

Design Seekers

Design has become a mass-market phenomenon driven by Design Seekers: affluent, well-educated consumers who are passionate about great design. Dwell™ has championed this movement since 2000, offering Design Seekers a vital resource for investing in everything good design has to offer.

"Thanks to rising prosperity and advancing technology, good design is now more accessible than ever. This allows more people to partake in its pleasures and become connoisseurs of what was once specialized knowledge."

*- Daniel Pink, *A Whole New Mind: Moving from the Information Age to the Conceptual Age**

Dwell Readers are Design Seekers.

Design Seekers:

- Believe great design is a lifestyle essential.
- Appreciate the simple, clean look and lines of modern design.
- Are affluent, well-educated, and love learning about great design.
- Express themselves through what they buy.
- Are engaged in the world around them.
- Influence what others want and buy.

Profile of a Design Seeker



Lara Deam, *Dwell* Founder
Mill Valley, California
Married, mother of twin toddlers

Why is great design so important to you?

"I believe we owe it to ourselves as a culture to define an architecture that is distinctly progressive, optimistic and timeless—one that makes a connection between an individual and a society."

How did you get involved in design?

"In 1995, I set out to design a modern home in Mill Valley. I searched for resources to help me express my ideas and to make more informed decisions. But I couldn't find resources to help me partner with my architect. So I took additional coursework to get the knowledge and vocabulary I needed to do that."

How has your interest in great design influenced others?

"I launched Dwell in October 2000. I envisioned a magazine that showcased modern architecture and design in an intelligent yet accessible way. A magazine for everyone eager to embrace the modern world."