# **EDITORIAL CALENDAR**

Materials: 1/9/17

media **2017** 

Materials: 2/7/17

#### **JANUARY**

### PEOPLE+PLACES

The people are what make this industry great, from the most well-known CEOs to the start-up releasing its first product. In our People+Places issue, we will look at those phenomenal folks making big changes in the industry.

**PRODUCT WELL:** These products are breaking barriers and keeping us excited to see what is to come.

**SOURCES:** New Releases

**PRODUCT FOCUS:** Architectural products ISSUE-BASED ROUND-UP: High-traffic products

### **FEBRUARY**

#### THE GROWING URBAN INTEGRATION

Looking at the figures, urban growth is continuing, but it's not just the heavy hitters like New York City that are welcoming newcomers. As places like Austin, Texas; Richmond, Va.; and Seattle grow, new questions arise in how to design for these spaces. In this issue, we will be taking an in-depth look at the concerns surrounding urbanization, including: historic preservation, community centers, mixed-use buildings, public spaces, adaptive reuse, overcrowding, and microliving.

PRODUCT WELL: These products help people work in ever-changing interiors and close quarters where space is at a premium.

**SOURCES:** New Releases

**PRODUCT FOCUS:** Furniture

**ISSUE-BASED ROUND-UP:** Space-savers

ADVERTISING BONUS: AIM Ad Study—Discover how i+s subscribers

Advert: 1/2/17

react to your ads.

**Editorial: 11/1/16 MAY (NEOCON)** 

#### THE FORECAST

NeoCon is just around the corner! The monolith event touts the industry's largest collection releases. But what are the broader trends these releases are pointing to? What can we expect from the next year or beyond in the industry? While studying temporal trends is important to everyday designs, our Forecast issue will dive deeper, pulling out the long-term styles that will influence the industry for years to come, as well as give advice on how to tackle the Merchandise Mart.

**PRODUCT WELL:** These products follow the larger trends in the industry.

**SOURCES:** NeoCon Preview

### MARCH

#### THE MAKERS ISSUE

Whether created in a basement in Brooklyn or a factory in Milan, handmade design carries with it a unique aesthetic and strengths. We will be reporting on the new handcrafted designs that add pizazz to any project, and the things that make success possible in this corner of the market: technology, sites like Etsy, the Makers Movement, and 3D printing.

**PRODUCT WELL:** These products are all created and inspired by

artisans from around the world.

**SOURCES:** New Releases

**PRODUCT FOCUS: Textiles** 

ISSUE-BASED ROUND-UP: Hand-crafted designs

Advert: 2/1/17

Editorial: 12/1/16 JUNE (NEOCON)

### **SPECIFIERS ISSUE**

You'll want to keep this issue at arm's length on the bookshelf. From fire ratings to recycled content, there's a lot to dive into when specifying a product. In this issue, we will break down the facts and figures to give a deeper understanding of the ins and outs you should be aware of.

**PRODUCT WELL:** These products stand out as leading the industry in their field for what they're made of, not just how they look.

**SOURCES:** New Releases

**PRODUCT FOCUS:** Surfacing

ISSUE-BASED ROUND-UP: Materials Pavilion Preview

**Editorial: 10/3/16** 

**GLOBAL INFLUENCE** 

**APRIL** 

Advert: 12/1/16

Materials: 12/7/16

The globalization of design continues forward with no end in sight. As we become ever more integrated with the people, cultures, and designs from around the world, what considerations need to be made, and who are the heavy hitters outside of our borders? In this issue, we will be looking at international projects and products that prove the language of design is the same the world over. We will also

be providing coverage of the international shows you may have missed.

