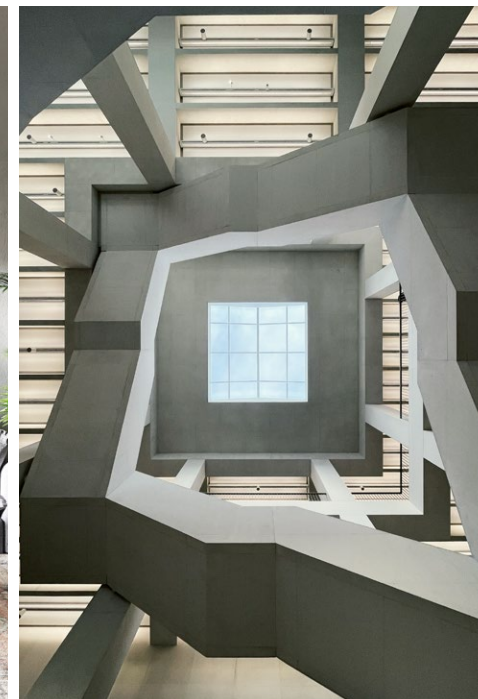
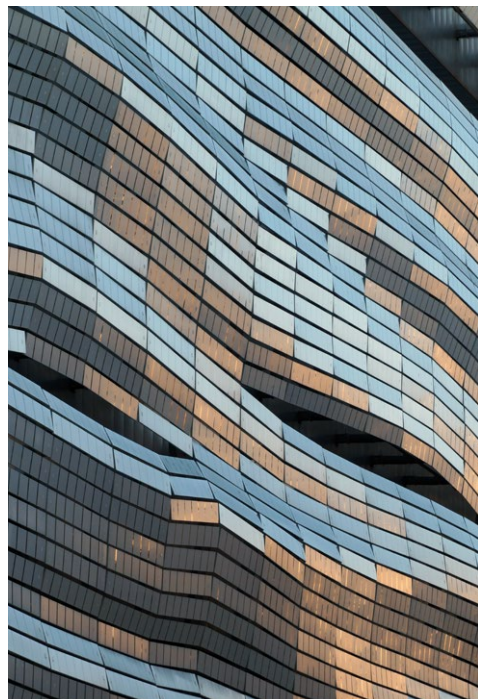


# **DETAIL** Construction Award 2025

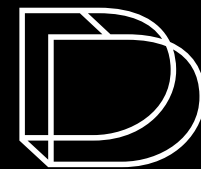
International award for detailed solutions in building construction & interior design



Our goal is to sustainably improve the quality of international construction by highlighting details that make a difference.

