

**id**entity

Media Kit  
2022



# Editorial Calendar

## MONTH

## THEME

## DESIGN FOCUS

January

The New Culture Issue

Lighting Design

February

The Slow Living Issue

Wellness/Sustainability

March

The Art Issue

Walls, Floors, and Surfaces

April

The Craftsmanship Issue

Bathrooms

May

The Power Issue

Kitchens

June

The Style Issue

The Summer Edit

July/August

The Design Issue

Living Spaces

September

The Collaboration Issue

Workspaces/Office Design

October

The New Generation Issue

Kitchens

November

The identity Design Awards

Bathrooms

December

The Innovators Issue

Outdoor Spaces



# Editorial Calendar

## January

### The New Culture Issue

Exploring new narratives and approaches that are shaping cultures in design and architecture across the globe

**Design Focus:** Lighting Design  
Designer spotlight from the MENA region  
Design exhibitions  
Interior design and architectural projects  
Interviews with designers, artists and architects  
Beautiful homes from around the world

## February

### The Slow Living Issue

Exploring design and architecture that promotes conscious and slowed-down living

**Design Focus:** Wellness/  
Sustainability  
Designer spotlight from the MENA region  
Maison&Objet 2022 review  
Interior design and architectural projects  
Interviews with designers, artists and architects  
Beautiful homes from around the world  
Eco-conscious design

## March

### The Art Issue

The latest from global art and collectible design

**Design Focus:** Walls, Floors & Surfaces  
Designer spotlight from the MENA region  
Art Dubai 2022 review  
Interior design and architectural projects  
Interviews with designers, artists and architects  
Art-filled homes from around the world

## April

### The Craftsmanship Issue

Exploring global artisanal craft traditions of the future

**Design Focus:** Bathroom  
Designer spotlight from the MENA region  
Designer and architect interviews  
Interior design and architectural projects  
Craft-focused design and architectural projects  
Craftsmanship in the MENA region special

## May

### The Power Issue

Spotlighting personalities who are positively contributing to design and architecture in the MENA region

**Design Focus:** Kitchens  
Designer and architecture interviews  
Highlighting makers across the globe

## June

### The Style Issue

The latest in style across design, fashion and interiors

**Design Focus:** The Summer Edit (furniture, lighting, textiles for a summer mood)  
Designer spotlight from the MENA region  
Interviews with makers from across the globe  
Beautiful homes from around the world

## July/August

### The Design Issue

Exploring the latest and forward-looking designers, products and approaches in design

**Design Focus:** Living Spaces  
Designer spotlight from the MENA region  
Designer and architect interviews  
Interior design and architectural projects  
Salone del Mobile / Milan Design Week review

## September

### The Collaboration Issue

Exploring collaboration as a birth of innovation and new ideas in design, art and architecture

**Design Focus:** Workspaces / Office Design  
Design and architecture interviews  
Collaborative projects by architects, designers and brands  
Interior and architecture projects  
Beautiful homes from around the world  
\*\* Guest editor edition (TBA)

## October

### The New Generation Issue

Discovering a new generation of designers and architects making a difference

**Design Focus:** Kitchens  
Designer spotlight from the MENA region  
Interior design and architectural projects  
Interviews with designers, artists and architects  
Beautiful homes from around the world  
A spotlight on a new generation of designers from MENASA

## November

### The id Design Awards

Celebrating the winners of the identity Design Awards 2022

**Design Focus:** Bathrooms  
Announcing the winners of the identity Design Awards 2022 special  
Designer spotlight from the MENA region  
Interviews with designers, artists and architects  
Beautiful homes from around the world

## December

### The Innovators Issue

Exploring the intersection of new technologies and age-old techniques resulting in improved practices and a resilient built environment

**Design Focus:** Outdoor Spaces  
Designer spotlight from the MENA region  
Boundary-pushing architecture and design  
Dubai Design Week / Downtown Design review  
Innovative works by students from across the globe (Global Grad Show)  
Design/Miami review  
Interviews with designers, artists and architects  
Beautiful homes from around the world