

X Anatec Award

From the Editor

The Lume Arquitetura magazine is awarded as one of the best segmented media of Brazil



Alexandre Magno

THE LUME ARQUITETURA MAGAZINE IS ONE OF THE WINNERS OF THE X Anatec Award, a contest that values the Brazilian segmented media. In the evening of August 28th, 2014, in a ceremony held at the Raul Cortes Theater, at Fecomercio-SP, the magazine won the Bronze trophy for the B2B category – Print. In this edition of the contest, there were 91 cases subscribed and 35 of them awarded. “This award is a success among readers and business, where the segmented media is very strong, thriving and significant for the market”, said Pedro Renato Eckersdorff, executive-president of Anatec (Publication Editors National Association).

According to Maria Clara de Maio, director of De Maio Comunicações and Lume Arquitetura magazine, it was a great

surprise to win the first time the magazine was subscribed in an award. “We waited until the magazine was mature enough in all aspects, not just with its market positioning, but also with the consolidation of the team and activities that involve its production, so we could subscribed the magazine in an award. It’s a blessing after over 11 years of hard work and persistence”, she emphasized.

Maria Clara gets emotional when she talks about the trophy again: “It’s so rewarding to receive this award. It is my first prize as a journalist and businesswoman and I can say that it was the best moment of my career. For us from Lume Arquitetura it was a unique moment and a special night. The team was very united and happy.”

Erlei Gobi, editor of Lume Arquitetura, also enhances the team

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Pedro Renato Eckersdorff
Executive-president of Anatec

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that produces the magazine: “We are a small team, but very competent and united. Each of us gives our best so, the magazine reaches our readers impeccably; but the most important thing is that we are always willing to help each other, as a winner team should be.

Recognition

According to Pedro Renato Eckersdorff, winning the Anatec Award means being recognized for its excellence as a segmented media. “During these 10 years, we subscribed 1.107 cases, an expressive number. When a media is awarded, it indicates that it was recognized by a jury of specialists as an important publication for its specific market. The readers like to know that the magazine they read was awarded. It assures that the content has quality and is well elaborated”, he emphasizes.

Maria Clara shares the same opinion of the executive-president of Anatec: “We chose following a path with quality and it took us to this achievement. Lume Arquitetura magazine it came up as an idea and great ideas are important, but what makes history is the materialization of them. The award is also a differentiation for the advertiser and the reader.”

Furthermore, the director of Lume Arquitetura magazine makes sure to talk about everyone that contributed and still contributes to the magazine success: “We know is a team prize, but if it wasn’t the investment of the advertisers; the information of lighting designers; the columnist contributing with their knowledge; and the readers consuming and stimulating our work, this achievement wouldn’t be possible”. She also reminds that this is an award for the entire lighting market; “For the good reactions we got on our Fan Page on Facebook, the e-mails



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Erlei Gobi
publisher of Lume Arquitetura magazine

and phone calls we received, we could see that the lighting industry is very excited with the trophy. Everyone feels as a winner with this award”.

Segmented Media

According to Pedro Renato Eckersdorff, the segmented media is, with

no doubts, the most important contributor for the industry development where it acts: “More and more we heard about niche markets, and the segmented media serves those niches and that’s the reason for their success”, he says. “The print media is going through a delicate moment, but this award is an encouragement to not give up so early on this means of communication.



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On the left, Lume Arquitetura team: Lara Nascimento, Katia Pereira, Izabel Cristina Lourenço, Rubens Campo, Eduardo Garcia Marques (with the certify), Maria Clara de Maio, Nelson Rodrigues, Erlei Gobi and Adriano Degra. Above, all winners of X Anatec Award.

The segmented magazine will still have a long life and the Anatec Award is important to give value to everyone that works in this sector”, says Maria Clara.

During the event, others professionals were honored and also received trophies: Paulo Lima, founder of Trip Editora received the award of Personality of the Year; Rafael Sampaio,

founder and councilor of About magazine and Portal da Propaganda.com was awarded as the Journalist of the Year, while Daniel Chalfon, president of the Grupo de Mídia SP, shareholder and vice-president of Mídia da Loducca was honored as the Professional of the Media. The trophy for Agency of the Year was given to Artplan. ◀



10 years of Anatec Award

The Anatec Award was an initiative of the Publication Editors National Association (Associação Nacional de Editores de Publicações – Anatec), an entity class with 27 years of foundation and it is organized by Garrido Marketing. The award is nationwide and targets professionals, editors, agencies, studios, different means of communication, promoters of markets, events and exhibitions and producers of segmented content that value and contribute to the good practice and development of the industry. During these 10 years of the event there were 1.107 cases subscribed in different categories, such as B2B – Print, B2B – Digital, B2C – Print, B2C – Digital, Cover, International Circulation, Customized – Print, Customized – Digital, Home Pages, Release of the Year – Print, Release of the Year – Digital, Graphic Designs, Digital Projects, and others.