**The better the details, the higher the build quality.**

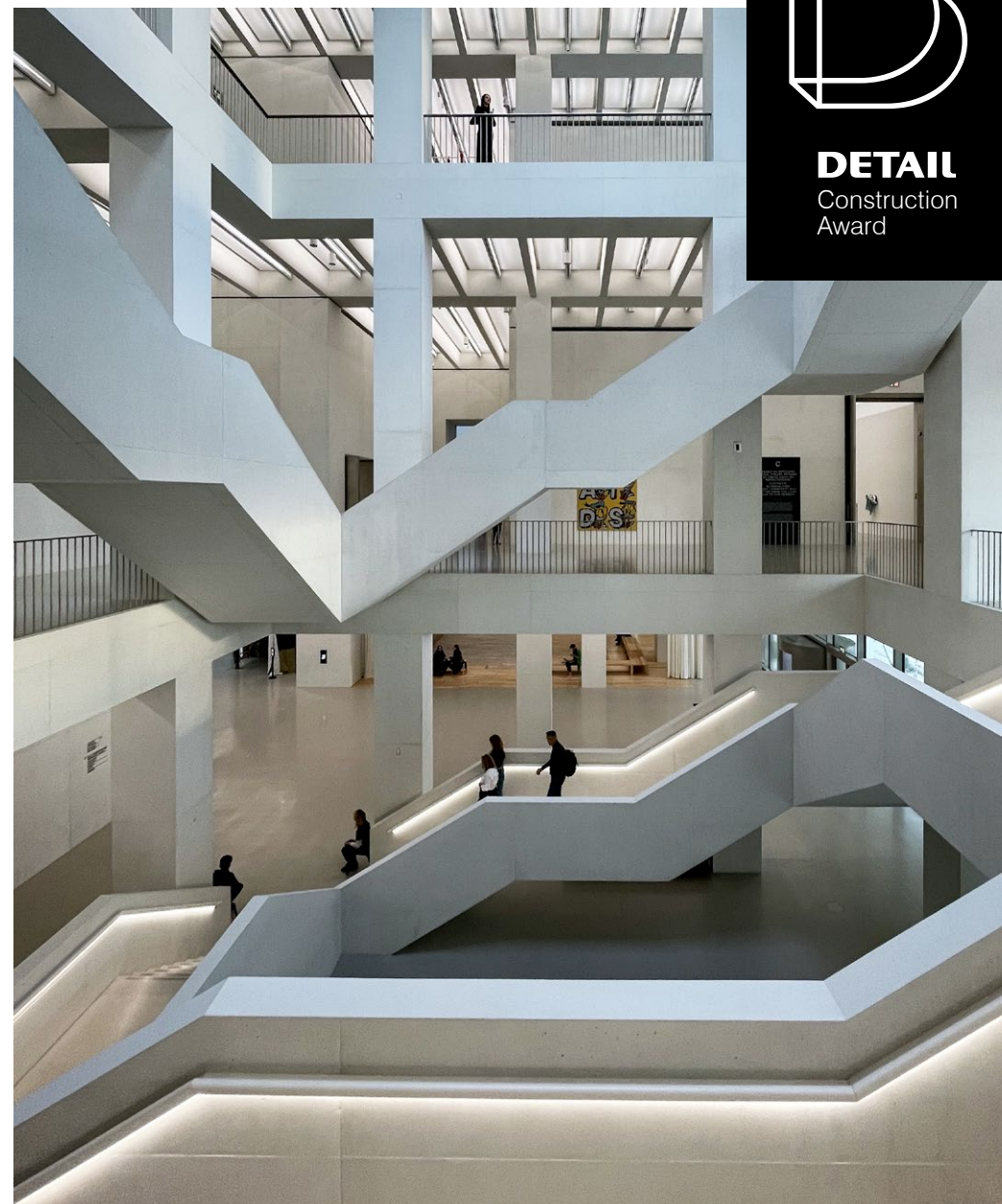
# DETAIL Construction Award 2025



**DETAIL**  
Construction  
Award

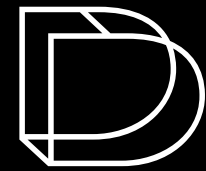
## DETAIL Construction Award

1. Conditions of participation	06
2. Advertising opportunities	
Online advertorial	08
Company portrait	09
Display Ads	10
3. Event sponsorship opportunities	11
4. Your contact team	13





