# 01 Classic

Image or text in one clear, conventional order. 15 sites, sorted by typography: big lettering first (6), then restrained type (9); 3 of them dark.

| Practice | Big lettering | Tone | Character |
|---|---|---|---|
| Lina Ghotmeh — Architecture | Yes | Light | Representative |
| SHoP Architects | Yes | Light | Informative |
| Steven Holl Architects | Yes | Light | Representative |
| Ateliers Jean Nouvel | Yes | Dark | Representative |
| Bernard | Yes | Dark | Representa |

| Practice | Big lettering | Tone | Character |
|---|---|---|---|
| John Pawson | No | Light | Representative |
| Kohn Pedersen Fox | No | Light | Representative |
| Robert A.M. Stern Architects | No | Light | Representative |
| Tod Williams Billie Tsien | No | Light | Intellectual |
| Valerio Olgiati | No | Light | Intellectual |



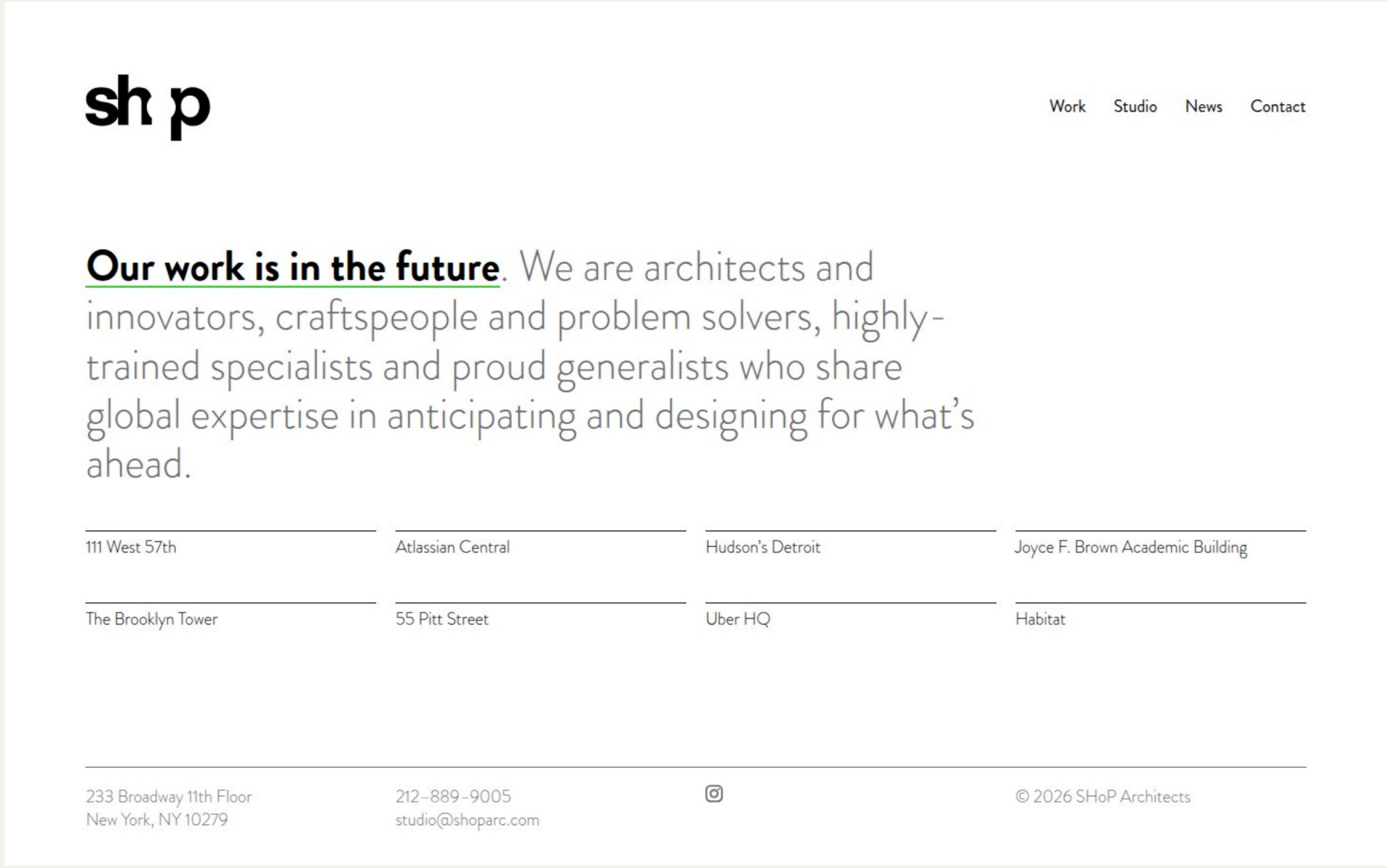



# Lina Ghotmeh — Architecture

Paris, France
Serpentine Pavilion 2023

A large serif title set straight over a full-bleed photo.

| | |
|---|---|
| Layout | **Classic** |
| Tone | **Light** |
| Big lettering | **Yes** |
| Character | **Representative** |






# SHoP Architects

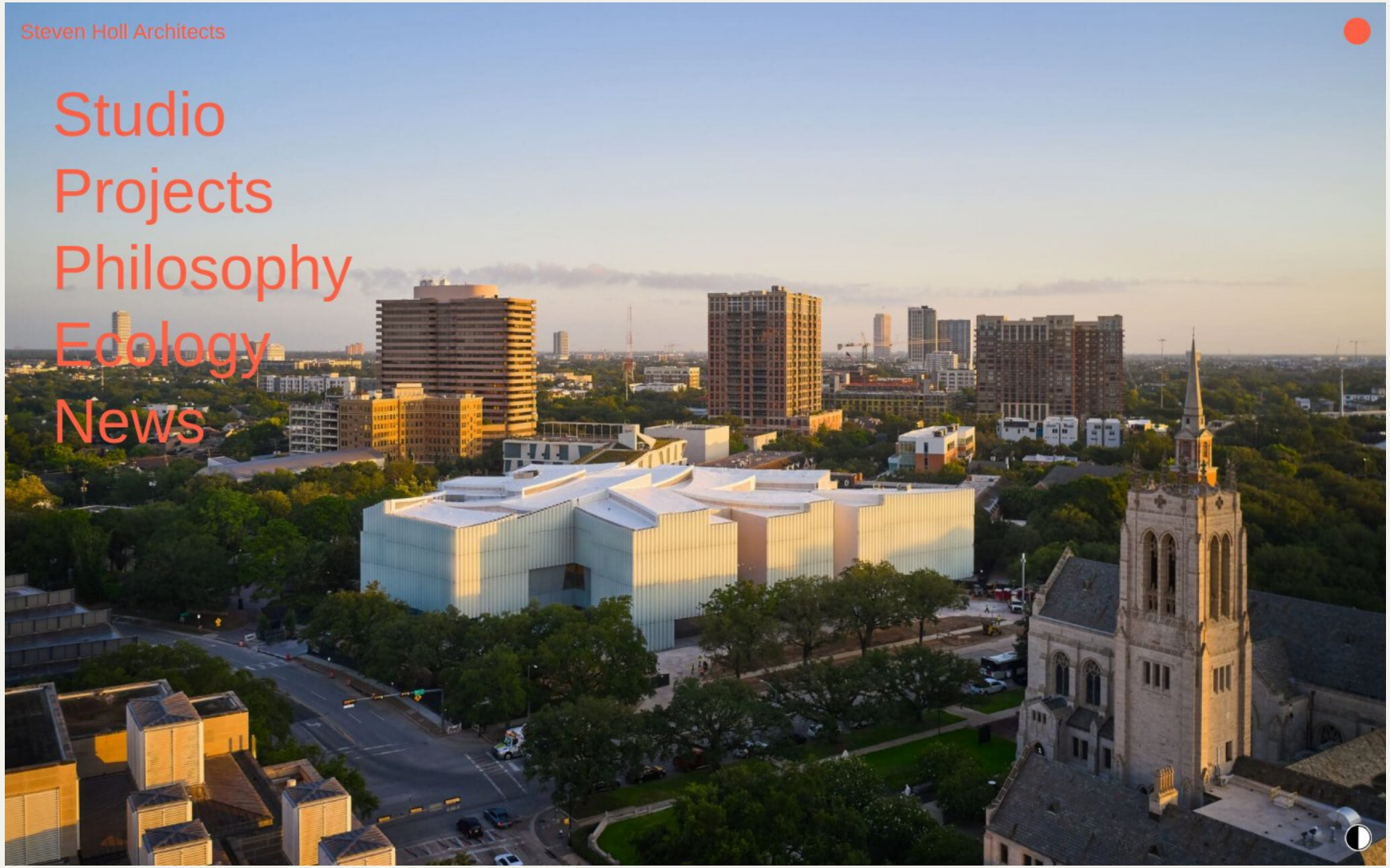
New York, USA
111 West 57th, Barclays Center

A manifesto sentence set large, projects listed in four ruled columns.

| | |
|---|---|
| Layout | **Classic** |
| Tone | **Light** |
| Big lettering | **Yes** |
| Character | **Informative** |

↗ shoparc.com

https://shoparc.com






# Steven Holl Architects

New York, USA
AIA Gold Medal 2012

A full-bleed city photo; the menu itself is set as big orange words.

| | |
|---|---|
| Layout | **Classic** |
| Tone | **Light** |
| Big lettering | **Yes** |
| Character | **Representative** |

↗ stevenholl.com

https://stevenholl.com

# Ateliers Jean Nouvel

Paris, France
Pritzker Prize 2008

A dark full-bleed facade photo, the wordmark set large across it, the menu tucked bottom right.




| | |
|---|---|
| Layout | **Classic** |
| Tone | **Dark** |
| Big lettering | **Yes** |
| Character | **Representative** |

https://www.jeannouvel.com

↗ jeannouvel.com






# Bernard Tschumi Architects

New York · Paris
Architect and theorist

Black ground, a bold stacked name and one photograph.

| | |
|---|---|
| Layout | **Classic** |
| Tone | **Dark** |
| Big lettering | **Yes** |
| Character | **Representative** |

↗ tschumi.com

https://tschumi.com






# Zaha Hadid Architects

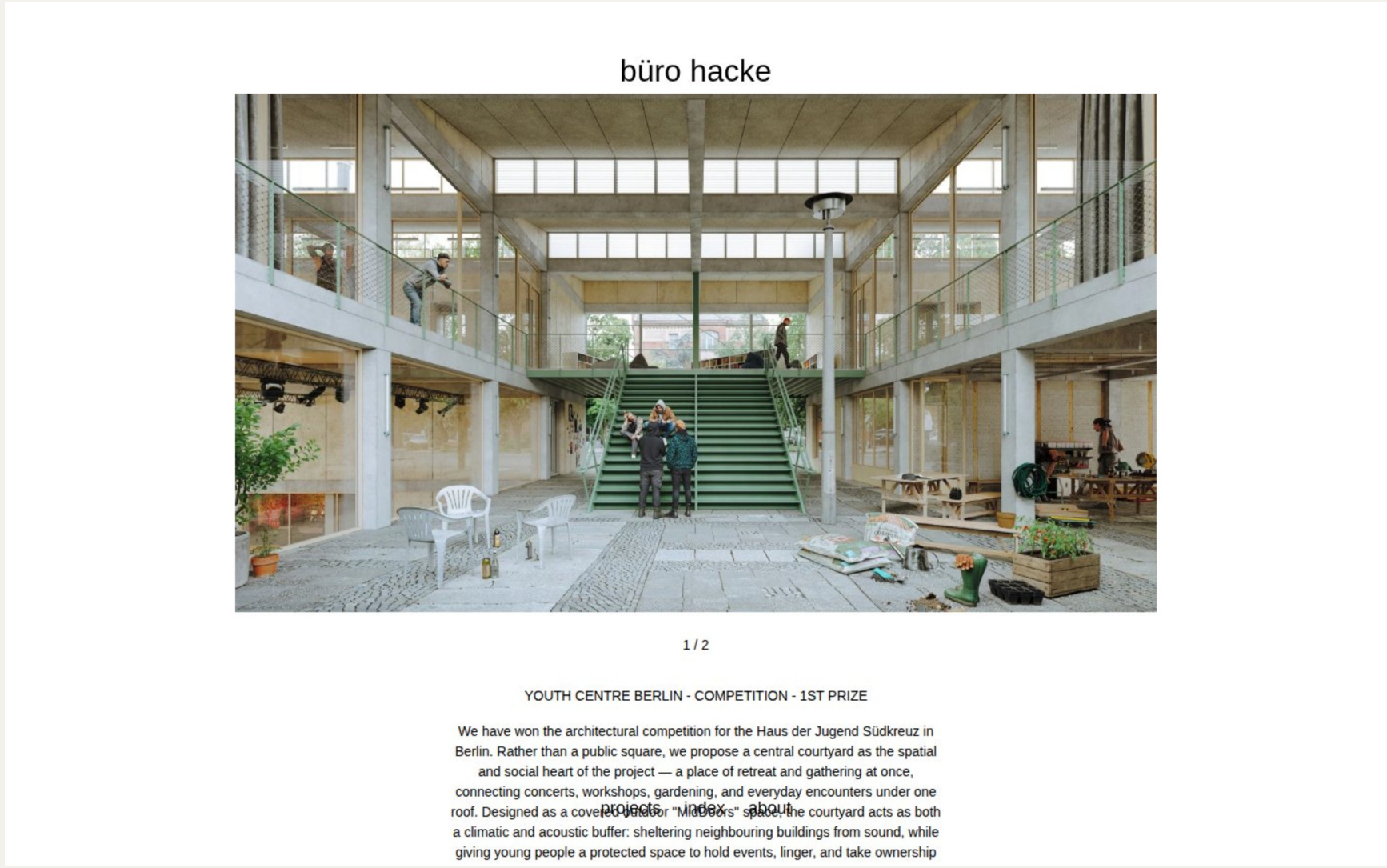
London, UK
Pritzker Prize 2004

Black ground, a two-line headline the height of the screen, a small menu on top.

