

## ICONIC AWARD 2015

# STERN wins international design award with the magazine “The Riverside”

Wiesbaden/Munich, 15 July, 2015 – And the winner is: The full service agency, STERN (Wiesbaden/Munich), has won the prestigious ICONIC AWARD 2015 “Best of Best” with the magazine series “The Riverside” for the MainTor construction project in Frankfurt am Main. The corporate publishing product received the international award from the German Design Council in the communication category. As a leading communications agency in the field of real estate marketing, STERN has therefore beaten competing projects from all over the world. The prize will be presented on October 5 within the context of the leading German trade fair in the real estate sector, Expo Real, at the Pinakothek der Moderne gallery of modern art in Munich.

The ICONIC AWARD is one of the most prestigious architecture and design awards and honors sustainable communication, exciting design, visionary architecture and innovative products from all sectors of international real estate and architecture. Ferdinand Stern, founder and managing director of the STERN agency: “Great real estate projects deserve great communication. This is why we are particularly delighted about this award. It demonstrates the innovative strength of our team while at the same time honoring the work of our clients.”

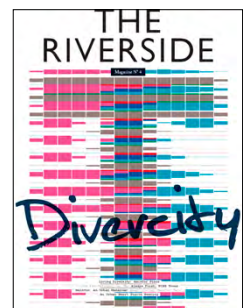
### Unique Magazine Series

With the MainTor magazine, “The Riverside”, STERN has dedicated a high-quality corporate publishing product to Frankfurt’s new office and residential quarter on behalf of the client DIC since 2011. The magazine in over-sized format deliberately stands out from the corporate design of the product and captivates through gripping topics and innovative design. It is aimed at potential tenants, investors and multipliers and makes the project tangible. In May 2015, the fourth issue was already published with „Diversity“ as the central theme.

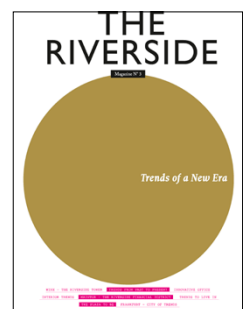
### High-Caliber Awards in Series

In 2013, the client, DIC and the agency had already been honored with the Immobilienmanager Award for the successful MainTor communications campaign. Furthermore, the ICONIC AWARD is added to the series of high-caliber awards won by projects supported by STERN in the past years: these include several MIPIM awards, the last of which was for the “Dreischeibenhaus” in Düsseldorf.

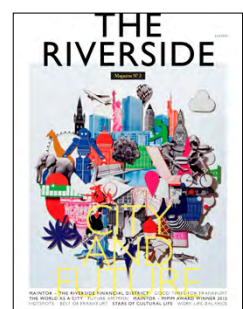
# STERN



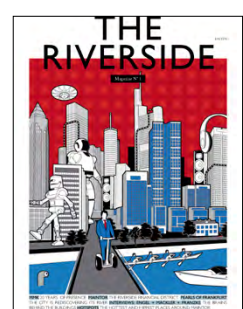
May 2015



January 2014



June 2012



June 2011

### Profile of Stern GmbH – Agency for Communication

Stern GmbH was founded in Wiesbaden in 1972. The team with its managing directors Ferdinand Stern, Florian Hirt and Martin Jung, consists of 35 employees and is one of the Top 50 PR service providers in the agency rankings. Since June 2013, the agency also has an office in Munich. The focus at both locations is on integrated communication, which combines elements from the disciplines of PR, Design, Marketing, Events and Online. Stern develops strategies and concepts for clients from a diverse range of sectors - from real estate companies, financial services and automobile groups to branded companies to charity organizations. Among others, the agency's current clients include Bayern Projekt, Boehringer Ingelheim, Clariant, Commerz Real, Credit Suisse, De'Longhi, DIC, Morgan Stanley, Nassauische Sparkasse (Naspa), SEB Asset Management, SodaStream, SIGMA and TetraPak. The agency's own press service, Public Star® and Deutscher Pressestern® are among the most important publishers for industry, economic and trade affairs.

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