# DETAIL Construction Award 2025



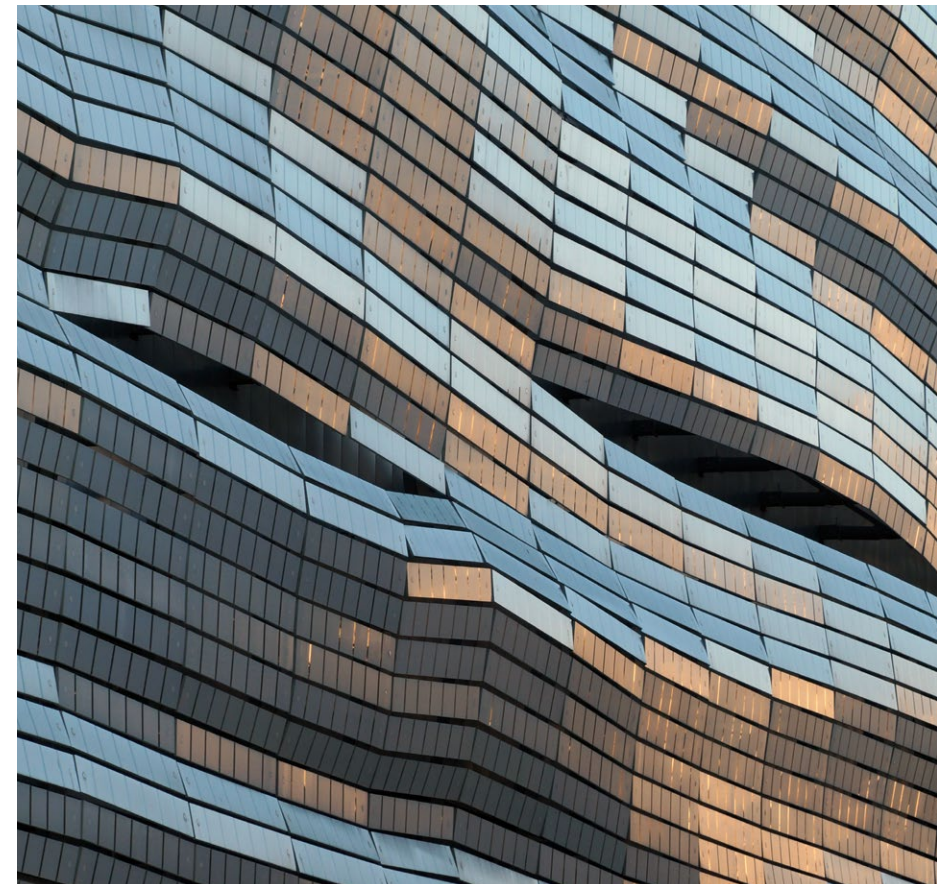
**DETAIL**  
Construction  
Award

To mark the **65th anniversary of DETAIL**, the **DETAIL Construction Award**, an internationally unique prize, is being launched and will be awarded **every two years** from now on.

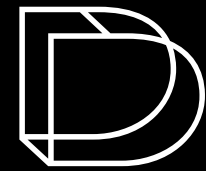
The **DETAIL Construction Award** spotlights detailed planning in architecture and honours trendsetting projects that impress with their **design, materiality and resource-saving concepts**. The award recognises **pioneering detailed solutions** that have been developed in close collaboration between architects, specialist planners, craftsmen and building product manufacturers.

The DETAIL Construction Awards ceremony will take place in Munich on 12 March 2026. For the first time, a high-calibre international jury will honour the **best detailed solutions in building construction and interior design** – supported by sponsors from industry and conceptual partners in politics.

Prizes will be awarded in **five categories**, a **students' award** and possible **special theme-related awards**. The **students' award** recognises bachelors' and masters' theses in the fields of architecture and interior design. These may be conceptual or visionary designs with outstanding detailed solutions that are not necessarily intended for implementation.



# DETAIL Construction Award 2025



**DETAIL**  
Construction  
Award

The DETAIL Construction Award is presented in the **following categories**:

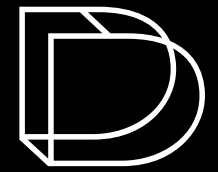
- Facade
- Roof
- Adaptive Reuse
- Supporting structures
- Interiors

In **January 2026**, a renowned jury of experts will select the winning projects in the five prize categories, a students' award, any other awards and special prizes for specific topics from the selection of projects without public participation.

At the same time, DETAIL readers will vote online at [detail.de/en](https://detail.de/en) to select a 'readers' choice award' for each competition category. The DETAIL editorial team will nominate at least 10 projects per category, provided that the number of submissions allows this.

The winners and their projects will be honoured at the award ceremony on **12 March 2026 in Munich**, attended by guests from architecture, civil engineering, industry, politics and economy.

# DETAIL Construction Award 2025



**DETAIL**  
Construction  
Award

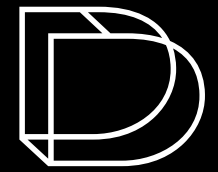
## DETAIL Construction Award – your stage for building culture.

Underline your commitment to building culture, design and sustainability by entering our international award for detailed solutions in building construction and interiors.

### 1. CONDITIONS OF PARTICIPATION

<b>Submission phase:</b>	1 September 2025 to 30 November 2025, 11:59 p.m. (CEST)
<b>Nomination by the DETAIL pre-jury:</b>	December 2025
<b>Jury meeting and Readers' Award:</b>	January 2026
<b>Award ceremony:</b>	12 March 2026 in Munich
<b>Publication of the winners:</b>	DETAIL anniversary issue 06.2026 '65 Years of DETAIL'

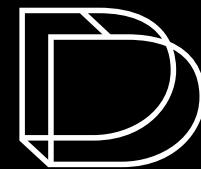
- Detailed solutions from construction projects of all building types worldwide completed after **1 January 2022** are eligible for the 'DETAIL Construction Award'.
- New construction projects, renovations, conversions and extensions can be submitted.
- Participation is limited to a maximum of three projects per office or manufacturer.
- Fees:
  - 1 Project** 250 €
  - 2 Projects** 320 €
  - 3 Projects** 390 €
  - Students' award** 130 €
- The complete application documents must be submitted online **by 23:59 (CEST) on 30 November 2025.**



