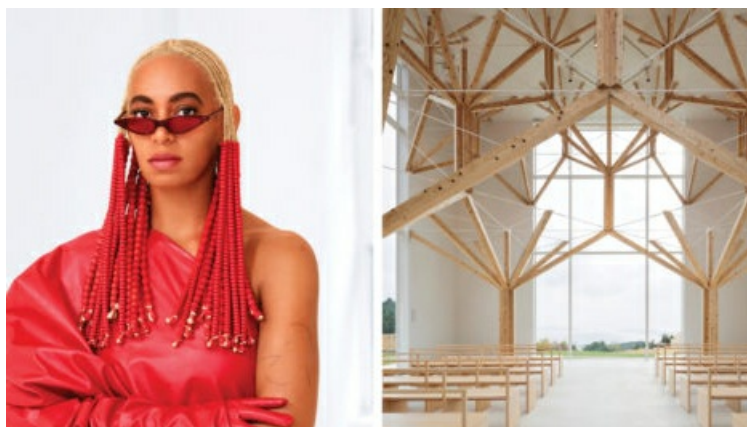


MEDIA/PUBLISHING

## Former Barneys creative director joins Surface Media

October 18, 2019



*Surface covers architecture, art, design, fashion and travel. Image credit: Surface Media*

By STAFF REPORTS

Design platform and publication Surface Media has named Dennis Freedman as consulting creative director to shape the magazine and digital platforms' engagement with art, architecture, fashion and travel.

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Mr. Freedman will reunite with his former *W*magazine colleague, Diane Solway, who was appointed Surface Media's editor in chief in September. Surface is part of Future Media Group, which acquired *W*magazine this summer.

### W meets Surface

Mr. Freedman joins *Surface* after decades of experience in both retail and publishing. He is perhaps best known as the founding creative director of *W*magazine, transforming the publication into a fashion and design powerhouse.

At *W*magazine, Mr. Freedman collaborated closely with Ms. Solway, who was most recently the publication's features and culture director.

"Dennis' groundbreaking creativity and influence in the visual world is legendary, and I am excited to be collaborating with him again in bringing *Surface's* brand and platforms to a new level of performance," Ms. Solway said in a statement. "Design is his passion and he will be instrumental as we expand our communities and dynamically connect our audiences with the innovators featured across our platforms."



*Dennis Freedman previously served as creative director at W and Barneys. Image courtesy of Surface Media*

After spending more than 20 years at *W*, Mr. Freedman joined department store chain Barneys New York as its creative director in 2011.

As creative director, Mr. Freedman was tasked with overseeing the retailer's imagery, store design and visual merchandising, as well as curating Barneys' window displays.

During his tenure, Mr. Freedman tapped collaborators for window displays that included Disney, pop artist Lady Gaga, filmmaker Baz Luhrmann and artists such as Margaret Lee and Alex Katz. He stepped down from his position in 2017 to pursue other opportunities ([see story](#)).

"Over the years, I've had the opportunity to work with Diane and, together, we have curated some of the most dynamic stories and programming that I've done in my career," Mr. Freedman said in a statement. "I am looking forward to collaborating with her on the realization of her vision for Surface Media and its unparalleled ability to engage its audiences with the leading creatives of our time."

Surface Media is part of Future Media Group, which was formed after the company bought *W* magazine from media group Cond Nast this June.

Future Group Media appointed previous staff director of *W* magazine, Sara Moonves, as its new editor in chief. Previous vice president of revenue at *W*, Amber Estabrook, acts as the chief revenue officer of Future.

In addition to Surface and *W*, the group also owns *Watch Journal*. Future holds offices in Paris, Milan and New York but also has plans to open a new location in Los Angeles ([see story](#)).