| | |
|---|---|
| Layout | **Classic** |
| Tone | **Dark** |
| Big lettering | **Yes** |
| Character | **Informative** |

↗ zha.com

https://www.zha.com



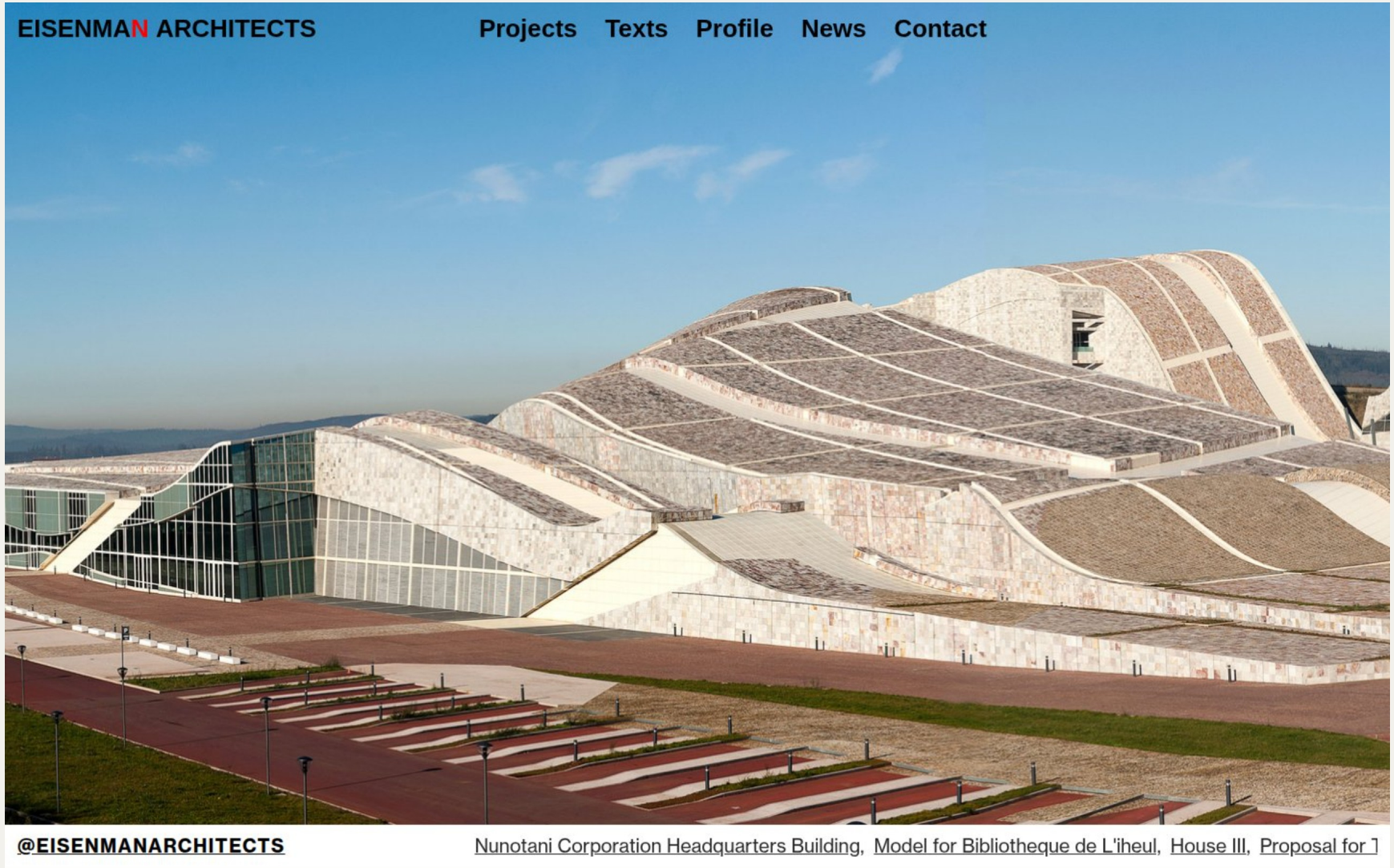



# büro hacke

Berlin, Germany
EU Mies Award 2024, Architecture Prize (with Gustav Düsing)

Centred image, a 1/2 counter and the competition text right below.

| | |
|---|---|
| Layout | **Classic** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Informative** |






# Eisenman Architects

New York, USA
Memorial to the Murdered Jews of Europe

A full-width photo, “Texts” in the main menu and a running list of projects.

| | |
|---|---|
| Layout | **Classic** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Intellectual** |

https://eisenmanarchitects.com

↗ eisenmanarchitects.com




01 · 09/39

# John Pawson

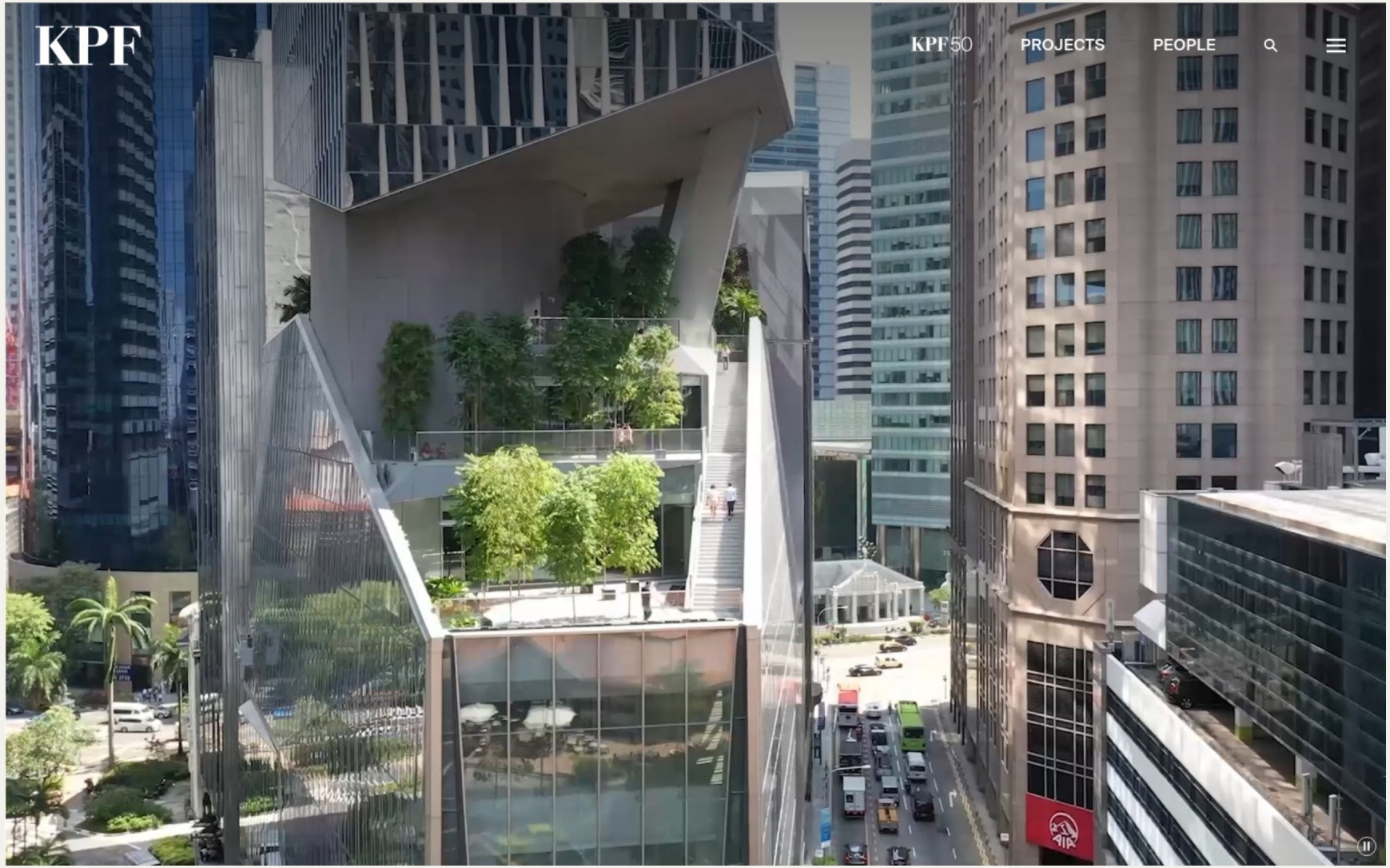
London, UK
Minimalist architect

One full-bleed photograph and nothing else on the first screen.

| | |
|---|---|
| Layout | **Classic** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Representative** |

↗ johnpawson.com

https://johnpawson.com






# Kohn Pedersen Fox

New York, USA
Hudson Yards, Shanghai WFC

An edge-to-edge tower photo with a small white menu on top.

| | |
|---|---|
| Layout | **Classic** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Representative** |

↗ kpf.com

https://kpf.com



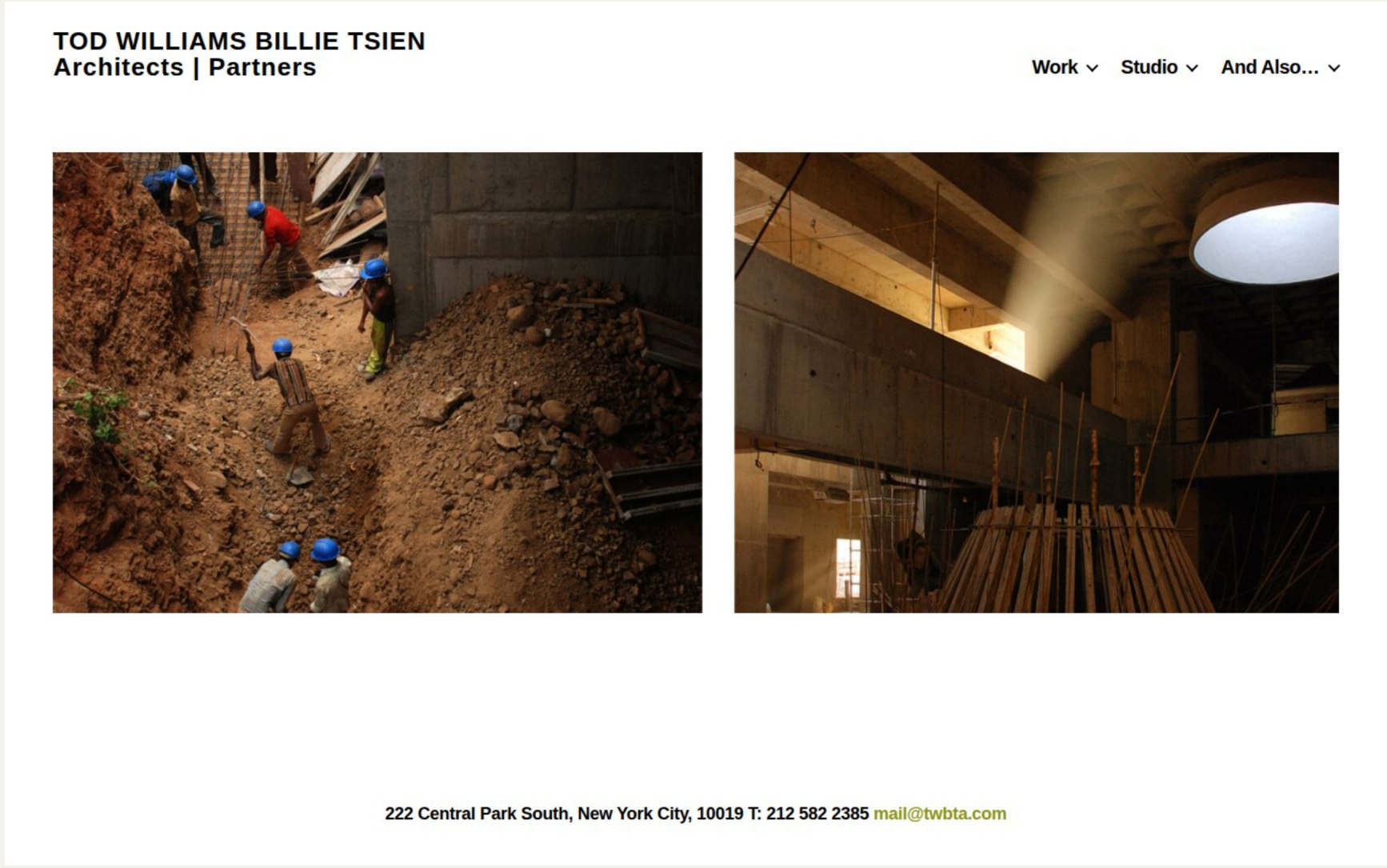

# Robert A.M. Stern Architects

New York, USA
15 Central Park West

A centred wordmark over a symmetrical stone facade: classical in every sense.

| | |
|---|---|
| Layout | **Classic** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Representative** |