## 1.1 CONDITIONS OF PARTICIPATION



- The competition languages are German and English.
- The award is open to architectural firms, specialist planning offices and building product manufacturers.
- Industrial companies can participate in the award if the planning architectural firm agrees to their participation.
- Architects may name one (or more) industry partners with whom the submitted detail was developed.
- In the case of working groups, all authors of the design must be named.
- For each project, it is assumed that the authors hold the unrestricted copyright for the design.
- Participation and submission are exclusively online: **[detail.de/de\\_en/constructionaward-2025](https://detail.de/de_en/constructionaward-2025)**
- The participation fee is due upon completion of the submission. Registration is only complete once payment has been received.
- Only submissions that meet the formal requirements and have been paid for will be considered.
- Registration constitutes acceptance of the data protection and copyright provisions of the DETAIL Construction Award 2025.
- Project data must be entered in phases and can be edited via the link sent until final submission.
- No changes can be made after the final submission. Image and file uploads are automatically checked for size and resolution.
- There are no additional or follow-up costs for a nomination or award.
- Jury members and their offices and partner offices are excluded from participation.



## 1.2 CONDITIONS OF PARTICIPATION

<b>Project sheet and photos:</b>	The project sheet (A1 landscape, 300 dpi, max. 6 MB, JPG or PDF) is mandatory and can be designed freely. It should show the detailed solution in the context of the entire building. The project name, location and author should be indicated in the top right-hand corner.
<b>Recommended content:</b>	Drawing of the detailed solution (scale 1:1–1:50) Photos of the detailed solution and the entire building Floor plans/sections showing the location of the detailed solution
<b>To be submitted additionally:</b>	4 photos (JPG, min. 10 × 15 cm, 300 dpi, max. 4 MB) – no renderings Detailed drawing as a vectorised PDF Brief project description (max. 500 characters)
<b>Project text:</b>	max. 2,500 characters in length for a better understanding of the project and the details submitted

### **Note:**

For each project, the competition category in which the project is competing for the award must be specified. The jury reserves the right to recategorise entries. Detailed information on submissions and a complete list of the documents to be submitted can be found in our competition documents at **[detail.de/de\\_en/constructionaward-2025](https://detail.de/de_en/constructionaward-2025)**

The jury's decision and the results of the reader vote will be announced to all participants at: **[detail.de/de\\_en/constructionaward-2025](https://detail.de/de_en/constructionaward-2025)** and in the anniversary issue 06.2026 '65 Years of DETAIL'.



# DETAIL Construction Award 2025

## 2. ADVERTISING OPPORTUNITIES – ONLINE ADVERTORIAL

Become part of a strong network for quality in construction – and show what your brand stands for. **DETAIL Construction Award – your stage for building culture.**

Use our online advertorial to increase visibility for YOUR building detail: permanent, wide-reaching and linked multiple times with a comprehensive online listing.

- + Homepage placement on publication day (top placement on detail.de/en, see 'Home')
- + Website placement 'DETAIL Construction Award' and
- + Products & References
- + additional signet

**DETAIL**  
Construction Award

**DETAIL**  
Construction Award  
NOMINEE

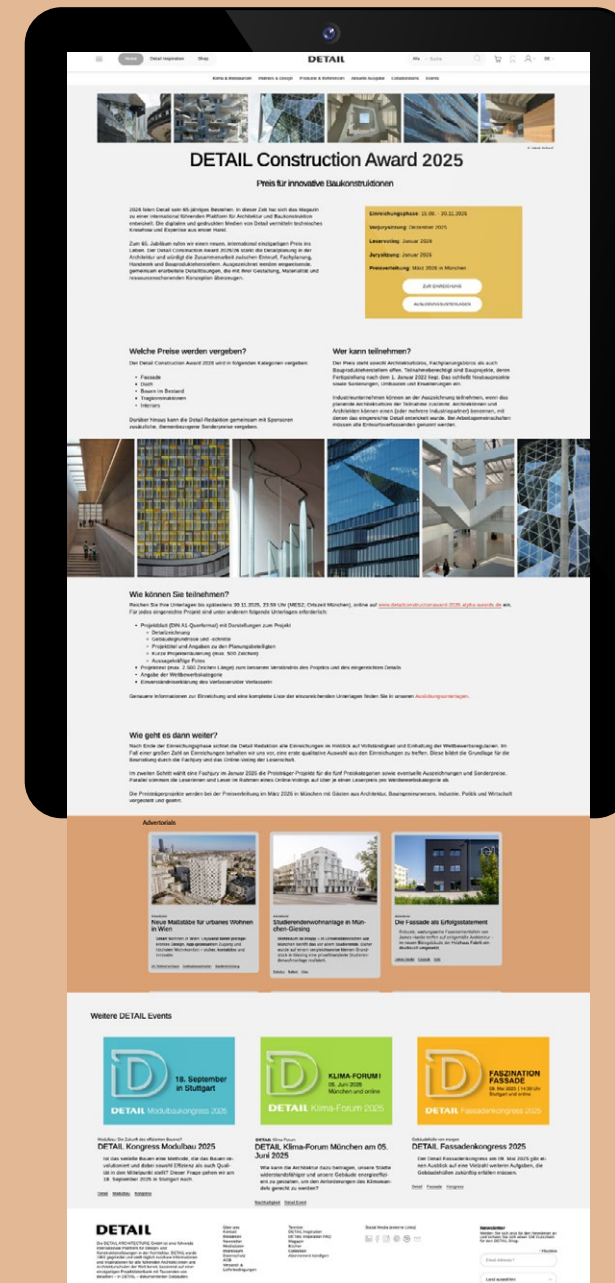
**DETAIL**  
Construction Award  
WINNER

