

Good News on our own behalf

La Loupe wins the **GERMAN DESIGN AWARD 2020 - Winner of Excellent Communications Design – Editorial**

We are thrilled to share the most wonderful news with you, dear readers – **La Loupe** won a **German Design Award 2020!** The international jury of this renowned design competition which is organised by the German Design Council for excellent design ideas awarded us the prize in the category **“Winner of Excellent Communications Design – Editorial”**.

The jury’s reasoning:

“Its original title illustration immediately makes this elaborately made and extremely stylish pocket-magazine stand out from the masses. The content convinces with informative texts and appealing, high-quality photographs, combined with a well-structured and reader-friendly layout. The pouch for packaging is a beautiful detail.”

With the firm belief that information can be beautiful, too, I had precise ideas as to what criteria a (my) magazine would have to meet when I planned the first edition of La Loupe in 2011. It was supposed to delight, inform, and entertain the readers and be a work tool for hotels & restaurants at the same time. An interface between guest and destination, as a print magazine with a strong digital presence.

With Julia I not only found my “one”, I also found a congenial partner for developing La Loupe further, making it more user-friendly and making sure it met the highest standards in terms of both content and design. As an art historian Julia brings a trained eye for content and design to the table and a special sense for colours; the Golden Ratio is sacred to her.

- Benjamin Skardarasy (Editor of La Loupe)

With La Loupe - “the magnifying glass” - we want to take a close look at and get people interested in the people and stories that make the individual locations what they are. Each magazine contains well-researched stories and fascinating interviews with selected personalities. The cover illustration is cheerful and surreal, and it reflects the contents of every edition. It stands for fashion, art, and our personal taste for beautiful and elegant design.

-Mag. Julia Skardarasy (Editor of La Loupe)

We love to travel and find inspiration in wonderful places and encounters. With open eyes and hearts we put together a collection of everything that’s special about a destination which then flows into La Loupe to be useful and entertaining to the readers.

The German Design Award 2020 fills us with a deep sense of gratitude. And it is affirmation and motivation to stay on our path – together with a team that is just as passionate about good quality as we are.

- Benjamin & Julia Skardarasy (Editor of La Loupe)

Kontakt

La Loupe – the unusual magazine

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