↗ ramsa.com





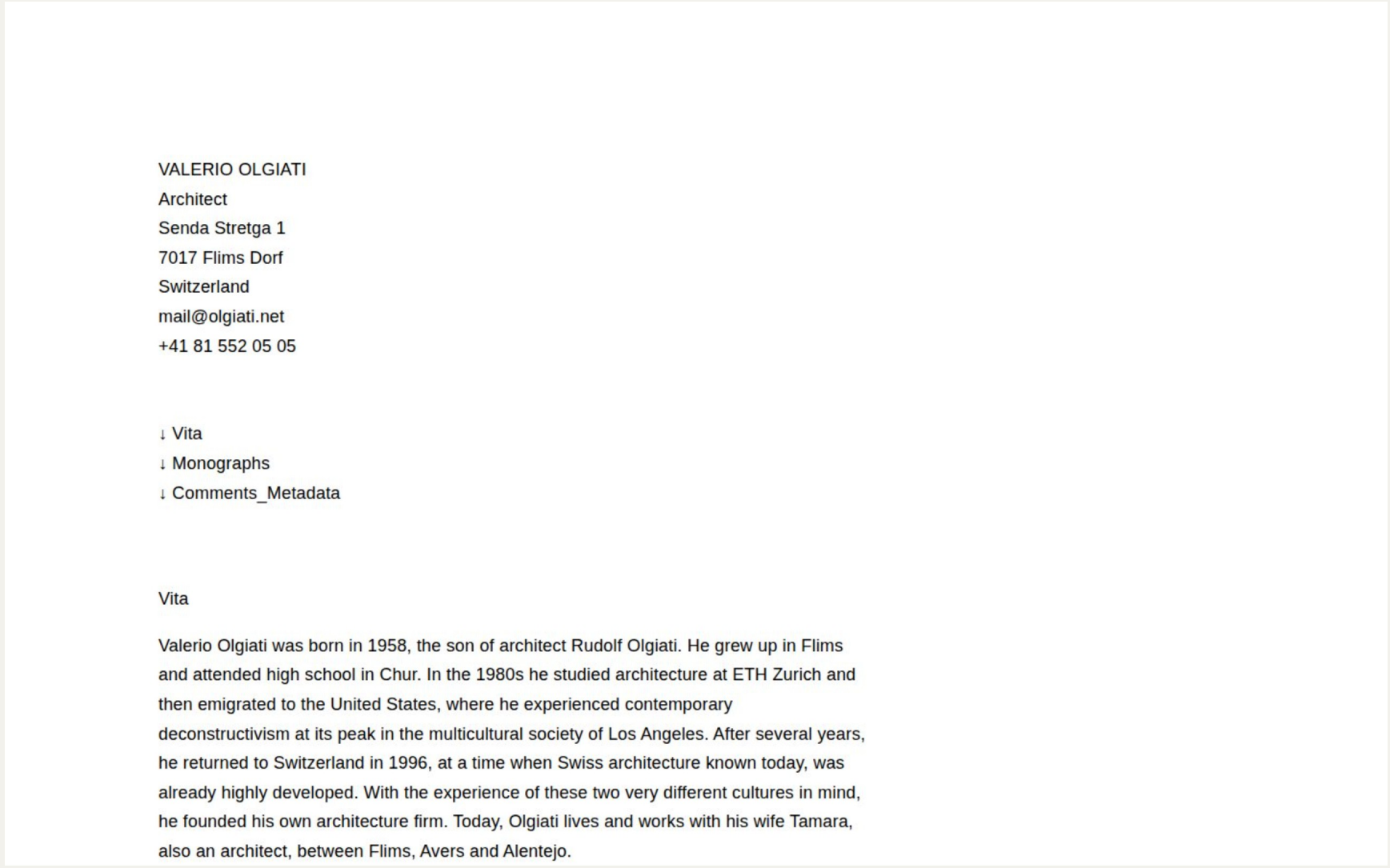

# Tod Williams Billie Tsien

New York, USA
Obama Presidential Center

Two quiet photos, an address line, little else.

| | |
|---|---|
| Layout | **Classic** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Intellectual** |

↗ twbta.com



VALERIO OLGIATI
Architect
Senda Stretga 1
7017 Flims Dorf
Switzerland
mail@olgiati.net
+41 81 552 05 05

↓ Vita
↓ Monographs
↓ Comments_Metadata

Vita

Valerio Olgiati was born in 1958, the son of architect Rudolf Olgiati. He grew up in Flims and attended high school in Chur. In the 1980s he studied architecture at ETH Zurich and then emigrated to the United States, where he experienced contemporary deconstructivism at its peak in the multicultural society of Los Angeles. After several years, he returned to Switzerland in 1996, at a time when Swiss architecture known today, was already highly developed. With the experience of these two very different cultures in mind, he founded his own architecture firm. Today, Olgiati lives and works with his wife Tamara, also an architect, between Flims, Avers and Alentejo.



# Valerio Olgiati

Flims, Switzerland
Architect

A plain text column: address, vita, monographs. Reads like a document.

| | |
|---|---|
| Layout | **Classic** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Intellectual** |






# Vidic Grohar Arhitekti

Ljubljana, Slovenia
EU Mies Award 2026, Emerging Architecture Prize

A full-bleed photo with a letter-spaced capitals menu on top.

| | |
|---|---|
| Layout | **Classic** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Representative** |

↗ vidicgrohar.com

https://vidicgrohar.com




01 · 15/39

# Vincent Van Duysen

Antwerp, Belgium
Architecture and interiors

An edge-to-edge interior photo; the menu stays out of sight.

| | |
|---|---|
| Layout | **Classic** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Representative** |

https://vincentvanduysen.com

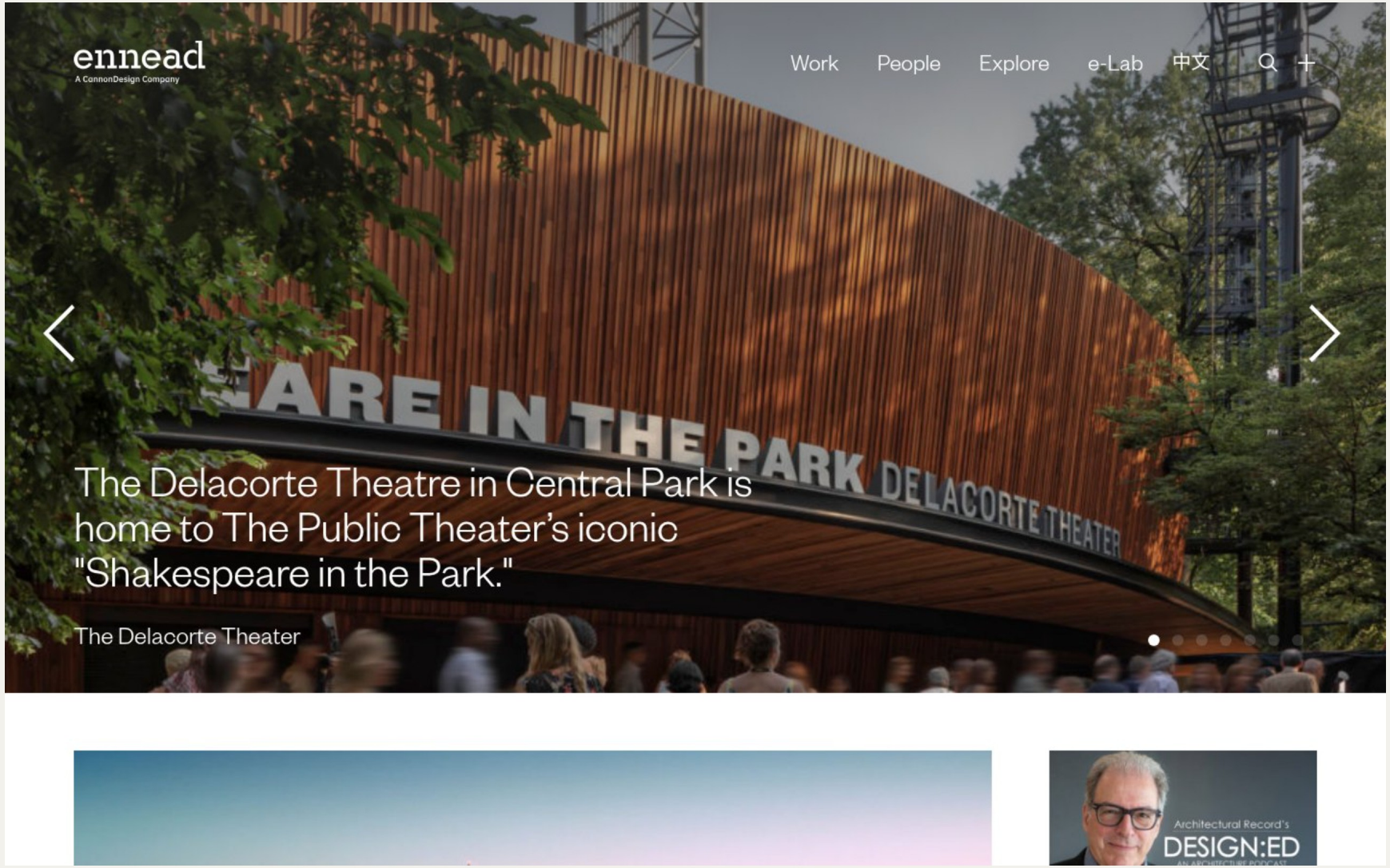
↗ vincentvanduysen.com

# 02 Magazine

Grids, cards, tags, news: editorial structure. 10 sites, sorted by typography: big lettering first (4), then restrained type (6); 3 of them dark.

| Practice | Big lettering | Tone | Character |
|---|---|---|---|
| Ennead Architects | Yes | Light | Informative |
| Material Cultures | Yes | Light | Informative |
| Coop Himmelb(l)au | Yes | Dark | Informative |
| SOM | Yes | Dark | Informative |
| Assemble | No | Light | Informative |

| Practice | Big lettering | Tone | Character |
|---|---|---|---|
| David Chipperfield Architects | No | Light | Informative |
| Herzog & de Meuron | No | Light | Informative |
| Pei Cobb Freed & Partners | No | Light | Informative |
| Studio Libeskind | No | Light | Informative |
| Büro Ole | No | Dark | Representa |






# Ennead Architects

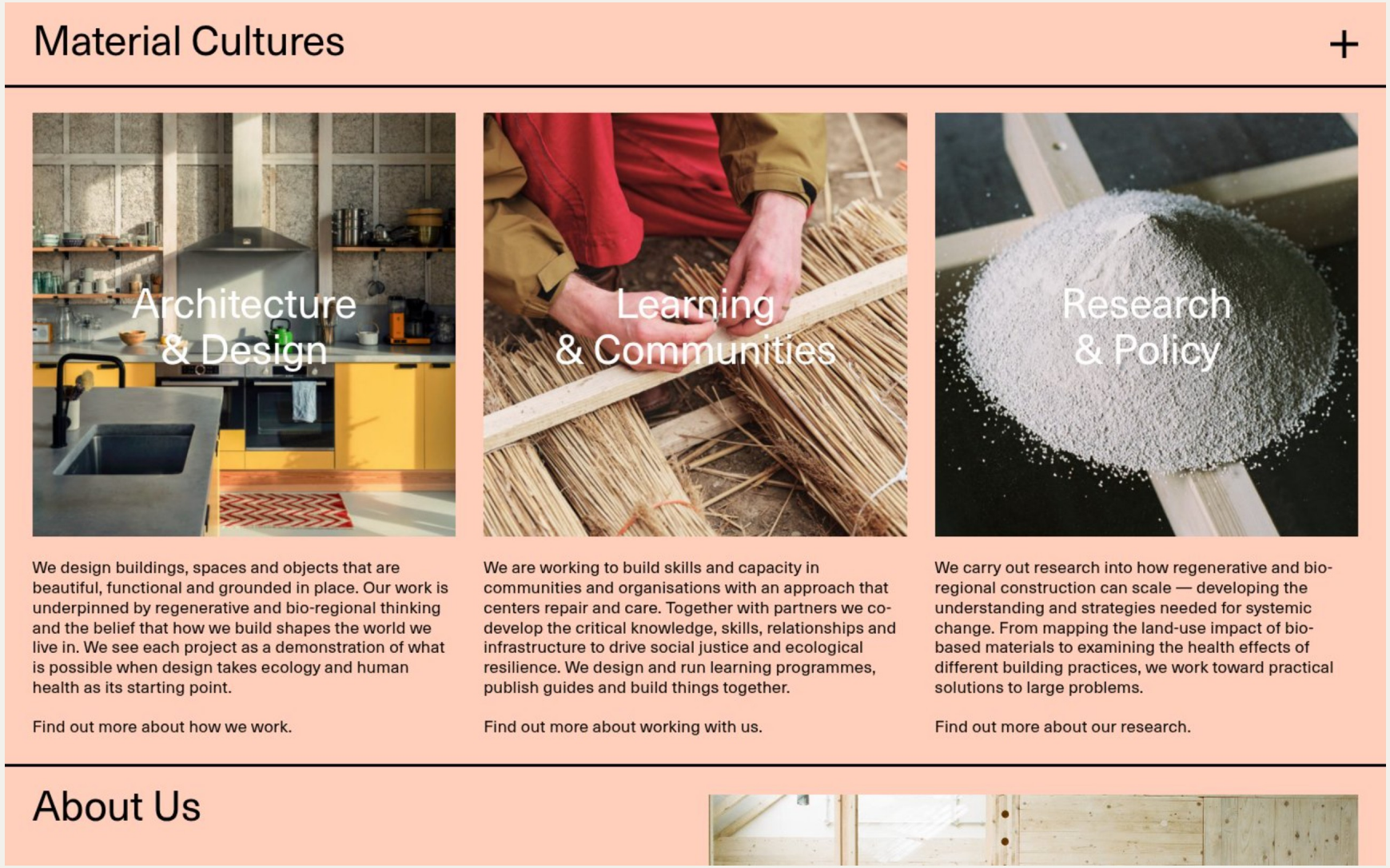
New York, USA
Delacorte Theater renovation