### Services:

- Permanent listing on detail.de and findable via the global search function
- Consisting of a large teaser image and 4 gallery images, text length up to a max. of 2,500 characters
- Your submitted content will be reviewed, edited and assessed by the editorial team
- Link to a target URL of your choice. You are welcome to add a tracking code to the link
- Image/text ad in DETAIL newsletter with link to the online advertorial
- Contact form for lead generation
- 1 × Social Media Post, accompanied by an editorially prepared post to our followers after publication
- 1 × Advertorial refresh on homepage (after 4–6 weeks)
- Reporting 4 weeks after publication / final reporting 30 June 2026

8

**Price: 4,150 €<sup>1</sup>** (monolingual DE or EN)  
**7,650 €<sup>1</sup>** (bilingual DE and EN)



<sup>1</sup> Special ad format: not eligible for discount, but eligible for agency commission



# DETAIL Construction Award 2025

## 2.1 ADVERTISING OPPORTUNITIES – COMPANY PORTRAIT

Introduce YOUR company and offer a direct contact option (monolingual DE or EN)

- + Website placement 'DETAIL Construction Award' and
- + Company Portrait
- + Additional signet

**DETAIL**  
Construction Award

**DETAIL**  
Construction Award  
NOMINEE

**DETAIL**  
Construction Award  
WINNER

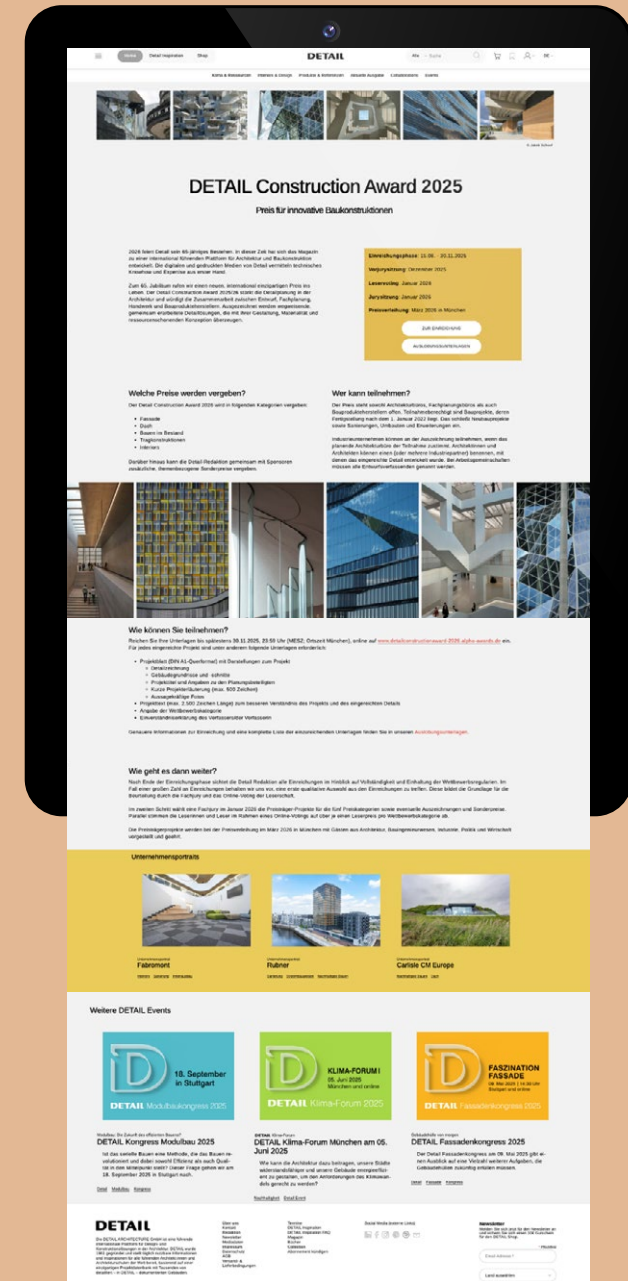
### Services:

