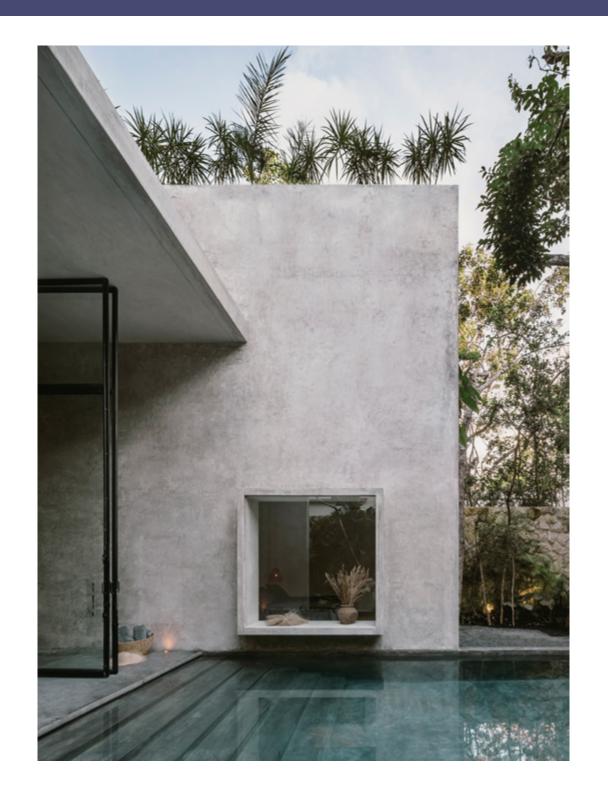
identity
Media Kit
2022



Editorial Calendar

MONTH

THEME

January

February

The Slow Living Issue

The New Culture Issue

March

The Art Issue

April

The Craftsmanship Issue

May

The Power Issue

June

The Style Issue

July/August

The Design Issue

September

The Collaboration Issue

October

The New Generation Issue

November

The identity Design Awards

December

The Innovators Issue

DESIGN FOCUS

Lighting Design

Wellness/Sustainability

Walls, Floors, and Surfaces

Bathrooms

Kitchens

The Summer Edit

Living Spaces

Workspaces/Office Design

Kitchens

Bathrooms

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

projects

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

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

** Guest editor edition (TBA)

world

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