A photo slider with a large headline, then news cards.

| | |
|---|---|
| Layout | **Magazine** |
| Tone | **Light** |
| Big lettering | **Yes** |
| Character | **Informative** |

↗ ennead.com

https://ennead.com




↗ materialcultures.org



# Material Cultures

London, UK
AR Emerging 2024, Peter Davey Prize

A coloured ground and three section cards with large titles over photos.

| | |
|---|---|
| Layout | **Magazine** |
| Tone | **Light** |
| Big lettering | **Yes** |
| Character | **Informative** |

https://materialcultures.org






# Coop Himmelb(l)au

Vienna, Austria
Wolf D. Prix & Partner

A black page: the project categories themselves are set as big white words.

| | |
|---|---|
| Layout | **Magazine** |
| Tone | **Dark** |
| Big lettering | **Yes** |
| Character | **Informative** |

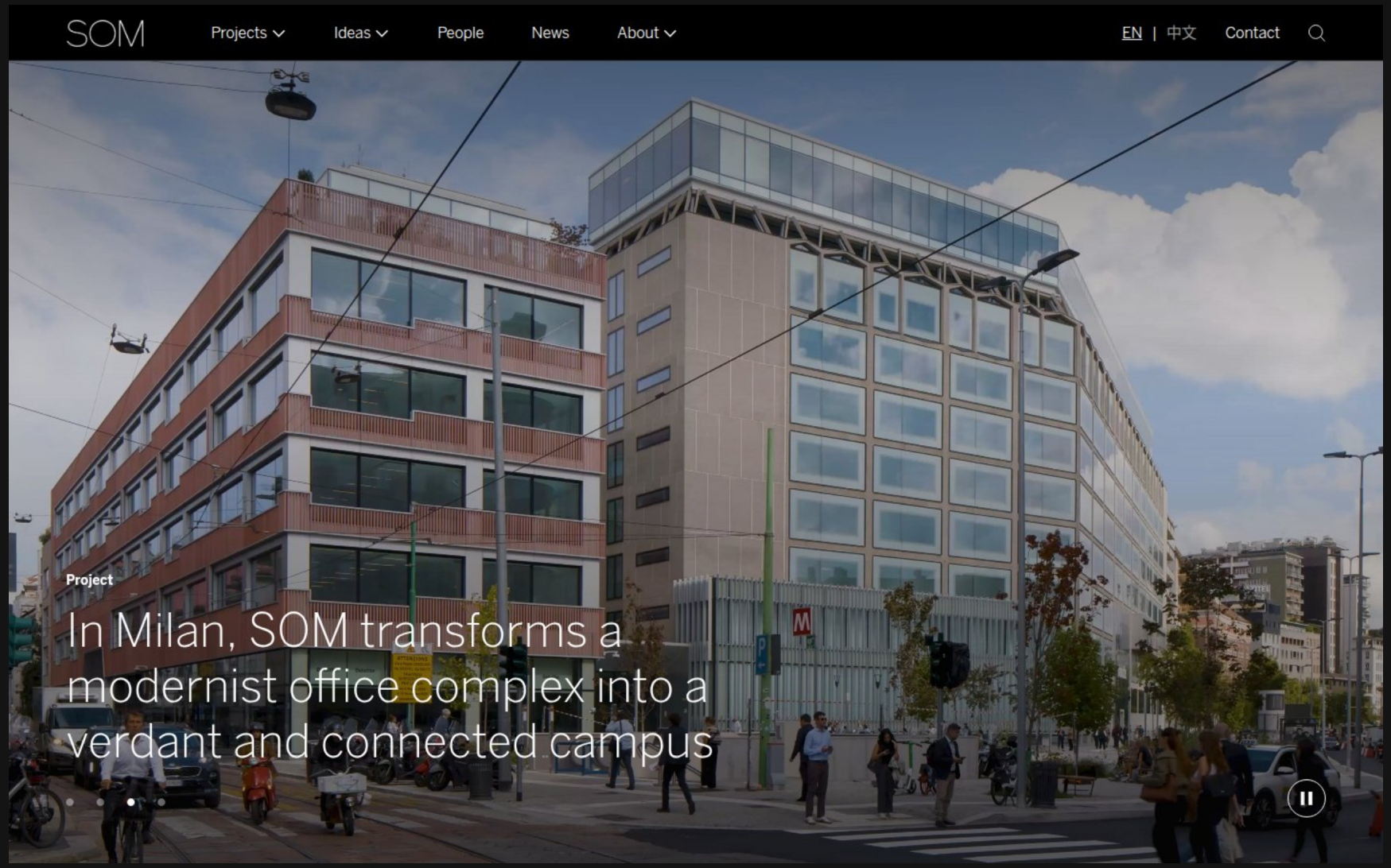
↗ coop-himmelblau.at

https://coop-himmelblau.at

# SOM

Chicago · global
Skidmore, Owings & Merrill

A full-bleed photo slider with a large editorial headline.




| | |
|---|---|
| Layout | **Magazine** |
| Tone | **Dark** |
| Big lettering | **Yes** |
| Character | **Informative** |

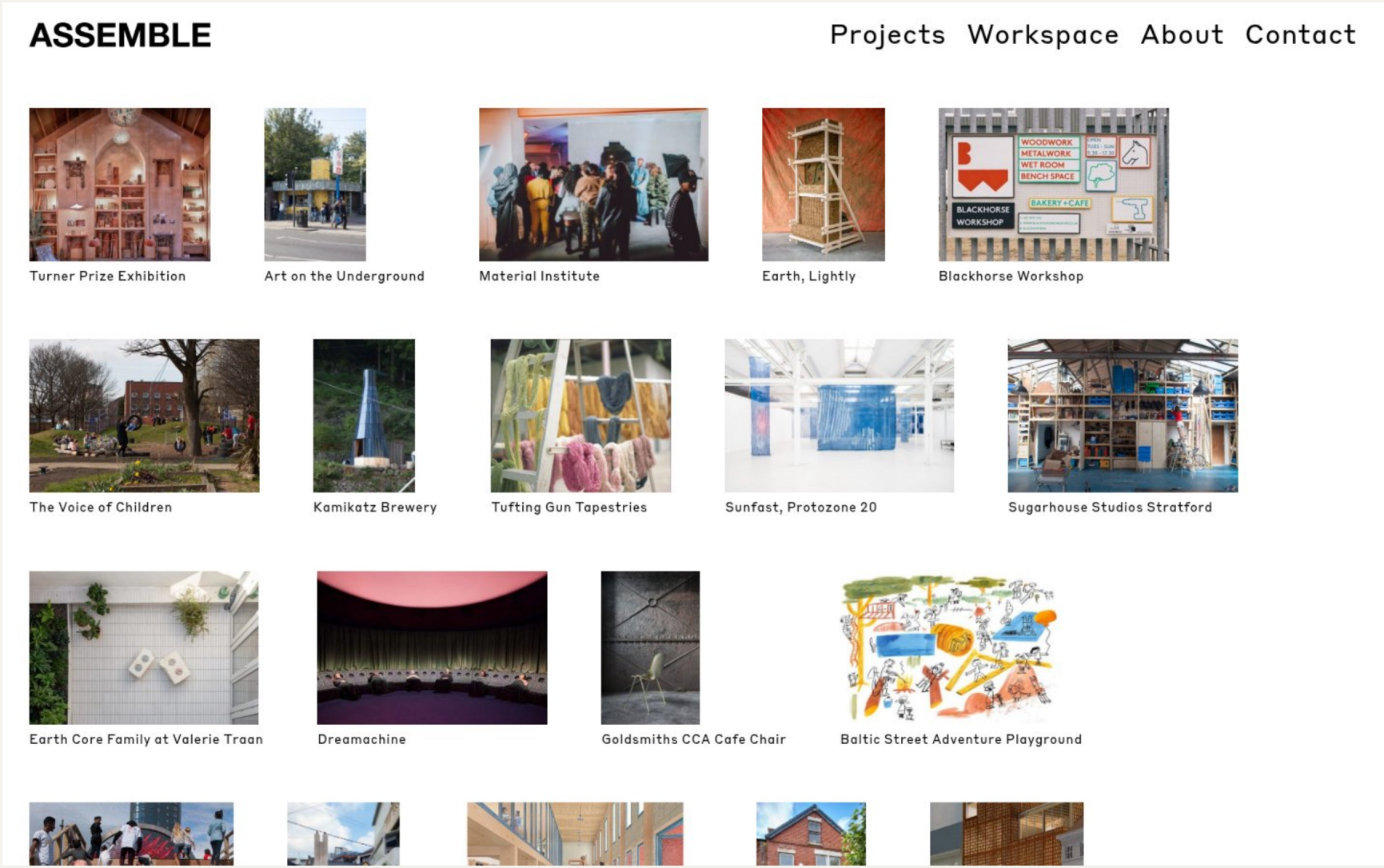
↗ som.com

https://som.com

# Assemble

London, UK
Turner Prize 2015

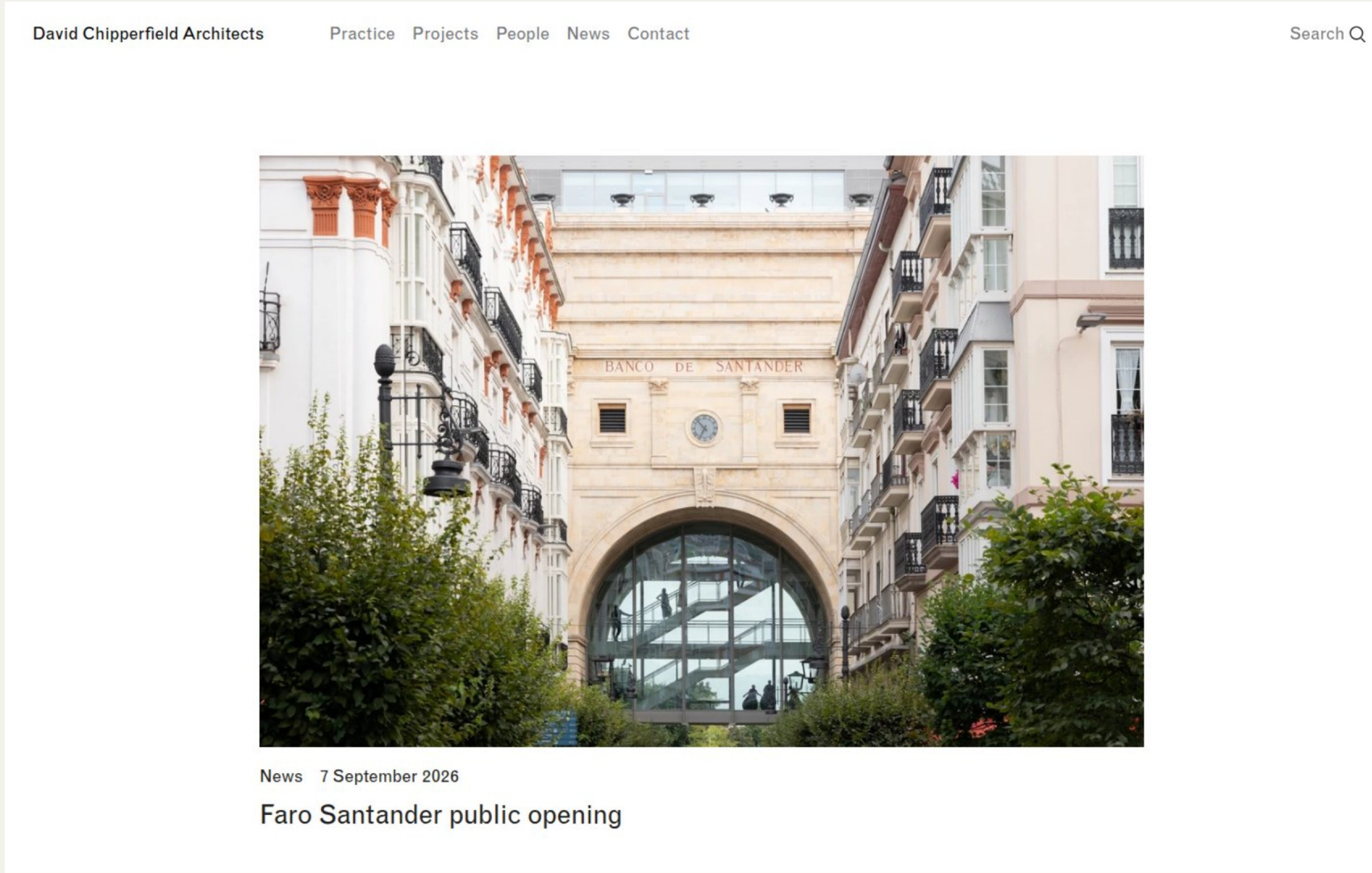
An index grid of small project thumbnails with captions.