- Own company listing on detail.de/en
- Contact, information request and callback form
- Up to 5 hashtags for keyword search
- Link to company page (SEO-friendly dofollow link)
- Cross-linking to other online services (e.g. online advertorials, product + practice or event sponsorship)
- Integration of your Social Media Channels (linking)
- 12 months on detail.de and findable via the global search function
- Final reporting

**Prece: 1,190 €<sup>1</sup>** (monolingual DE or EN)

**1,790 €<sup>1</sup>** (bilingual DE and EN)

Duration 12 months



<sup>1</sup> Special ad format: not eligible for discount, but eligible for agency commission

# DETAIL Construction Award 2025

## 2.2 ADVERTISING OPPORTUNITIES – DISPLAY AD

Advertising campaign on 'DETAIL Construction Award' detail.de/en

### ADVERTISING PLACE

**'DETAIL Construction Award'**

**Max. 3 companies / manufacturers**

Displayed on a rotating basis on desktop and mobile devices

### DESKTOP

**Hero Banner (1.600 × 412 px)**

### MOBILE

**Billboard 1 (320 × 100 px)**

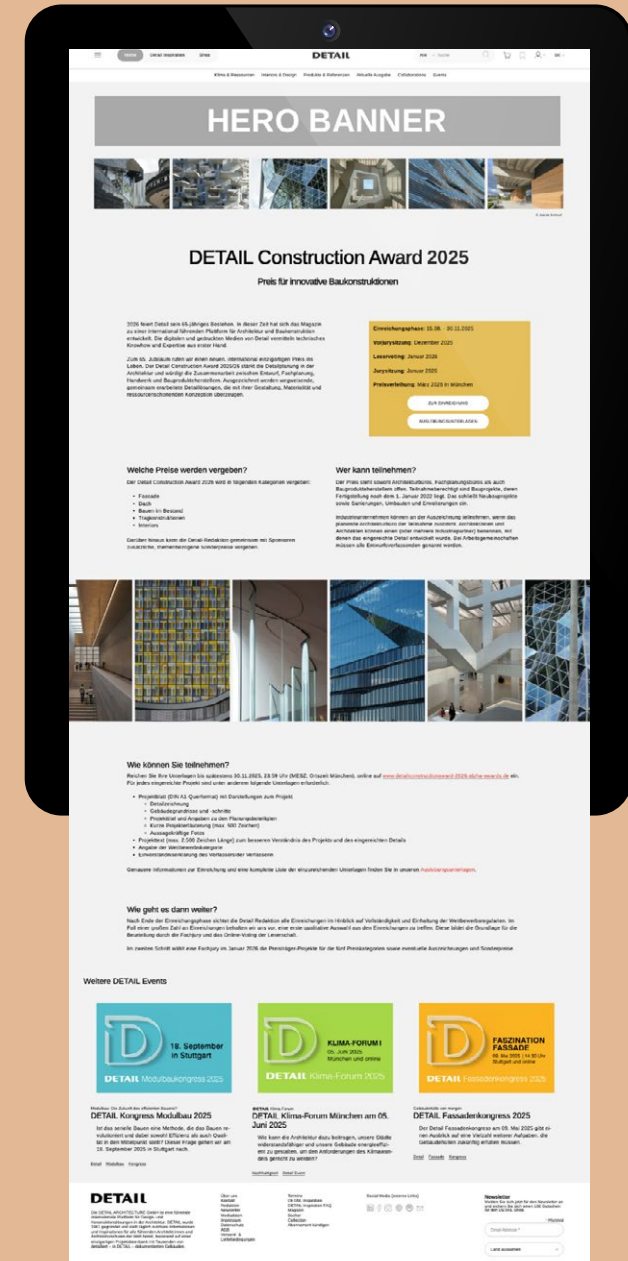
### DURATION

**1 October 2025 to 30 June 2026**

Submission phase, voting and announcement of winners

**Price: 6,500 €<sup>1</sup> (DE or EN)**

**13,000 €<sup>1</sup> (DE and EN)**



# DETAIL Construction Award 2025

## 3. EVENT SPONSORSHIP OPPORTUNITIES

As a company, you have the opportunity to become a sponsor partner of the prestigious DETAIL Construction Award and strengthen your brand among influential market leaders in architecture.

