

# LAND

Press release

## **LAND wins Silver with its corporate magazine at the Best of Content Marketing Award**

**Dortmund, October 9, 2024** – The trilogy of the LAND magazine has won silver in the B2B Building and Living category of the Best of Content Marketing Award (BCM) 2024, as announced at a gala event of the Content Marketing Forum (CMF) on October 8 in Dortmund. It is already the second award, after receiving the Award of Excellence for it at the 30th Annual Communicator Awards in June 2024.

In its **three issues**, "Leading with Landscape," "The Joy of Landscape All Around Us," and "In-Between Landscape," the **LAND magazine** combines communication about the implementation of innovative landscape development projects with questions of fundamental research. Through **interdisciplinary contributions** from partners, experts, and employees, a collective narrative emerges about how we can shape the future with nature.

The award, presented annually by the **CMF, the industry association of content marketing experts in German-speaking countries**, primarily evaluates the content design of corporate communication. It recognizes the core idea of LAND's magazine, which aims to raise awareness beyond the professional field about the **central role of nature in the cultivation of urban and rural spaces** among a broad audience.

The international planning and consulting company LAND (Milan – with offices in Düsseldorf, Lugano, and Vienna, among others) has been a **pioneer in sustainable landscape development for over 30 years**, opening up perspectives for a better quality of life with an eye toward future generations.

The BCM, awarded across a wide range of categories, is considered a highlight in the communications industry and a benchmark for contemporary communication work.

**Andreas Kipar, co-founder and CEO of LAND**, sees the award as a confirmation, "which gives us the courage to continue tackling future challenges with hope and to share this journey through communication. It's about the people who are at the heart of our planning and actions." He expresses his gratitude to all the authors and especially the magazine's production team, including Andrea Küpfer, Henning Klüver, and Tim Santore, as well as Thomas Schönauer, Carlo Stanga, and Ralph Richter for their artistic contributions.

**Digital editions of the LAND magazine** can be viewed [here](#). Information about the BCM can be found [here](#).

### **Contacts for the media**

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### **LAND**

LAND – an acronym for Landscape, Architecture, Nature, and Development – is an international landscape consultancy with offices in Austria, Canada, Germany, Italy, Saudi Arabia, and Switzerland. Andreas Kipar and a Team of 200 landscape architects, architects, urban planners, agronomists, engineers, and researchers are dedicated to the regeneration of regions, cities, and places since 1990.

LAND's consulting, planning, and design activities aim to improve people's well-being and environment through the implementation of climate-positive solutions and participatory processes that lead to sustainable development.

We provide consultancy to public and private clients on how to innovate with nature, applying international policies and promoting collaborative planning procedures. Together with our clients and our extensive network of partners, we leverage the opportunities of the green transition for our communities.

Among our main projects: Green Rays strategy, Porta Nuova, Piazzale Loreto, and the re-development of the former EXPO site MIND in Milan; Essen's Urban Open Space Strategy and Krupp Park, comprising ThyssenKrupp HQ, and the Freiheit Emscher in Essen; Ruhr Regional Green Infrastructure Strategy; the renaturation of the Airolo valley and Cassarate River Park in Switzerland; Saint-Laurent biodiversity Corridor in Montreal; Al Urubah Park in Riyadh and EXPO 2020 Dubai in the UAE; strategic consulting in landscaping, infrastructure, and renewable energy through, among other things, Landscape Information Modeling LIM©, as well as the research and innovation projects UrbAlytics and T-Factor funded by the European Commission. LAND's work has been recognized through numerous prestigious international awards, amongst them Premio Mercurio, MIPIM, Wan Awards, Biennale Pisa, Passive and Low Energy Architecture Award (PLEA), European Garden Award 2023.

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