| | |
|---|---|
| Layout | **Magazine** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Informative** |

https://assemblestudio.co.uk

↗ assemblestudio.co.uk






# David Chipperfield Architects

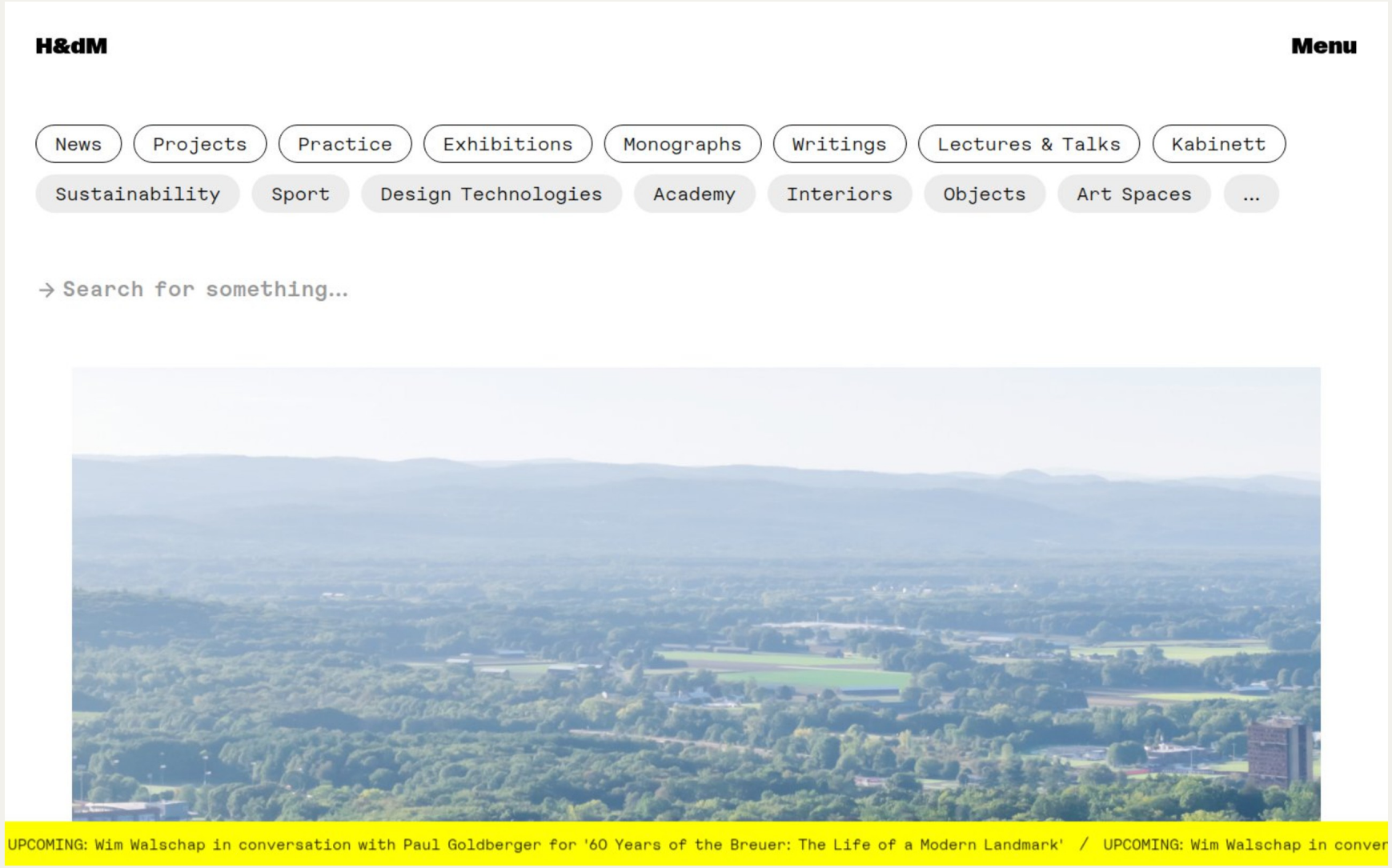
London · Berlin
Pritzker Prize 2023

News first: a dated headline under one centred photograph.

| | |
|---|---|
| Layout | **Magazine** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Informative** |

https://davidchipperfield.com

↗ davidchipperfield.com




↗ herzogdemeuron.com



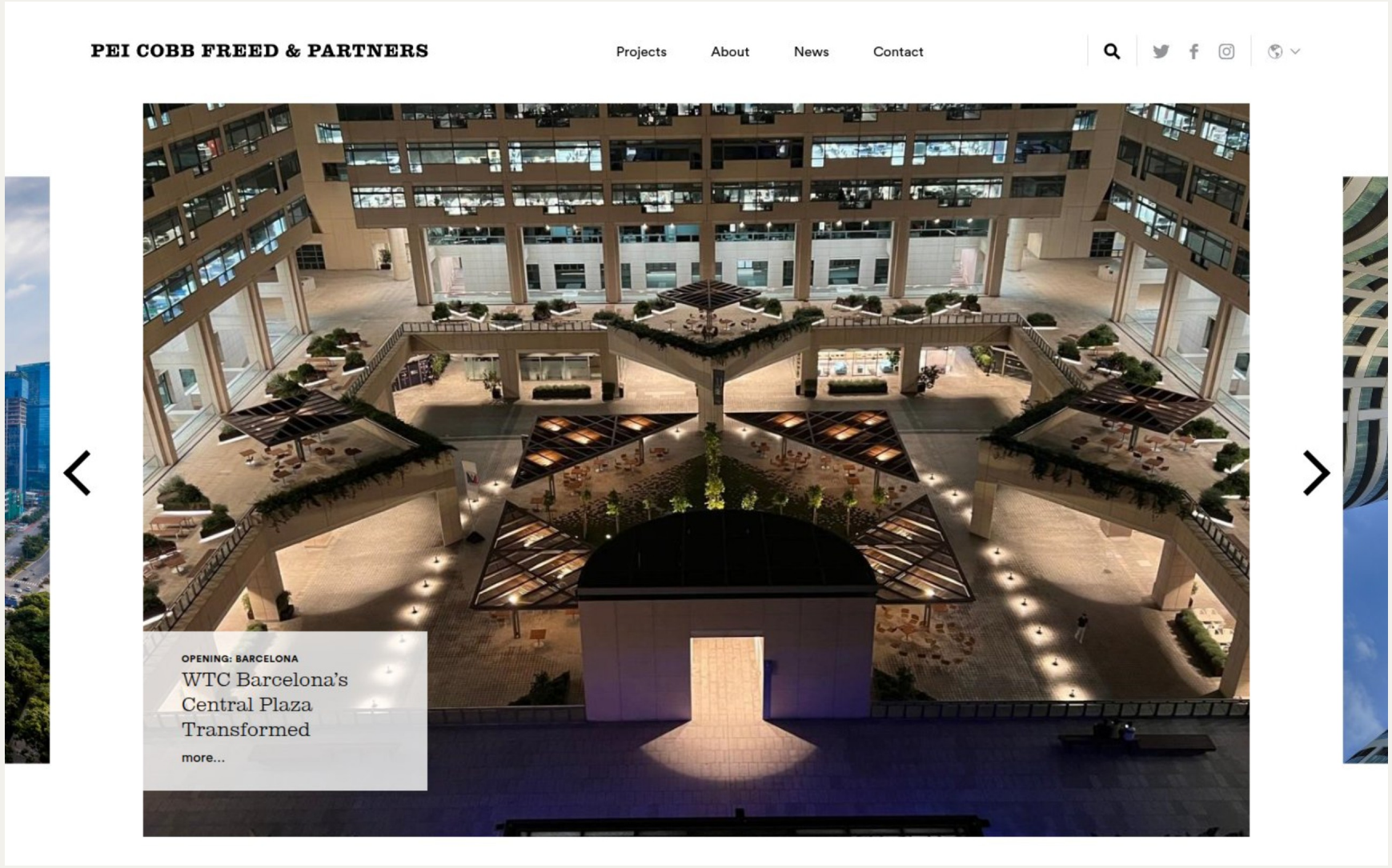
# Herzog & de Meuron

Basel, Switzerland
Architects

Pill-shaped topic tags, a search field and a running news ticker.

| | |
|---|---|
| Layout | **Magazine** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Informative** |

https://herzogdemeuron.com



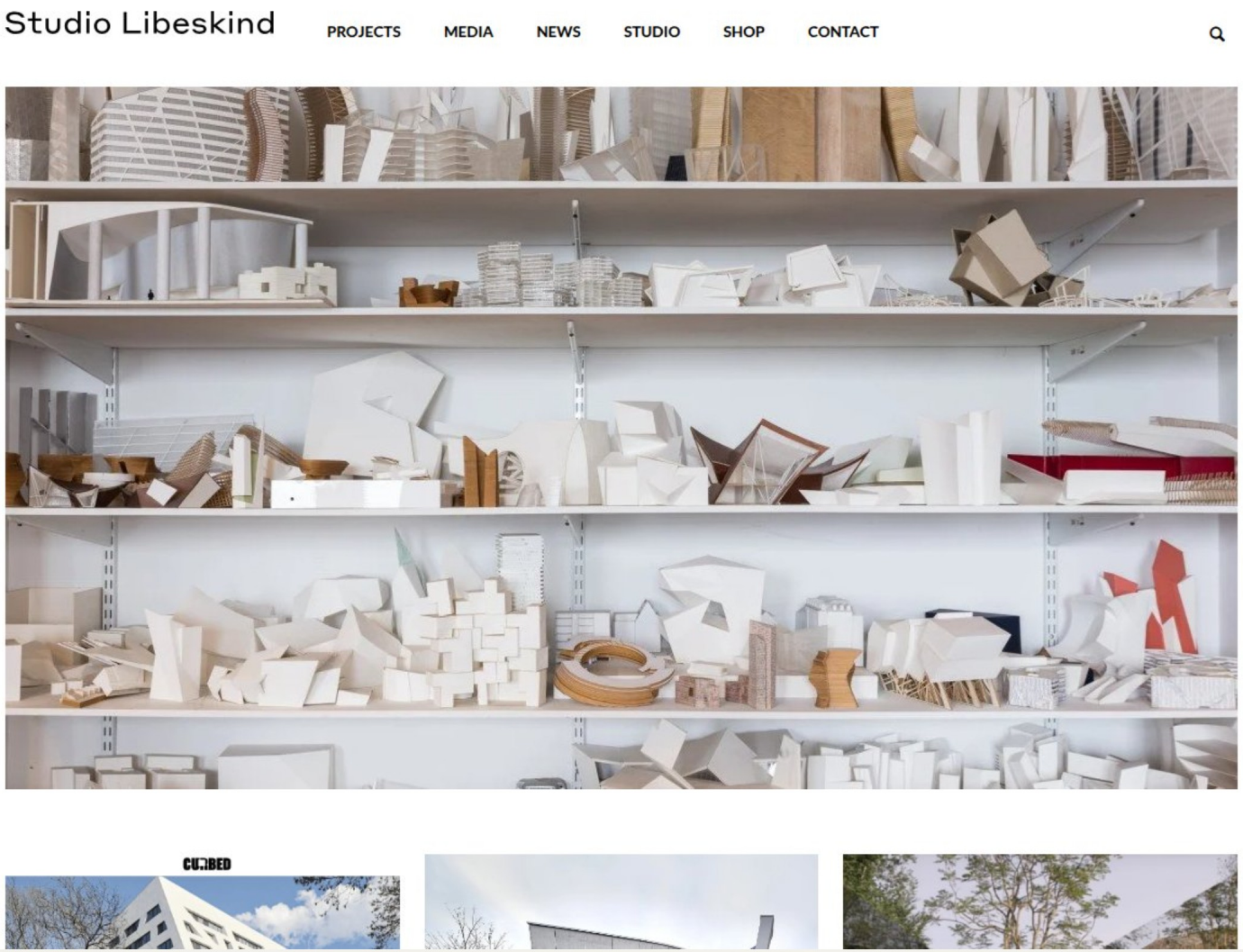



# Pei Cobb Freed & Partners

New York, USA
Founded by I. M. Pei

A project slider with captioned cards and arrows.

| | |
|---|---|
| Layout | **Magazine** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Informative** |