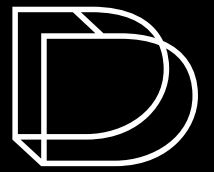
Benefit from a nationally and internationally wide-reaching omni-channel campaign in print, digital and social media – from September 2025 to June 2026.

The highlight of the DETAIL Construction Award is the ceremony on 12 March 2026 in Munich. Here, the winners and their projects will be honoured in the presence of guests from architecture, civil engineering, industry, politics and economy.

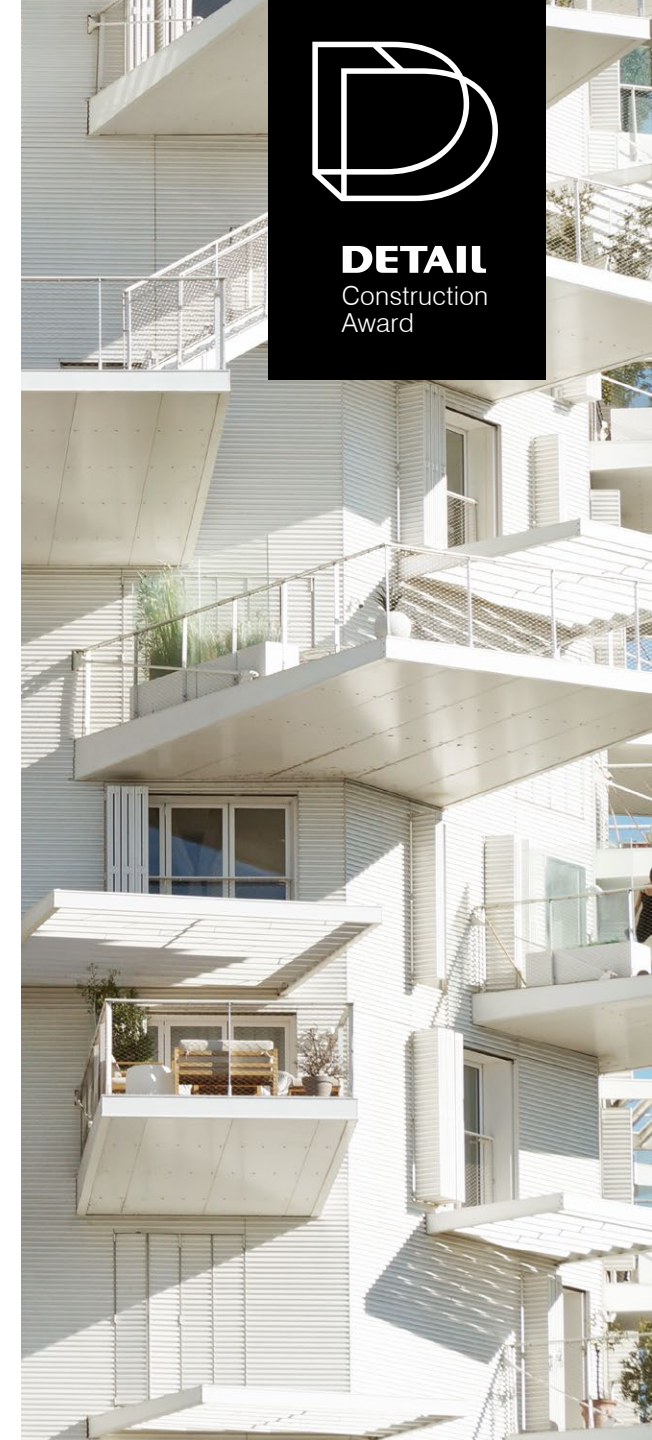
Another highlight and the crowning finale of the DETAIL Construction Award is the detailed documentation of the award winners and the naming of all sponsors in our anniversary issue 06.2026 '65 Years of DETAIL'. This issue will be published with an increased print run, an eye-catching cover image and a particularly high archival character.

