organises an open-air exhibition featuring all the projects that have been shortlisted for the Latvian Architecture Award of the year. In 2022 and 2023, the exhibition was located opposite the Architects' House on Torņa Street in Old Riga.

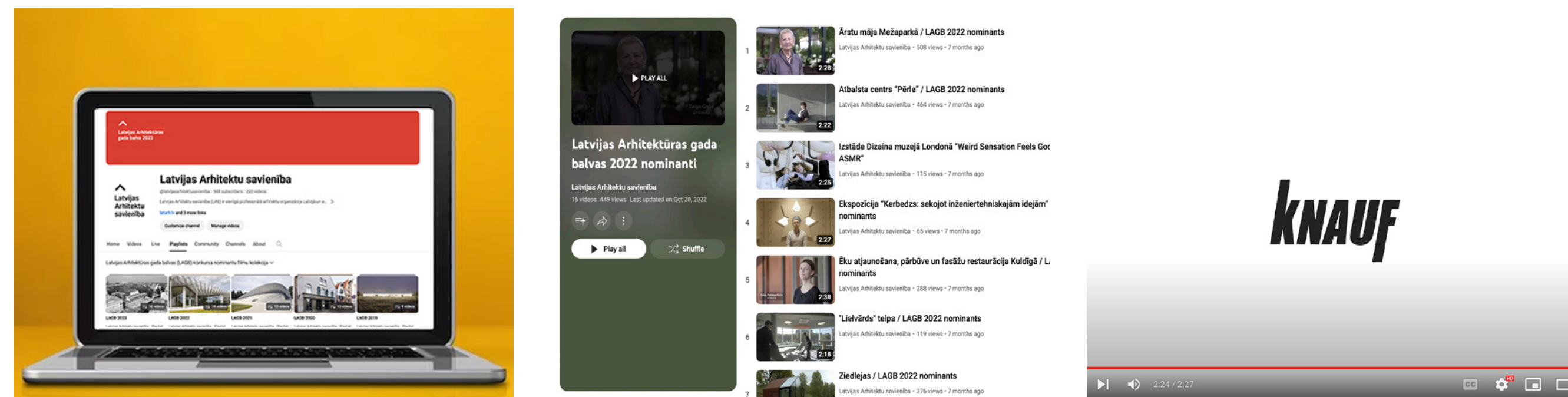
The exhibition catalogue is a visual representation of the Latvian Architecture Award. The catalogue is printed in 500 copies and remains as a long-term communication material – both in Latvian and English. The catalogue is shared with the National Library of Latvia, schools of architecture and art, project authors and all supporters and sponsors.

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## Film collection



The Latvian Association of Architects produces an annual collection of the best short architectural films and over the past seven years more than 100 films have been made. This is the largest collection of films dedicated to Latvian architecture and an important source of documentation of contemporary Latvian architecture, which is constantly used to represent Latvian architecture not only in Latvia, but also abroad. The films are made by Ēriks Božis. Supported by the State Culture Capital Foundation (SCCF) and LAGB partners.

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More information about film collection.



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# The Latvian Architecture Award Ceremony



The Architecture Week series of events concludes with an awards ceremony, announcing the objects and processes that have received the highest awards in Latvian architecture.

The ceremony could be attended in person or watched online.

More information about The Latvian Architecture Award Ceremony 2023.

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## Marketing & Communication

LAGB is the most important award and the largest annual event in Latvian architecture, involving local and international audiences, with more than 2,500 participants – partners, architecture professionals, representatives from related fields, government officials, politicians, activists, real estate developers, and other stakeholders.

By leveraging well-established and trusted partnerships with various organizations and media outlets, we will secure a comprehensive information distribution and communication strategy. This strategy encompasses content creation across diverse platforms, the execution of PR campaigns and magazine features, conducting interviews with various media channels, utilizing print advertising, and sending invitations to an audience exceeding 2,500 individuals

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## Partnership Prospects

Collaborating in the event organized by the The Latvian Association of Architects, The Latvian Architecture Award , offers the opportunity to showcase your company to a high-profile audience, comprising both local and international stakeholders.

The event provides a platform to position your company as a collaborative partner, emphasizing exceptional achievements in Latvian architecture and industry development, while also promoting public understanding of architecture.

This presents a long-term opportunity to promote your activities, both during and after the event, and to establish a network of partnerships at both regional and international levels.