# Studio Libeskind

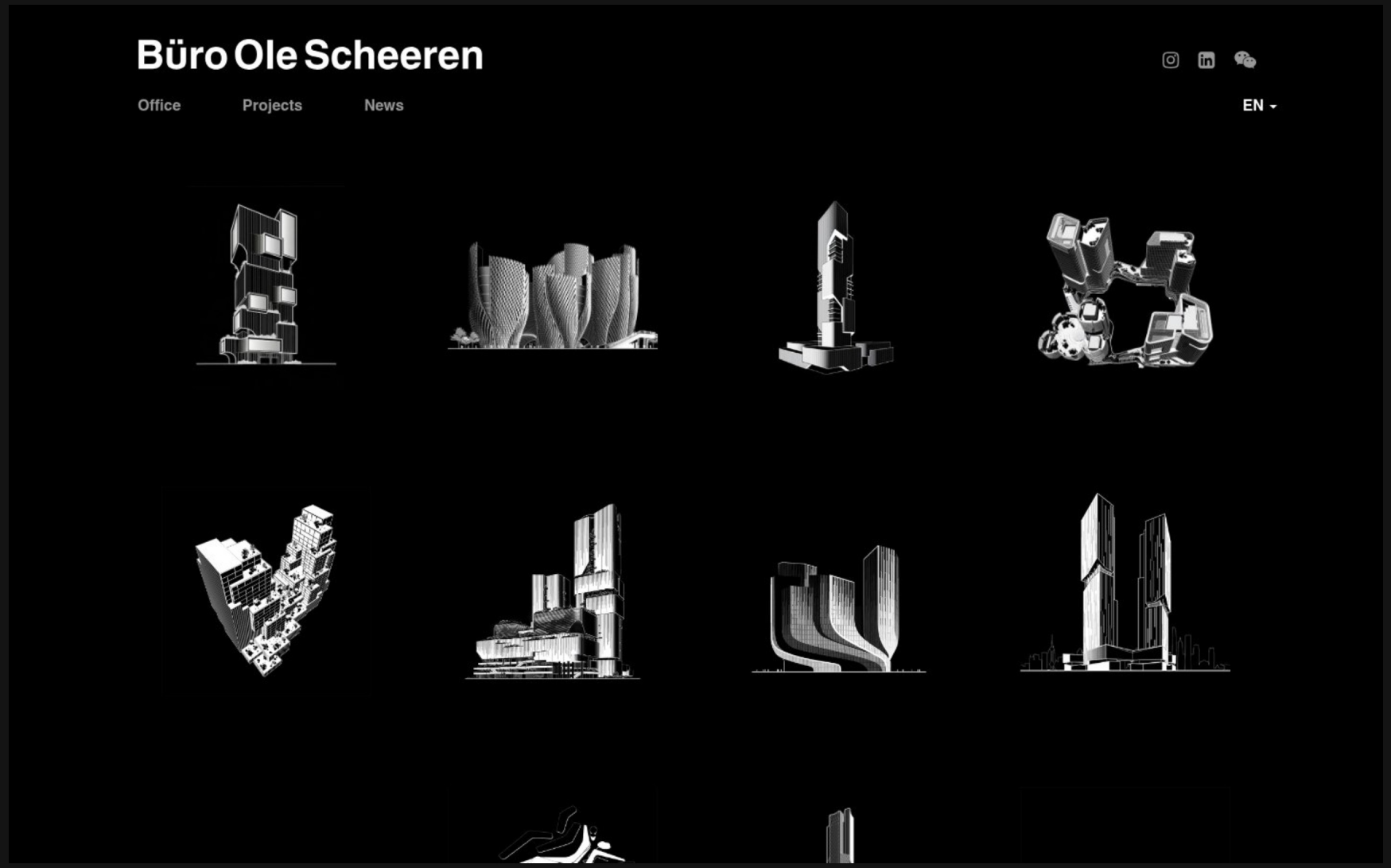
New York, USA
Jewish Museum Berlin, WTC master plan

A shelf of white study models, then a grid of projects.

| | |
|---|---|
| Layout | **Magazine** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Informative** |

↗ libeskind.com

https://libeskind.com






# Büro Ole Scheeren

Berlin · Beijing
Architect

White line drawings of buildings on black, laid out like a catalogue.

| | |
|---|---|
| Layout | **Magazine** |
| Tone | **Dark** |
| Big lettering | **No** |
| Character | **Representative** |

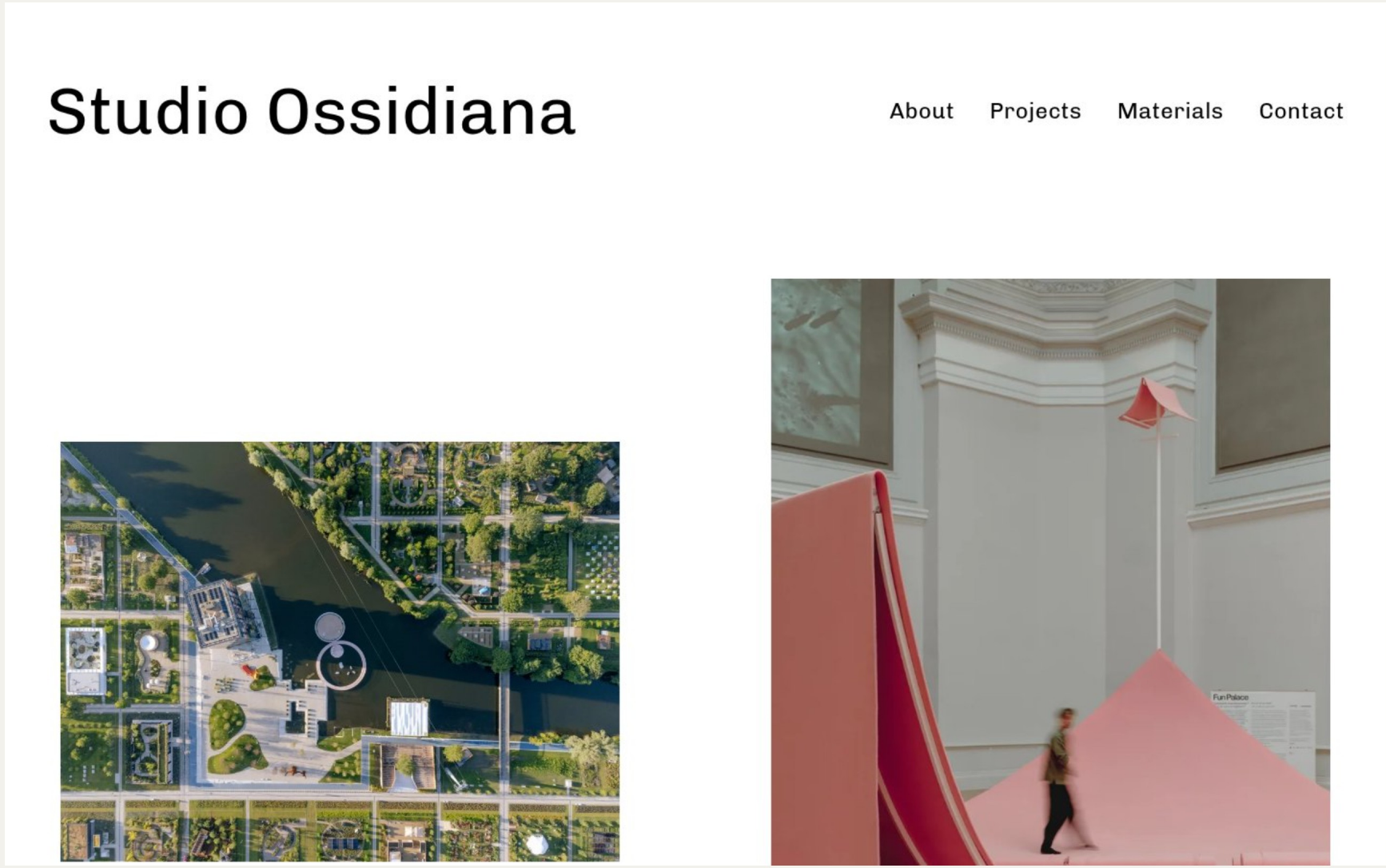
↗ buro-os.com

# 03 Free layout

Collage, scattered or near-empty: the page breaks the grid. 14 sites, sorted by typography: big lettering first (3), then restrained type (11); 3 of them dark.

| Practice | Big lettering | Tone | Character |
|---|---|---|---|
| Studio Ossidiana | Yes | Light | Representative |
| Herbst Architects | Yes | Dark | Representative |
| KlikArch | Yes | Dark | Representative |
| Aires Mateus | No | Light | Representative |
| Christian Kerez | No | Light | Intellectual |
| Counterspace | No | Light | Intellectual |

| Practice | Big lettering | Tone | Character |
|---|---|---|---|
| junya.ishigami+associates | No | Light | Intellectual |
| Lacol | No | Light | Informative |
| LANZA Atelier | No | Light | Intellectual |
| Office KGDVS | No | Light | Intellectual |
| Peris+Toral Arquitectes | No | Light | Intellectual |
| SANAA | No | Light | Intellectual |




# Studio Ossidiana

Rotterdam, Netherlands
Prix de Rome 2018 (architects under 35)

A big wordmark and asymmetric, offset images.

| | |
|---|---|
| Layout | **Free layout** |
| Tone | **Light** |
| Big lettering | **Yes** |
| Character | **Representative** |

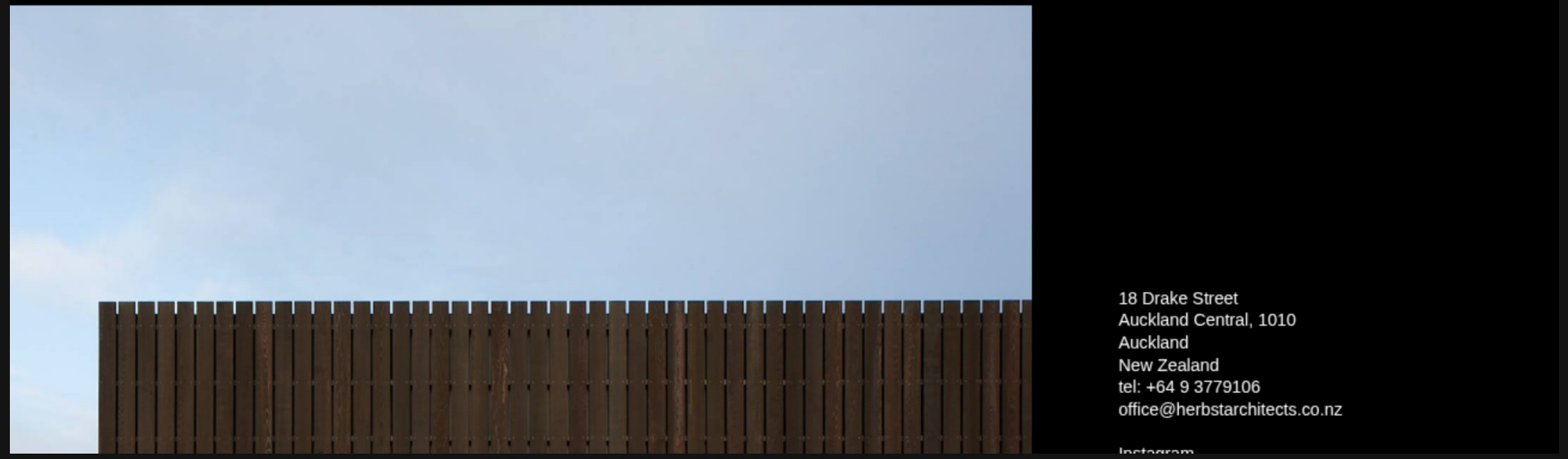
↗ studio-ossidiana.com

https://studio-ossidiana.com

# Herbst Architects

Auckland, New Zealand
Lance & Nicola Herbst

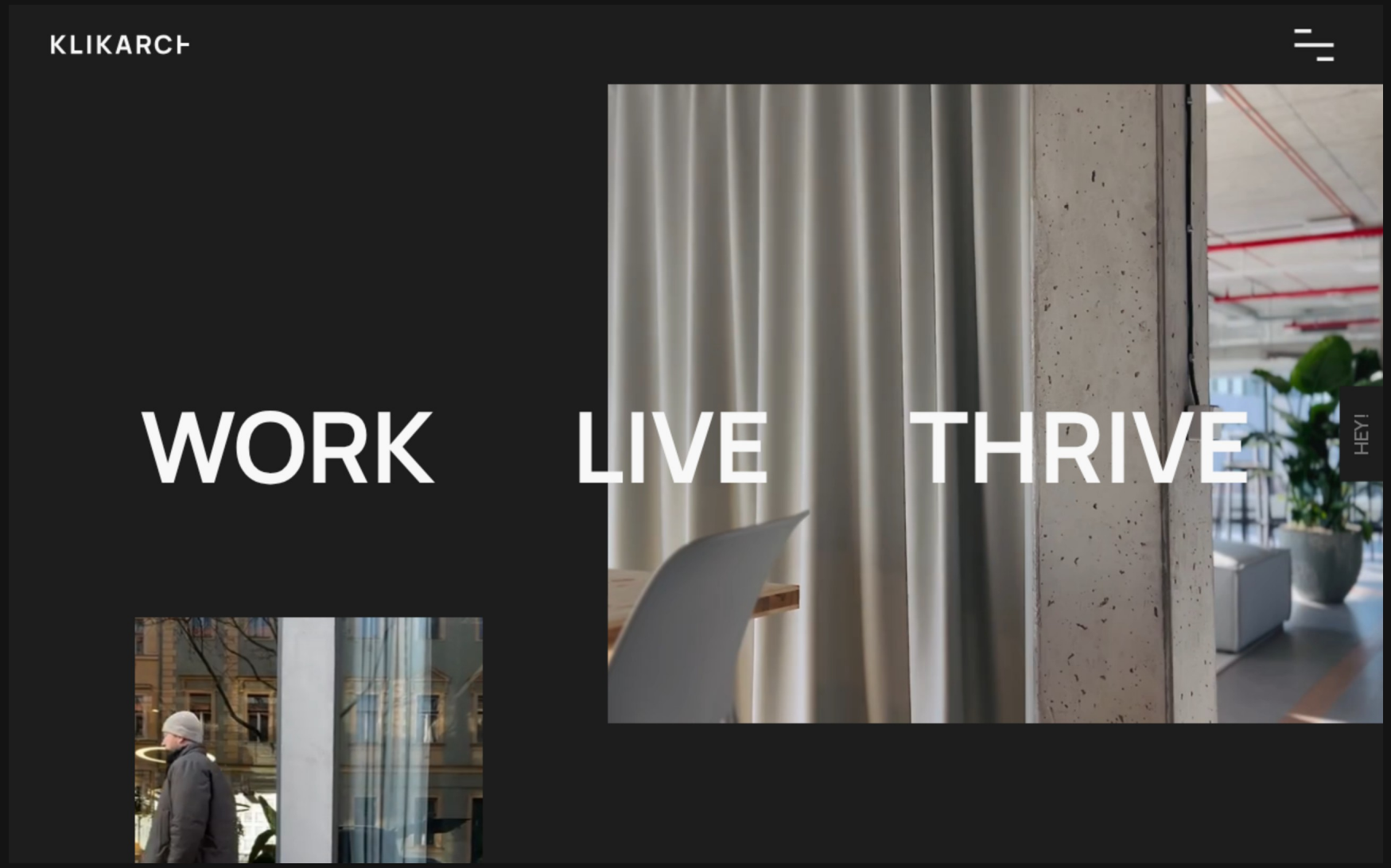
One lowercase word fills the top of the page, a photo slides in below, the address sits in the corner.




