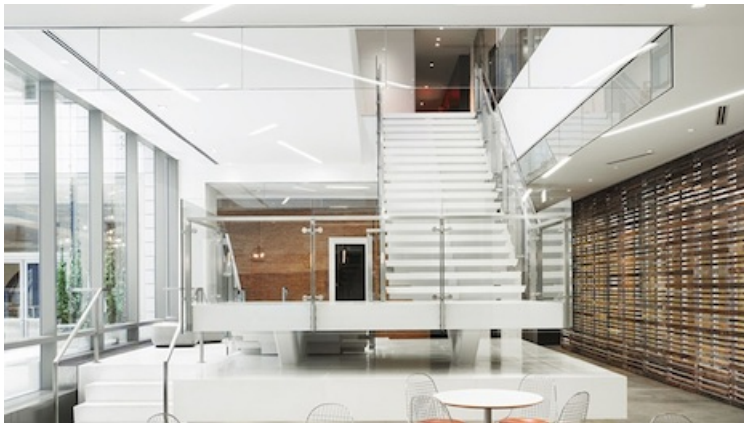


MEDIA/PUBLISHING

Interior Design unveils massive 85th anniversary issue

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Interior Design celebrates its 85th anniversary with a super-size commemorative issue

By DANNY PARISI

Sandow-owned shelter publication Interior Design is celebrating its 85th anniversary with its largest issue ever to go to print.

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The 333-page publication is the magazine's March 2017 keepsake issue, celebrating 85 years of covering the latest in interior design. The issue is packed with content from designers and brands ruminating on the past and future of design.

"For 85 meaningful years, Interior Design has been recognized as the leading voice in the design industry," said Cindy Allen, editor in chief of **Interior Design**, New York. "Every decision we make is for design with a capital D, the architects and designers we champion and the community we embrace. It's very personal to me."

Interior Design

With the release of its 85th anniversary issue, Interior Design is eschewing the traditional format of a magazine in favor of something a bit more literary. Rather than being divided up into articles or particular editorial sections, the issue is structured as if it were a book with different chapters.

Among those chapters are testimonials and statements from countless brands that have been featured in the magazine throughout its 85 years of existence.

Brands and designers write about their thoughts on design and the past and future of interior decorating, a fitting topic for an issue that celebrates a historical milestone.



The issue focuses on the past and future of design

In addition to commemorating the magazine's debut, this year also marks the 40th anniversary of Interior Design's Giants of Design program, a periodic list created by the publication to highlight the best and most innovative design firms in the industry.

The anniversary issue will look back at Giants of Design's past and what brands to look out for in the future, as well as a wealth of other content devoted to ruminating on the magazine's past.

"2017 marks the 40th anniversary of the Interior Design 100 Giants the iconic list that our clients and designers anxiously await," said Carlo Cisco, publisher of Interior Design, New York. "Not only does the list celebrate the best and most innovative design firms, but it serves as a benchmark and overall pulse for the industry."

Commemorative issue

Among these kinds of legacy publications with decades of history behind them, there is a market for commemorative issues or books that focus on the history of the magazine.

Most recently, Harper's Bazaar had a similar product that celebrated its 150th anniversary.

"Harper's Bazaar: 150 Years: The Greatest Moments" recounts notable covers, celebrated photographs and 50 written excerpts such as articles, poems and fiction penned by Harper's Bazaar writers. The 400-page \$65 tome is currently on sale at book sellers and on Amazon.com ([see story](#)).



Harper's Bazaar's 150th anniversary book

These issues can be especially nostalgic now that print advertising's role in the luxury business is slowly diminishing in favor of digital.

Digital luxury ad spend will finally overtake print advertising in 2018 among a host of other changes to the luxury advertising landscape, according to a report from Zenith on luxury brands' ad expenditure ([see story](#)).

Interior Design is banking on the publication's long history and pedigree in the design industry to sell this commemorative issue and to keep readers coming back for more as the magazine evolves into the future.

"Since Sandow acquired Interior Design in 2010, our investments in expanding our events, print and digital platforms have led to extraordinary double-digit growth virtually every year," said Adam I. Sandow, CEO of Sandow, New York.

"Bringing the brand through its 85th anniversary is an honor, and we look forward to all of the new growth initiatives we have planned in the coming years," he said.

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