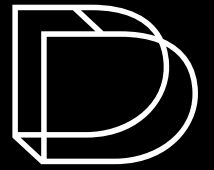
**Become part of a strong network for quality in construction – and show what your brand stands for.**

**DETAIL Construction Award 2025 – Highlight your commitment to building culture, design and future viability.**



**DETAIL**  
Construction  
Award





## 3. EVENT SPONSORSHIP OPPORTUNITIES



### **GOLD PACKAGE PRICE** **15,500 €**

- Mention as a sponsor in the comprehensive omni-channel package (print, digital, social)
- Mention as a sponsor before, during and after the award ceremony (press release, press wall, follow-up report)
- Laudation including award presentation in one category
- 1/1 page, 4c in DETAIL anniversary issue 06.2026 '65th of DETAIL'
- 5 tickets for the awards ceremony



### **SILVER PACKAGE PRICE** **10,500 €**

- Mention as a sponsor in the comprehensive omni-channel package (print, digital, social)
- Mention as a sponsor before, during and after the award ceremony (press release, press wall, follow-up report)
- 3 tickets for the awards ceremony



### **PANEL SPONSOR** **5,000 €**

- Sponsor and speaker at an architects' panel – organised and moderated by DETAIL – on the afternoon of the award ceremony
- Mention as a sponsor before, during and after the award ceremony (press release, press wall, follow-up report)
- 2 tickets for the awards ceremony

## Further exciting sponsorship opportunities

As a sponsor, you will be mentioned before, during and after the award ceremony with your logo on the 'DETAIL Construction Award' website, in press releases, on the press wall and in follow-up reports. You will also receive two tickets to the award ceremony.

### **JURY MEETING**

Invite high-profile architects from the jury and the DETAIL editorial team (approx. 10–12 people) to your company, including catering

### **SPECIAL PRICE AWARD TROPHY**

Non-cash or cash bonus (approx. 5,000€)  
Sponsor the Construction Award trophies (10–15 copies)



# YOUR CONTACT TEAM



**Margit Färber**

Director Sales & Event,  
Member of the Executive Board

+49 89 381620-836  
faerber@detail.de



**Corinna Fischer**

Junior Sales Manager

+49 89 381620-424  
fischer@detail.de

SALES



**Janette Mirkovic**

Deputy head of advertising

Area Sales Management  
North Rhine-Westphalia

Portugal, Czech Republic,  
Slovakia, Hungary, Romania,  
Bulgaria, Slovenia, Croatia,  
Bosnia-Herzegovina, Serbia,  
Montenegro, Albania, Kosovo,  
North Macedonia, Cyprus,  
Greece, Turkey,  
United Arab Emirates,  
Canada, CIS

+49 89 381620-825  
mirkovic@detail.de



**Michael Fuhrmann**

Baden-Württemberg,  
Berlin, Brandenburg  
Mecklenburg Western Pomerania  
Thuringia, Saxony, Saxony-Anhalt,  
Lower Saxony, Hesse,  
Rhineland-Palatinate Saarland,  
Schleswig-Holstein, Hamburg, Bremen  
Switzerland, Liechtenstein

Fuhrmann Medienservice  
Waiblinger Straße 6, 71404 Korb

+49 7151 20554-0  
michael@fuhrmann-medienservice.de



**Peter Schachtl**

Bavaria, Austria

Peter Schachtl Medienservice  
Am Point 10  
83075 Bad Feilnbach

+49 8064 905975  
medienservice@schachtl.de



**Juliane Schneider**

Great Britain, Ireland, Italy,  
Netherlands, Denmark,  
Norway, Sweden, Finland,  
Estonia, Latvia, Lithuania,  
Poland,  
USA

+49 7582 934-8282  
schneider@detail.de



**Héléne Loubeau**

Spain, France,  
Belgium, Luxembourg

+49 069 310 999-44  
loubeau@detail.de

EVENTS



**Johanna Eberl**

Event Management

+49 89 381620-887  
eberl@detail.de

events@detail.de



**Katharina Brückl**

Event Management

+49 89 381620-865  
brueckl@detail.de

events@detail.de



**Elisabeth Plomitzer-Kanzler**

Disposition

+49 89 381620-879  
plomitzer-kanzler@detail.de



**Anke Thaler**

Disposition

+49 89 381620-868  
thaler@detail.de

DETAIL Architecture GmbH  
Messerschmittstraße 4  
80992 München  
disposition@detail.de  
Fax: +49 89 381620-899

AD MANAGEMENT