| | |
|---|---|
| Layout | **Free layout** |
| Tone | **Dark** |
| Big lettering | **Yes** |
| Character | **Representative** |

https://herbstarchitects.co.nz

↗ herbstarchitects.co.nz






# KlikArch

Prague, Czech Republic
Offices, coworking, coliving

Three capital words on near-black, photos offset around them like a collage.

| | |
|---|---|
| Layout | **Free layout** |
| Tone | **Dark** |
| Big lettering | **Yes** |
| Character | **Representative** |

↗ klikarch.com

https://www.klikarch.com



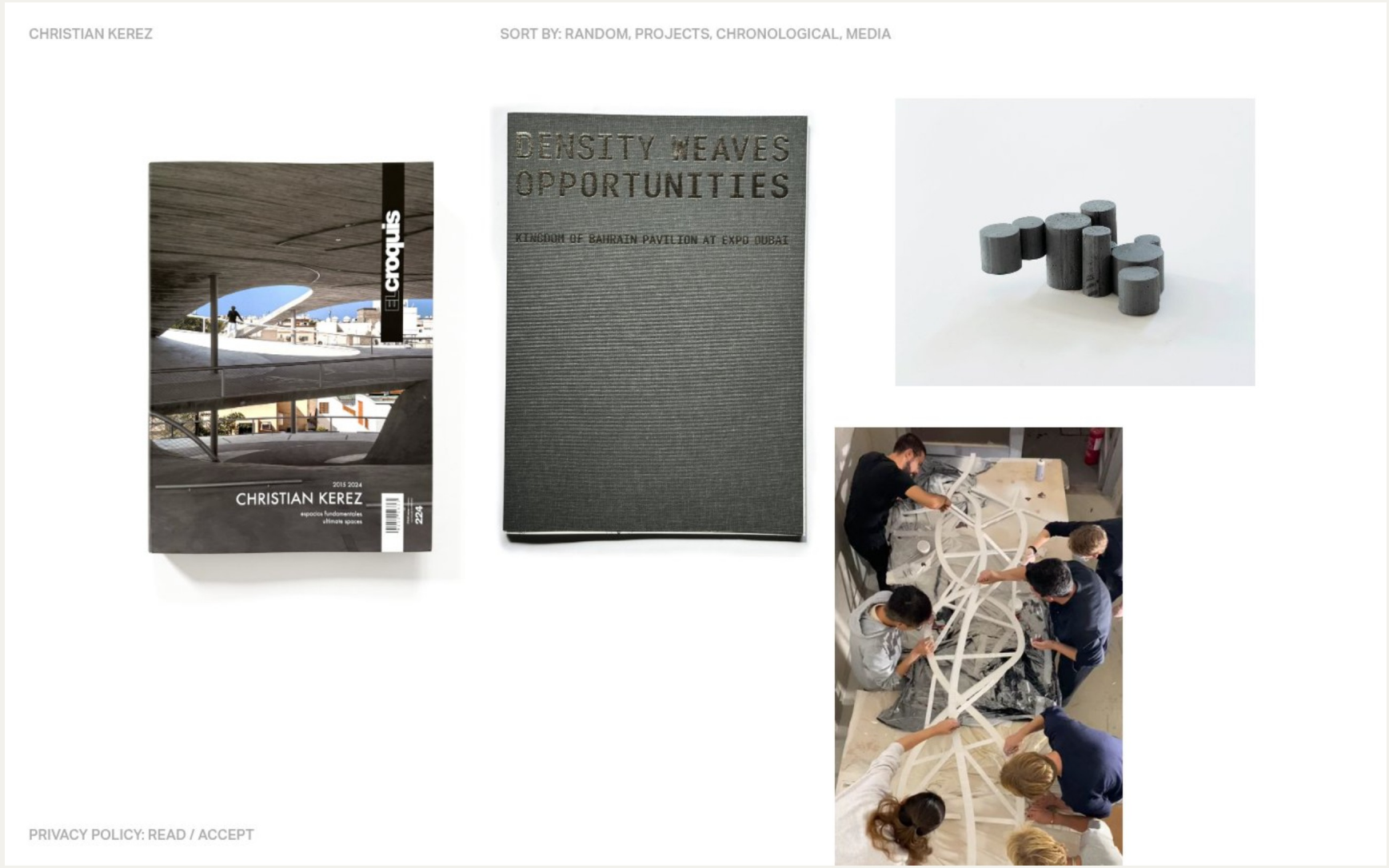



# Aires Mateus

Lisbon, Portugal
Manuel & Francisco Aires Mateus

A single framed image on white; the name in the corner is the only text.

| | |
|---|---|
| Layout | **Free layout** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Representative** |





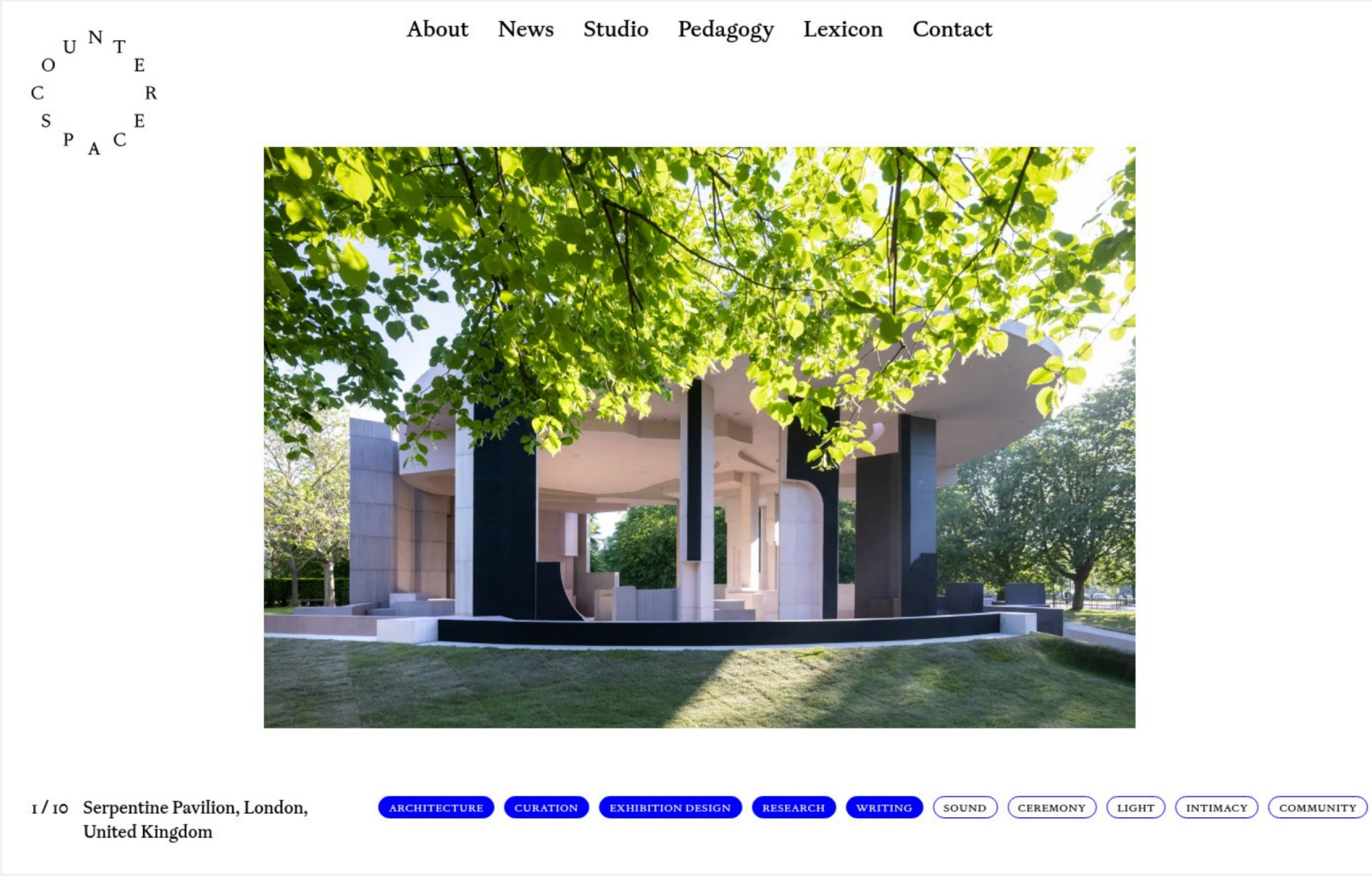

# Christian Kerez

Zurich, Switzerland
Architect

A loose cloud of books, models and photos, sorted by “random”.

| | |
|---|---|
| Layout | **Free layout** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Intellectual** |

↗ kerez.ch






# Counterspace

Johannesburg, South Africa
Serpentine Pavilion 2021

Logo letters in a circle and coloured tag pills under the photo.

| | |
|---|---|
| Layout | **Free layout** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Intellectual** |

https://counterspace-studio.com

↗ counterspace-studio.com






# Diller Scofidio + Renfro

New York, USA
The High Line, The Shed

An aerial photo edge to edge; the name runs vertically down the left side.

| | |
|---|---|
| Layout | **Free layout** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Representative** |




# junya.ishigami+ associates

Tokyo, Japan
Junya Ishigami

A letter-spaced name and a contact form on an almost blank page.

| | |
|---|---|
| Layout | **Free layout** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Intellectual** |

# Lacol

Barcelona, Spain
EU Mies Award 2022, Emerging Architecture Prize

A raw-HTML look: default serif, underlined links, a running news log.

| | |
|---|---|
| Layout | **Free layout** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Informative** |

**Lacol Arquitectura Cooperativa** Treballem per generar infraestructures comunitàries per a la sostenibilitat de la vida, com a eina clau per la transició ecosocial, mitjançant l'arquitectura, el cooperativisme i la participació. Intervenim de manera transversal en la promoció, disseny, construcció i gestió del nostre entorn.

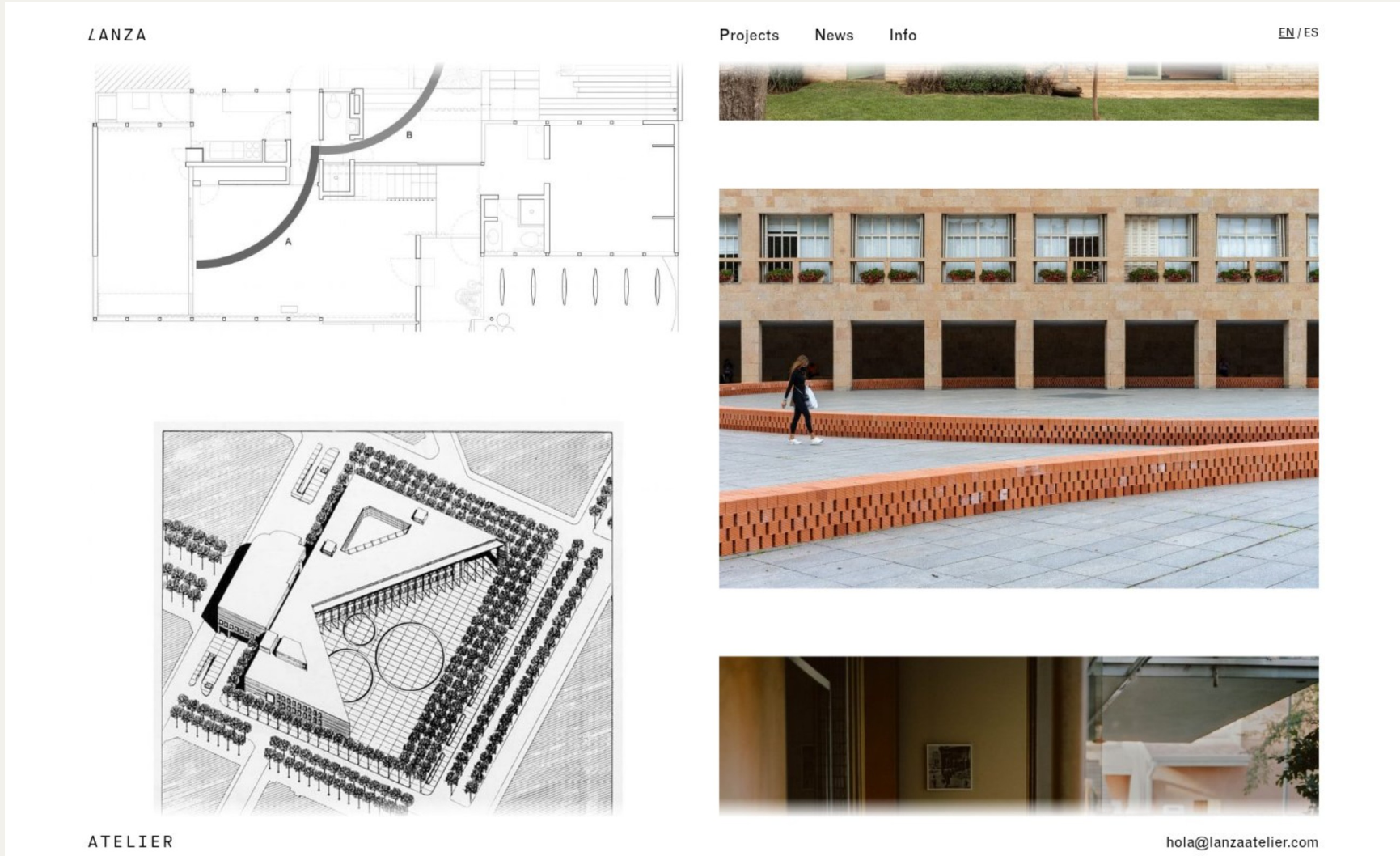


**Actualitat**

● *Ago.2026* **Vacances d'estiu** Lacol tanca per vacances del 10 al 24 d'agost. Bon estiu! ● *Jul.2026* **Premi al projecte Mar d'Ombres** l projecte Mar d'Ombres rep un premi "Agenda 2030 Barcelona + Sostenible" en la categoria "Reptes de sostenibilitat" ● *Jun.2026* **Congrés Mundial d'arquitectura** Entre el 29 de juny i l'1 de juliol Barcelona celebra el Congrés mundial d'arquitectura. Participem en una de las ponències: Més enllà de la llar: futurs col·lectius de l'habitatge ● *Maig.2026* **Exposició Nous models de convivència** Del 28 de maig al 29 de juny podreu visitar l'exposició "Nous models de

