

# BAKER MCKENZIE ADVISES NZZ AND ARCHITONIC ON THE ACQUISITION OF ARCHDAILY

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**Architonic**, founded in 2003 and acquired by NZZ Media Group in 2015, is one of major online global platform for manufacturers, specialist retailers, and architects in the premium segment. On April 30 2020, [it was closed](#) its acquisition of **ArchDaily**, a platform founded in 2008 which provides architects with inspiration, knowledge and tools for their work.

This allows the two online platforms to strategically consolidate their market positions and cross-leverage their expertise. Together, they will inform over 180 million visitors a year - over 30 times the total number of architects and interior designers worldwide. Archdaily.com and architonic.com provide professionals with one-stop, curated information resources that support them in acquiring new knowledge to achieve better architectural outcomes.

## The team

**A cross border team of Baker McKenzie advised Architonic on its acquisition of ArchDaily. The team, made up of lawyer's from the firm's Hong Kong, Mexico City, Guadalajara, U.S., Santiago, Shanghai and Switzerland offices, was led by partner Alexander Fischer, senior associate Matthias Trautmann and associate Patricia Reichmuth (all in Zurich office). The Baker McKenzie team also included partners Lukas Glanzmann, Tracy Wut, Alberto Maturana, Amy Ling, Javier Ordonez Namihira, Imke Gerdes, Valentina Venturelli, Nancy Lai, Eva-Maria Strobel; Counsel Sarah Helfers; and associates Roberto Macias-Saltijeral, Daniel Villanueva-Plasencia, Jose Munoz, Cristian Bonacic, Martha Mayorga-Luna, Karina Fajardo-Sahagun, Thania Lopez-**

**Flores, Andres Lecaros, Hardy Zhou, Ning Liu, Ana Inzunza-Sanchez, Brian Chu, Maria Picon,  
Carlos Lazcano, Jingjin Guo, Julia Schieber and Sandra Marmy.**