

## Editorial Guidelines for Publication

### Overview

Projects considered for publication in *Interiors & Sources* must be in the commercial market and must have been completed within the past 1-2 years. Editors look for innovative designs in terms of aesthetics, solutions to design challenges, unique architectural features/details, and effective execution of clients' goals, often with respect to branding. Projects that carry LEED certification or were designed with sustainable strategies are of special interest to our readership. The quality of photography is often the deciding factor in publishing a project.

### Project Coverage Focus

1. I&S rotates its coverage of commercial market segments between issues. Markets include:
  - a. Corporate Interiors
  - b. Healthcare Interiors
  - c. Hospitality Interiors
  - d. Education Interiors
  - e. Retail Interiors
  - f. Adaptive Reuse projects
  
2. LEED/green projects  
Projects that achieve LEED certification are also considered for our annual Top 10 LEED projects feature in the October/November issue. Editors will solicit entries from firms in September and will select projects from various market segments that demonstrate the ability and versatility of the rating system to create healthy, functional and beautiful spaces that respect the environment.

### Effective Story Pitches

The most effective way to catch the attention of the editors is to provide a pitch for a specific issue in which we will be covering a particular market segment (see editorial calendar) or topic. For project pitches, story pitches should contain all relevant information needed to make a decision, including:

1. Project type/scope
2. Unique angle or "firsts" (i.e., project was an adaptive reuse of an old bank building and converted into a hotel/restaurant; or the first of its kind to achieve LEED certification in the area, etc.)

# Interiors & sources

3. Readily viewable photography (hard copy or digital), providing an overview of the whole project. The quality of photography is often the deciding factor in publishing a project. Videos and Flash presentations may also be submitted for our digital edition.
4. Project team members and product/furnishings source list (if immediately available)
5. Contact information

For other story ideas or items on the calendar, an outline of the proposed content, names of experts or firm members to contact, and a brief description of the practical value of the article or content offered will help the editors make a decision.

## \* Product Design Coverage

When designers or design firms collaborate with manufacturers on product launches, the story often goes untold. I&S devotes a feature in each issue titled, "Design Collaborative," to those partnerships and explores the design inspiration behind new products that are brought to market. Story pitches should include names of the designer(s) and manufacturer, background information on the product, launch date and initial sketches and/or renderings, as well as finished photography.