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# Partnership Prospects overview

	Lead Partner	Partner	Supporter
<b>Branding Visibility Strategy</b>			
Logo in all communication alongside the LAS ("organized by") and the Ministry of Culture of the Republic of Latvia ("supported by") logos, separated from the logos of other partners as the "Lead Partner"	•		
<b>The Latvian Architecture Award webpage</b>			
Logo in the partner section (as a link to the Partner's website) along with a statement explaining why the sponsor supports LAGB	•	•	
On the website's news section, information about the Partner's support and involvement in LAGB	•	•	
<b>Media Relations</b>			
Mentioning the supporter in press release texts	•		
A separate post about the support on LAS's Facebook page	•	•	
Sponsor's quote in the closing release, if a special award is presented (previously coordinated with LAS, and only if it naturally fits into the scenario)	•		
<b>Above-the-Line (ATL) advertising</b>			
Logo in print advertising (if applicable)	•	•	
Logo/brand acknowledgment in the sponsor's own media channels			•
Open-air exhibition / exhibition catalog			
Logo on the exhibition stands	•	•	•
Logo within the exhibition's catalog	•	•	•
Advertising space in the catalog (ad layout must be coordinated with LAS beforehand)	•	•	

\* In all LAGB communications, all sponsor logos are used only in a monochrome (black on white) version



# Partnership Prospects overview

<b>Nominee video films</b>	Lead Partner	Partner	Supporter
Logo in the opening titles of the film	•		
Logo (alone across the entire screen) in the end credits of the film		•	
Logo (along with other sponsor logos) in the end credits of the film			•
<b>Video advertisement during lecture breaks (if video is provided)</b>	•		
Logo on the screen before the lecture	•	•	
Opportunity to exclusively fund a specific lecture (logo included in all communications about it)		•	
Placement of informational materials on specialized stands, with visual design pre-coordinated	•	•	
<b>The Latvian Architecture Award Ceremony</b>			
Logo on the invitations to the ceremony	•		
Brand mention in the opening speech of the LAS management	•		
Sponsor's special award (previously coordinated with LAS, and only if it naturally fits into the scenario)	•	•	
Logo on the laureate diplomas	•		
Logo displayed on the screen during the presentation of the best works video films (see previous 'Nominee video films'), if they are screened at the ceremony venue	•	•	•
Invitations to the awards ceremony (quantity to be determined by agreement)	•	•	•

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## Lead Partner, Partner, Supporter

As the Lead Partner, this presents an opportunity to place your brand in the spotlight of LAGB. The Lead Partner package includes visibility across all communication channels and promotional events, ensuring complete brand recognition during the event, as well as access to invitations to the event.

The partner package includes visibility across various communication channels and promotional events, as well as access to invitations to the event.

The supporter package includes logo exposure in the end credits of nominee video films, on exhibition stands, and on the cover of the catalog or other relevant event materials, as well as access to invitations to the event.



## Partnership Prospects overview

Live streaming support	Enhance your brand's visibility by sponsoring the live broadcast of the the Latvian Architecture Award Ceremony on the LAS Facebook page, which will serve as the primary live coverage video from the event. Brand's logo will be prominently featured alongside the logos of all supporters on the live streaming panel.
Afterparty co-sponsorship	Cosponsoring the LAGB afterparty provides an opportunity to showcase your brand in all relevant communication materials and programs related to the Latvian Architecture Award Ceremony afterparty.
Sponsorship of VIP Dinner	Expand your company's visibility by sponsoring and organizing the Latvian Architecture Award Ceremony VIP Dinner for the International Jury, who are the main guests and speakers
The Lounge Area co-sponsorship	We will provide up to a 200 m <sup>2</sup> space to create a brand's networking area or relaxation zone.



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## Latvian Association of Architects

The Latvian Association of Architects (LAS) is the only professional organisation of architects in Latvia and unites almost more than 390 members - professional architects. The Latvian Association of Architects was founded in 1924 and is located in Riga, Torņa iela 11, in the Architects' House.

LAS medium:

facebook / latarh 4250 followers  
instagram / latarh 2000 followers  
x / arhlat 170 followers  
youtube / latvijasarhitektusavieniba 650 followers

latah.lv / LAS web page  
pkpp.lv / further education platform

Latvian Architecture Events Circular LANA with 1000 contacts in e-mails.

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## Contacts

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Thank you and looking forward towards cooperation!

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