

Germany

ARCHITECTURAL PLANNING FIRM OF THE YEAR

Studio Gourdin GmbH

A creative design agency based in Hamburg, Studio Gourdin GmbH specialises in developing signage and scenography alongside interior, exterior, and corporate design. Dedicated to boosting communications within spaces, Studio Gourdin's core focus is on the people that use the spaces and places where it operates. The studio's team of talented designers and planners work to the highest creative standards, showcasing their expertise to develop innovative solutions that inspire its range of private, public, and international clients. A collaborative philosophy supports the studio's mission, as it listens attentively to its client's unique requirements and challenges – developing a strong partnership that ensures Studio Gourdin makes a positive impact on the space in question.

Across the breadth of innovative designs that Studio Gourdin has completed across the last 12 months, four major projects were completed across Germany. On Berlin's Ritterstraße, the studio designed and implemented new signage for the new RITT building and the neighbouring office with the aim of helping visitors find their way easily and efficiently. In Hamburg, the Luruper Höfe neighbourhood had a new orientation system installed, with creative signage ensuring that routes to the local shopping arcade and public transport hubs were clear for residents. Studio Gourdin's innovative wayfinding systems have been successfully implemented in the city too. The local Formannstraße school now has pictogram-style signage aimed at young children who are still developing their reading skills, whilst the six-storey Jupiter building on the Mönckebergstraße – Hamburg's main shopping thoroughfare – now boasts a creative and colourful wayfinding system for shoppers exploring its event locations, galleries, and bars.

The judging panel was particularly impressed by the studio's expertise in wayfinding and planning, which intelligently blends creative design with the building's architecture. Studio Gourdin's innovative methodology means it takes on the perspective of the end user during the planning and design stage of any project, ensuring its wayfinding solutions are intuitive and make spaces and places more accessible and enjoyable than ever before. Studio Gourdin's services are end-to-end, and so it supports clients from the project's inception to its successful implementation.

