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For More Information  
For Project Images:  
Heather McCune, Director of Marketing  
949-553-9100 ext. 245  
[hmccune@bassenianlagoni.com](mailto:hmccune@bassenianlagoni.com)

### **Pioneering Architects Aram Bassenian and Carl Lagoni Inducted Into Hall of Fame**

In an era where home design equates to home sales success as never before, the National Association of Home Builders and *Professional Builder* magazine recognized the contributions of Aram Bassenian, AIA and Carl Lagoni, AIA to advancing the art of residential design. Both men were among the ten members of the inaugural class of inductees into the Best in American Living Hall of Fame.

The innovative work of Bassenian and Lagoni has catapulted their Newport Beach, CA, planning and architectural firm to the top of the list as the most awarded office in the 25-year history of the Best in American Living Awards, the premier national new home design competition. Among the 80+ awards bestowed on the firm are Home of the Year, Best Single Family Detached Home in every size category, and Best Custom Home, as well as multiple wins as Best in Region.

“Aram Bassenian and Carl Lagoni have been honing their expertise in all things residential for more than 35 years,” said Paul Deffenbaugh, editorial director of *Professional Builder* magazine in presenting this honor. “They’ve designed best-in-class communities in nearly every category from conventional and high density detached homes to townhomes, condominiums, apartments, senior housing and resort communities.”

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The firm's reputation for best-in-class design solutions has extended its business beyond the United States. Currently the company designs new communities throughout China, in North Africa, the Middle East and India.

Some of the recent winning projects produced by the firm include:

- *Home of the Year*: Altamura at Nellie Gale Ranch built by William Lyon Homes.
- *Platinum Winner for Best Attached Community*: Three-65 at Victoria Gardens in Rancho Cucamonga, CA built by Shea Homes.
- *Platinum Winner for Best Single-Family Detached Home*: Canyon's Edge built by Standard Pacific Homes in Irvine, CA.
- *Platinum Winner for Best Neighborhood*: Front Street in Ladera Ranch, CA built by Standard Pacific Homes.
- *Platinum Winner for Best Attached Home*: Sutter's Mills, Ladera Ranch, CA built by Centex Homes.

"As architects, it is our assignment to design homes that link to the past yet look forward in lifestyle and technology. That vision mixes with skilled hands to create a home of character that also appeals to the senses," said Chairman and CEO Aram Bassenian.

During these difficult times for the economy in general and housing in particular, Bassenian Lagoni Architects' isn't resting on the accomplishments of the past. An aggressive research and development program explores new lifestyle solutions, new concepts and new elevation styles that enable builders to profitably create homes and neighborhoods at a price point that attracts new buyers.

"We pride ourselves on being on the leading edge of design," explained President Carl Lagoni. "We try to help define the trends rather than just replicate them."

### **About Bassenian Lagoni Architects**

Innovation in design is a Bassenian Lagoni Architects trademark. With a staff of 80 people in its Newport Beach offices, the firm combines its vision for place with a problem-solving planning and design approach designed to maximize the profit potential for our builder clients. We assist the development team to create fresh and marketable solutions to complex design challenges. Please visit [www.bassenianlagoni.com](http://www.bassenianlagoni.com) to learn more.