



## **PRESS RELEASE: ARCHITECTURE HUNTER AWARDS (AHA) 2025**

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### **Architecture Hunter Awards 2025: Expanding Boundaries, Honoring Innovation**

Architecture Hunter, a globally recognized digital media platform, proudly announces the highly anticipated second edition of the Architecture Hunter Awards (AHA) 2025. After a remarkable first year, AHA returns with new categories, a deepened commitment to social impact, and an even greater celebration of design innovation.

Since day one, Architecture Hunter has led the way in digital architectural curation, building a diverse global audience of over 3 million. The Architecture Hunter Awards continue this mission by recognizing and rewarding excellence in architecture, interior design, and now, product design.

### **A Celebration of Global Architectural Excellence**

The Architecture Hunter Awards represent the platform's ambition to not only recognize outstanding architectural work but to also set a new standard for international architecture awards. Its pre-launch took place on February 25, 2025, allowing pre-registering participants to guarantee a discounted entry, as well as exclusive early access to all of our upcoming awards communications. Subsequent entry phases will be organized in the following schedule:

- Early Entry: from March 17th to May 4th, 2025
- Main Entry: from May 4th to June 15th, 2025
- Late Entry: from June 15 to July 10th, 2025

### **Expanding the Award Scope: Product Design Group**

This year, the AHA introduces a new group dedicated to Product Design, expanding the recognition of creativity beyond buildings.

In 2025, AHA breaks new ground by introducing a new group dedicated to Product Design, expanding its recognition of creativity beyond architecture. The new Product Design categories include Furniture Design, Lighting Product Design, Bathroom & Wellness Product Design, Urban Product Design, and Small Object Design - each celebrating how design enhances daily life.

The new category ensures that design excellence is recognized across multiple disciplines, reinforcing AHA as a comprehensive design award.

## **Social Impact: A Greater Commitment to Positive Change**

Continuing its social responsibility initiative, AHA will once again donate 5% of all entry fees to Construíde, a Brazilian non-profit organization dedicated to providing housing for vulnerable families.

However, for 2025, a new "Social Architecture" category has been introduced, where 100% of the entry fees will be donated to Construíde. This category is open to projects that prioritize social impact, accessibility, and community well-being, including housing, healthcare facilities, community centers, educational spaces, and public shelters.

## **A New Opportunity for Emerging and Established Firms**

Two new special categories have been introduced to recognize architecture firms at different stages of their journey:

- **Best New Arch Firm:** Celebrating emerging firms founded between 2018-2025, this category highlights studios making a significant impact through creativity and innovation.
- **Firm of the Year:** Honoring an established practice for its outstanding contributions to architecture. This category is jury-nominated, with the final winner decided via popular vote.

## **Empowering Future Architects: Free Student Entries**

In 2025, AHA is making an unprecedented move - the Student Category will be 100% free throughout the entire award period, ensuring that emerging talent can participate without financial barriers. This initiative aims to support and encourage the next generation of architects and designers.

## **Categories and Jury: A Global Stage for Innovation**

The Architecture Hunter Awards 2025 span multiple disciplines, covering Architecture, Interior Design, Landscape Architecture, Unbuilt Projects, Image, Video, Sustainability, and now Product Design. The jury, composed of renowned industry leaders, ensures that awarded projects reflect the highest standards of design excellence.

## **A Collaborative Celebration**

The Architecture Hunter Awards are created in collaboration with brands closely aligned with the identity of Architecture Hunter, offering creative freedom for the award and sharing a common vision. This partnership structure underscores the unique positioning of the Architecture Hunter Awards as the first Brazilian award of international relevance in the field. Architecture Hunter thanks

the sponsors for joining us on this inspiring journey. This support not only enriches the award but also strengthens the celebration of architecture and design on a global scale.

Master Sponsor: SKR Arquitetura Viva

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### **Join Us in Celebrating Architectural Innovation**

For more information about the Architecture Hunter Awards, participation details, and updates, visit Architecture Hunter Award's website (<https://architecturehunter.com/aha-2025/>).

Join us in honoring the power of design to shape the world. Whether you're an architect, designer, or visionary, be part of AHA 2025 - where innovation meets impact, and excellence knows no boundaries.