**PRODUCT WELL:** These products come from all over the world from Auckland to Zimbabwe.

**SOURCES:** New Releases

**PRODUCT FOCUS:** Wallcoverings

ISSUE-BASED ROUND-UP: International designs

Editorial: 1/2/17 Advert: 3/1/17 Materials: 3/7/17 Editorial: 2/1/17 Advert: 4/3/17 Materials: 4/10/17

Editorial: 3/1/17 Advert: 5/1/17 Materials: 5/8/17

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# **EDITORIAL CALENDAR**

media**2017** 

#### JULY

#### **DESIGN CHARRETTE**

Design doesn't exist in a vacuum; it's constantly informing and being informed by the world around us, taking influences from places like graphic design, regional customs, and popular culture. It's important to understand these influences and how they can better inform interior design.

**PRODUCT WELL:** These products stand out as leading the industry in their field for what they're made of, not just how they look.

**SOURCES:** New Releases

**PRODUCT FOCUS:** Carpet

ISSUE-BASED ROUND-UP: Obviously influenced

#### **AUGUST**

#### **LEARNING CURVE**

Students and recent alumni are ushering in the future of design. Here we delve into the design and theories that are on their radar, their experiences, and where they see architecture and interior design going. Additionally, we'll flip the script to talk to industry leaders on what they look for in new hires, and how to identify rising stars.

**PRODUCT WELL:** These products are created by students and recent alumni just breaking into the scene.

**SOURCES:** New Releases

**PRODUCT FOCUS: Lighting** 

**ISSUE-BASED ROUND-UP:** Students Choice (Our panel of student designers will let us know what they're

excited about.)

## **SEPTEMBER**

#### **CROSSING OVER**

The line between residential and commercial design has never been thinner. As the public spaces we occupy become more like the private spaces we love, special considerations come into play: How do we respond when a client wants a residential piece that may not hold up in a commercial setting? How are our spaces changing? What products seamlessly transition from the home to the commercial space? We'll take a look at the designs which make commercial space feel (and look) like home.

**PRODUCT WELL:** These products feel just right in both residential and commercial spaces.

**SOURCES:** New Releases

**PRODUCT FOCUS:** Flooring

ISSUE-BASED ROUND-UP: Residential crossovers

ADVERTISING BONUS: AIM Ad Study—Discover how i+s subscribers

react to your ads.

Editorial: 6/1/17 Advert: 8/1/17 Materials: 8/7/17

#### Editorial: 4/3/17

ART+FASHION

**SOURCES:** New Releases

**OCTOBER** 

Advert: 6/1/17

Art and fashion have such a profound influence on interior design.

design trends and styles within the industry, including how what we

saw at Design Week will influence the next year of product design.

**PRODUCT WELL:** These products have an art and fashion flair while doing their duty in the design industry.

**ISSUE-BASED ROUND-UP:** Ready for the Runway

In this issue, we'll take a look at how art and fashion both inform

Materials: 6/7/17

Editorial: 5/1/17

THE PUBLIC EYE

flexible large spaces.

public use.

**SOURCES:** New Releases

**NOVEMBER** 

Advert: 7/3/17

Design that exists in public spaces deals with a unique set of issues.

pop-up stores—to governmental monuments and outdoor spaces,

exploring issues such as building repositioning and the creation of

Here we'll discuss everything from temporary design—exhibits,

PRODUCT WELL: These products are perfect for high-traffic,

**ISSUE-BASED ROUND-UP:** Public products

PRODUCT FOCUS: Kitchen + Bath

Materials: 7/7/17

# DECEMBER

# RESEARCH+DEVELOPMENT

It seems like research and development are occurring in the A+D community at neck-breaking speeds, and every step of the way informs how we design. Looking back on the breakthroughs of the last year, and putting a special focus on wellness and health, we'll discuss what they mean for the future of design.

**PRODUCT WELL:** These products utilize the newest of the new research there is to make design better for the end user.

**SOURCES:** New Releases

**PRODUCT FOCUS:** 2017 Reader's Choice

ISSUE-BASED ROUND-UP: 2017 Reader's Choice

#### Editorial: 7/3/17 Advert: 9/1/17 Materials: 9/7/17 Editorial: 8/1/17 Advert: 10/2/17 Materials: 10/9/17 Editorial: 9/1/17 Advert: 11/1/17 Materials: 11/7/17

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**PRODUCT FOCUS: Windows** 

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