

L Company Guesthouse by Keiji Harada Wins Gold A' Design Award in Architecture

Keiji Harada Earns Gold A' Design Award for L Company Guesthouse Design

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/EINPresswire.com/ -- The A' [Design Award](#) has announced [Keiji Harada](#) as a Gold A' Design Award winner in the [Architecture](#), Building and Structure Design category for the work titled L Company, a guesthouse developed for a diversified enterprise active in hospitality, real estate, and lifestyle services. The A' Design Award is one of the highly respected and well-recognized accolades in the field of architecture and spatial design, evaluating entries through a rigorous, blind peer-review process conducted by an expert jury panel. This recognition acknowledges the considered approach, material

craftsmanship, and spatial clarity demonstrated throughout the project. The award positions L Company among notable contributions to contemporary architectural practice.

The recognition of L Company holds relevance for the broader architecture industry, where the demand for hospitality environments that balance functionality with refined experience continues to grow. The project demonstrates how thoughtful material selection and spatial composition can address strict architectural constraints while serving the practical needs of business guests. By prioritizing clarity, comfort, and ease of use, the design aligns with current industry interest in user experience and enduring quality. For clients and practitioners alike, the work offers a measured example of how restraint and natural materials can elevate a confined interior into a serene and functional setting.

L Company comprises a welcoming hall, meeting rooms, and accommodation spaces, each



L Company

composed to convey calm sophistication. A defining feature is the welcome hall flooring, where uninterrupted marble veining flows seamlessly across the space to create a majestic first impression. Throughout the property, only natural materials have been employed: floors and walls finished in marble, ceilings coated in traditional Japanese plaster, and furniture crafted from solid natural wood and genuine leather. The thin layers of plaster required meticulous base preparation to prevent cracking, while only the highest-quality leather sections were selected. Together these choices produce a space of exceptional warmth, quality, and presence despite the original low ceilings and confined atmosphere.

This recognition by the A' Design Award may inform future projects undertaken by Keiji Harada, reinforcing a design philosophy that embraces simplicity, dynamic materiality, and human-centered spatial planning. The acknowledgment serves as motivation for continued exploration of how architectural limitations can be transformed into opportunities for openness and elegance. It also encourages further refinement of material craftsmanship and the pursuit of meaningful, enduring solutions across diverse fields.

Interested parties may learn more about the award-winning design and its creator at the dedicated page provided by the A' Design Award.

<https://competition.adesignaward.com/ada-winner-design.php?ID=175686>

About Keiji Harada

As a commercial designer, Keiji Harada seamlessly bridges architecture, spatial design, and product creation, not merely to craft beautiful forms, but to evoke joy, comfort, and deep emotional connection through every experience. He approaches each project with a holistic vision, carefully considering context, materiality, and human interaction to create meaningful and enduring design solutions. Keiji Harada is from Japan.

About Harada Keiji Design Office

Harada Keiji Design Office is committed to pursuing design across diverse fields, guided by the belief that true beauty is born from the spirit of the present and discovered through the eyes of those who live today. Its mission is to create joy, smiles, and places of gathering, shaping such beauty through designs that balance creativity with cost-consciousness. The studio carefully considers the unique characteristics of each location and all relevant conditions to propose designs that best meet client needs.

About the Gold A' Design Award Recognition

The Gold A' Design Award is granted to designs that demonstrate a high level of innovation and a notable impact on their intended audience. Within the Architecture, Building and Structure Design category, entries are assessed against criteria including innovative use of space, structural integrity, aesthetic appeal, material selection, functional efficiency, use of natural light, spatial harmony, and integration with surroundings. Recognized as a significant achievement, Gold A' Design Award designs reflect considered technical attributes, artistic skill, and creative qualities. These works serve as benchmarks for excellence, encouraging further innovation and

inspiring future generations of designers. The designation reflects a rigorous evaluation rather than subjective acclaim.

About A' Design Award

The A' Architecture, Building and Structure Design Award is a highly esteemed competition that welcomes a wide variety of participants, including architects, engineering firms, construction companies, and influential brands across the architecture and design industries. Entries are blind peer-reviewed and assessed against pre-established evaluation criteria by an international jury panel of design professionals, industry experts, journalists, and academics, ensuring a fair and rigorous selection process. Organized since 2008 and now in its 18th year, the A' Design Award is an international, juried competition open to entries from all countries and all industries. The ultimate aim of the A' Design Award is to recognize and promote superior projects that advance and benefit society, driven by a philanthropic mission to help create a better world through the transformative power of good design. Interested parties may learn more about the A' Design Award, explore the jury, view past laureates, and submit their own projects at the following url: <https://worldarchitectureaward.com>

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