↗ lacol.coop

https://lacol.coop






# LANZA Atelier

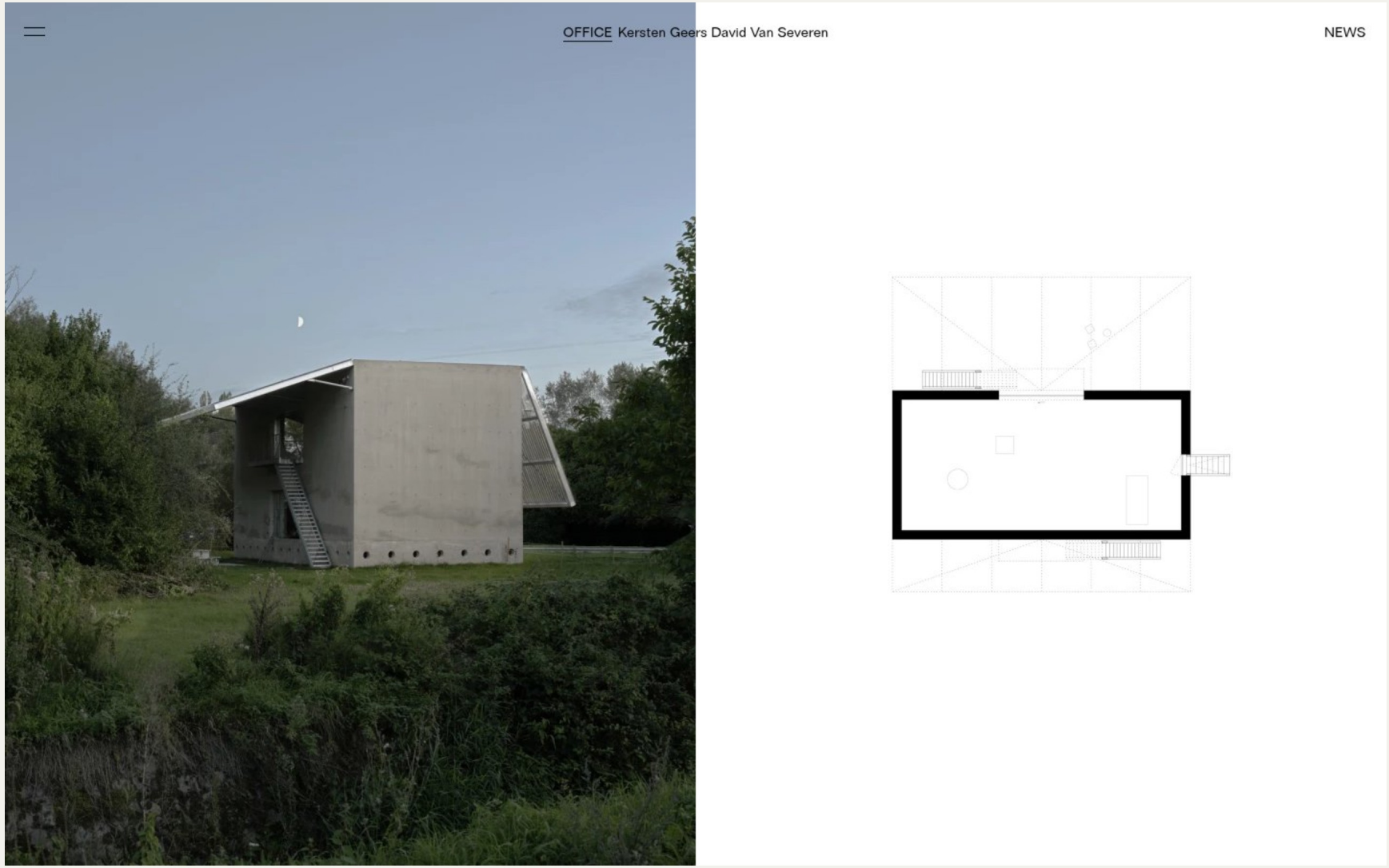
Mexico City, Mexico
Serpentine Pavilion 2026

Drawings and photos in a loose two-column collage.

| | |
|---|---|
| Layout | **Free layout** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Intellectual** |

↗ lanzaatelier.com

https://lanzaatelier.com





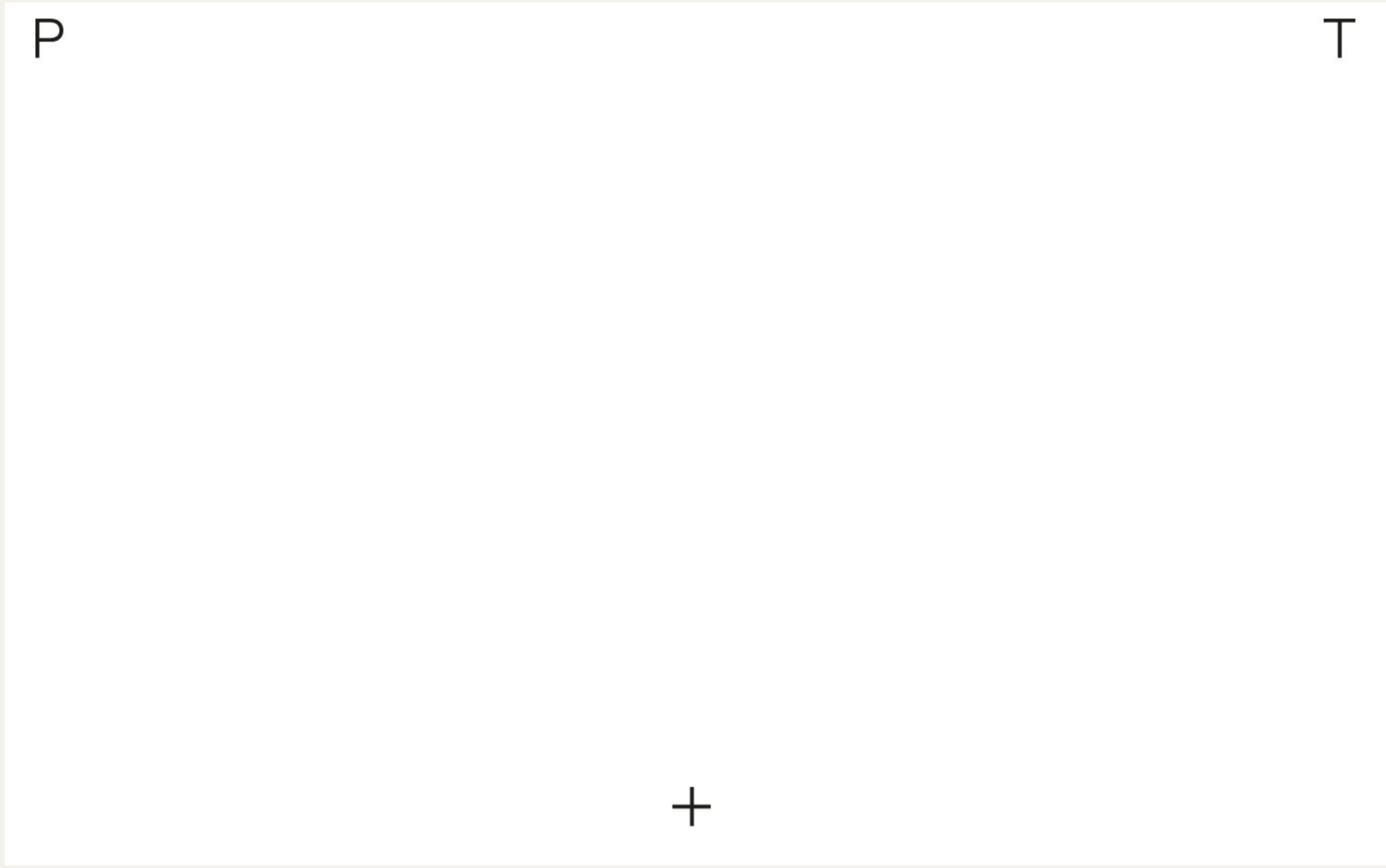

# Office KGDVS

Brussels, Belgium
Kersten Geers David Van Severen

Photo and floor plan side by side: the drawing carries as much weight as the image.

| | |
|---|---|
| Layout | **Free layout** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Intellectual** |

↗ officekgdvs.com






# Peris+Toral Arquitectes

Barcelona, Spain
RIBA International Prize 2024

A “P”, a “T” and a plus sign.
Everything else is one click away.

| | |
|---|---|
| Layout | **Free layout** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Intellectual** |

↗ peristoral.com

# SANAA

Tokyo, Japan
Kazuyo Sejima + Ryue Nishizawa

The name, a line of email addresses, and white space. That is the whole homepage.




| | |
|---|---|
| Layout | **Free layout** |
| Tone | **Light** |
| Big lettering | **No** |
| Character | **Intellectual** |

↗ sanaa.co.jp

http://sanaa.co.jp



# Morphosis

Los Angeles, USA
Thom Mayne

A full-screen video and almost no interface.

| | |
|---|---|
| Layout | **Free layout** |
| Tone | **Dark** |
| Big lettering | **No** |
| Character | **Representative** |

↗ morphosis.com

https://morphosis.com

# 04 Dark reference

Four dark sites for comparison: none of the thirty above is dark.

| Practice | Layout | Tone | Big lettering | Character |
|---|---|---|---|---|
| Bernard Tschumi Architects | Classic | Dark | Yes | Representative |
| Büro Ole Scheeren | Magazine | Dark | — | Representative |
| SOM | Magazine | Dark | Yes | Informative |
| Morphosis | Free layout | Dark | — | Representative |

# 01 Minimalist

Ten practices whose websites strip everything back.

| Practice | Layout | Tone | Big lettering | Character |
|---|---|---|---|---|
| John Pawson | Classic | Light | — | Representative |
| SANAA | Free layout | Light | — | Intellectual |
| Valerio Olgiati | Classic | Light | — | Intellectual |
| Aires Mateus | Free layout | Light | — | Representative |
| Office KGDVS | Free layout | Light | — | Intellectual |
| Christian Kerez | Free layout | Light | — | Intellectual |
| Vincent Van Duysen | Classic | Light | — | Representative |
| Herzog & de Meuron | Magazine | Light | — | Informative |
| junya.ishigami+associates | Free layout | Light | — | Intellectual |
| David Chipperfield Architects | Magazine | Light | — | Informative |

# 03 New York

Ten of the best-known New York practices.

| Practice | Layout | Tone | Big lettering | Character |
|---|---|---|---|---|
| Steven Holl Architects | Classic | Light | Yes | Representative |
| Diller Scofidio + Renfro | Free layout | Light | — | Representative |
| SHoP Architects | Classic | Light | Yes | Informative |
| Kohn Pedersen Fox | Classic | Light | — | Representative |
| Studio Libeskind | Magazine | Light | — | Informative |
| Robert A.M. Stern Architects | Classic | Light | — | Representative |
| Tod Williams Billie Tsien | Classic | Light | — | Intellectual |
| Eisenman Architects | Classic | Light | — | Intellectual |
| Pei Cobb Freed & Partners | Magazine | Light | — | Informative |
| Ennead Architects | Magazine | Light | Yes | Informative |

# 02 Young & awarded

Ten young practices with a major recent prize.

| Practice | Layout | Tone | Big lettering | Character |
|---|---|---|---|---|
| büro hacke | Classic | Light | — | Informative |
| Peris+Toral Arquitectes | Free layout | Light | — | Intellectual |
| Vidic Grohar Arhitekti | Classic | Light | — | Representative |
| LANZA Atelier | Free layout | Light | — | Intellectual |
| Material Cultures | Magazine | Light | Yes | Informative |
| Lina Ghotmeh — Architecture | Classic | Light | Yes | Representative |
| Lacol | Free layout | Light | — | Informative |
| Assemble | Magazine | Light | — | Informative |
| Counterspace | Free layout | Light | — | Intellectual |
| Studio Ossidiana | Free layout | Light | Yes | Representative |