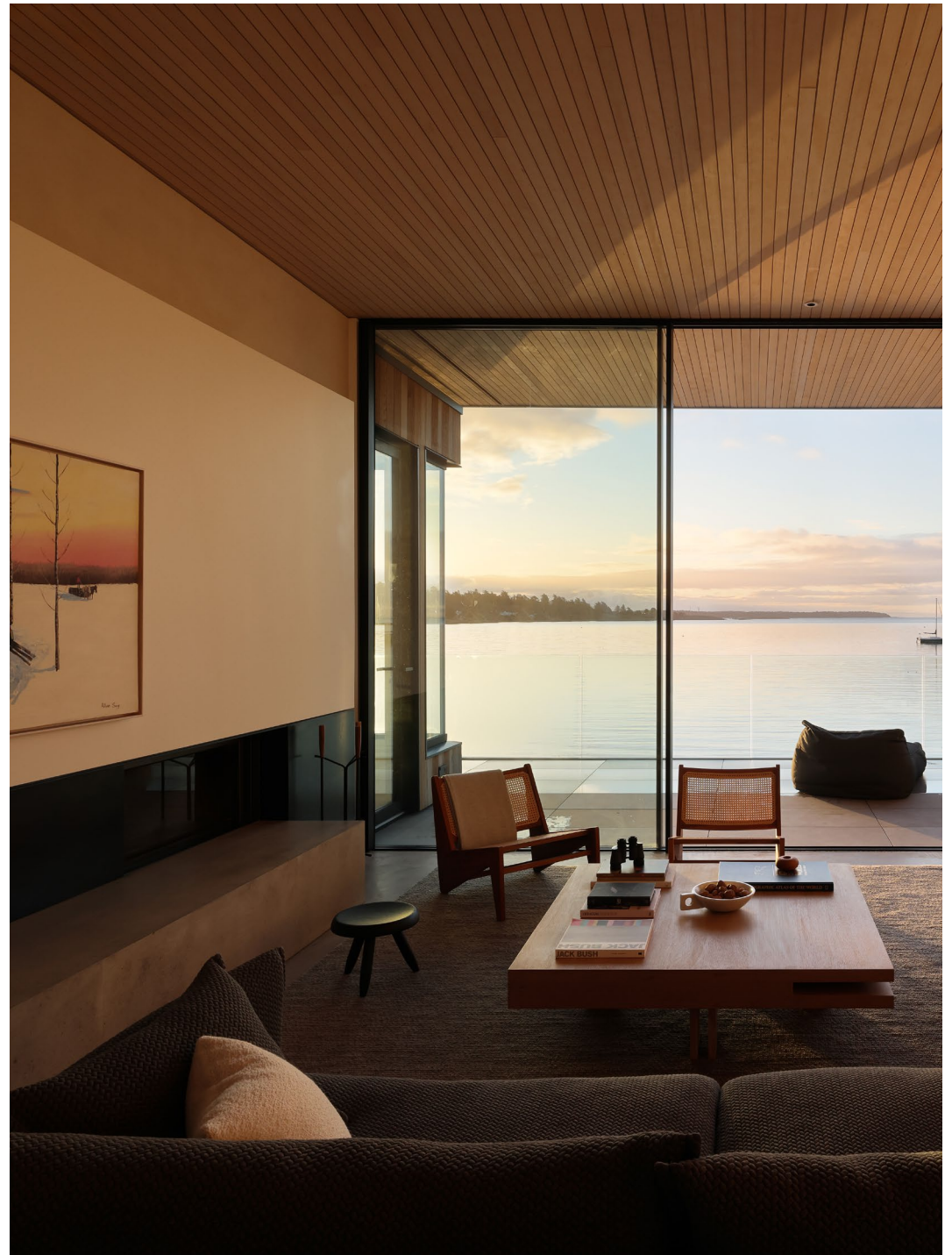


**identity**  
**Media Kit**  
**2023**



# Editorial Calendar

## MONTH

January

February

March

April

May

June

July/August

September

October

November

December

## THEME

The Culture Issue

The Dreamers Issue

The Art Issue

The Crafts Issue

The Design Issue

The Power Issue

The Style Issue

The New Generation Issue

The Collaboration Issue

The Innovators Issue

The Design Awards Issue

## DESIGN FOCUS

Lighting Design

Home décor special

Walls, Floors, and Surfaces

Bathrooms

Living Spaces

Kitchens

The Summer Edit

Workspaces/Office Design

Kitchens

Bathrooms

Outdoor



# Editorial Calendar

## January

### The Culture Issue

Exploring designs and people who are shaping culture across the Middle East

- Design Focus: Lighting
- Interviews with artists and designers who work in the cultural sphere
- Design exhibitions
- Beautiful homes from around the world

## February

### The Dreamers Issue

Exploring design that taps into the realm of fantasy and visions for the future

- Design Focus: Home décor special
- Designer spotlight from the MENA region
- Young artist spotlight
- Visionary architecture and interior design projects
- Beautiful homes from around the world

## 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 Crafts Issue

Exploring global artisanal craft traditions of the future

- Design Focus: Bathrooms
- Global designer spotlight with a focus on artisanal craft
- Designer, artist and architect interviews
- Craft-focused design and architectural projects
- Craftsmanship in the MENA region special

## May

### The Design Issue

Exploring the latest in design, from products to projects and design approach

- Design Focus: Living Spaces
- Global designer spotlight
- Designer and architect interviews
- Interior design and architectural projects
- Salone del Mobile / Milan Design Week review

## June

### The Power Issue

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

- Design Focus: Kitchens
- Id50 list of the inspiring designers and architects shaping the future of the region
- Designer and architecture interviews
- Interior and architecture projects from around the world
- Beautiful homes from around the world

## July/August

### The Style Issue

The latest in style across design, fashion and interiors

- Design Focus: The Summer Edit (furniture, lighting, textiles for a summer mood)
- Spotlight on global makers focusing on ecological and cultural sustainability
- Travel special: Design destinations
- Beautiful homes from around the world

## September

### The New Generation Issue

Discovering a new generation of designers and architects making a difference

- Design Focus: Workspaces
- A spotlight on a new generation of designers from the Global South
- Interior design and architectural projects
- Interviews with designers, artists and architects
- Beautiful homes from around the world

## October

### The Collaboration Issue

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

- Design Focus: Kitchens
- 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)

## November

### The Innovators Issue

Exploring design and architecture that defines innovative thinking within design and architecture

- Design Focus: Bathrooms
- Innovative designs from across the globe
- Interviews with designers, artists and architects
- Beautiful homes from around the world

## December

### The Design Awards Issue

Celebrating the winners of the identity Design Awards 2023

- Design Focus: Outdoor
- 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
- Dubai Design Week / Downtown Design review