

# Buddy Holly Hall wins Archiboo Best Use of Video Award

<https://dsai.ca/news/buddy-holly-hall-wins-archiboo-best-use-of-video-award/>

London, UK – Diamond Schmitt were thrilled to receive the Best Use of Video Award last night at the 2021 Archiboo Awards for our video of Buddy Holly Hall.

“The winner stood out for superb storytelling, lovely cinematography which celebrated both the architect’s skill and the spirit of the context. It is a very well edited and constructed film which made us smile and filled us with admiration for all concerned.” – Archiboo Judges

The new Buddy Holly Hall of Performing Arts and Sciences is a landmark destination that grew from the community’s needs, inspired by Lubbock’s physical and cultural landscape. Architects Matthew Lella, A.J. Diamond, Mike Lukasik, and Cynthia Carbonneau tell the story of how the Diamond Schmitt team took their Canadian understanding of function, spirit, and acoustics to West Texas’ light and materiality.

The video, created by two Toronto and Lubbock teams, continues the spirit of collaboration of the design and construction of the project between the design team, project partners, and community.

Now in their sixth year, the Archiboo Awards honour inspirational design, great storytelling, excellent user experience and the clever use of social media as part of the mix. Entries are judged on their creativity by a prestigious panel of experts in property development, tech, design and media. The judging is a rigorous two-stage process including pre-scoring to determine shortlists and online category meetings where entries are evaluated in detail.