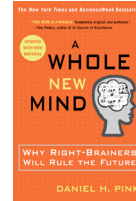


## Dwell's Design Seekers

Design Seekers represent a rapidly growing consumer base that is affluent, educated, influential and passionate about design. Dwell Media delivers these consumers a guide for curating a life that is personally expressive and design-centric.

"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*



### Attributes of the Design Seeker

- > Believe great design is a lifestyle essential
- > Appreciate authenticity and design innovation
- > Affluent, well-educated, and love to learn about great design
- > Express their sensibilities through what they buy
- > Engaged in the world around them
- > Influence the purchase decisions of others



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### DWELL REACHES YOUNG, WELL-EDUCATED, SUCCESSFUL READERS

#### Youngest audience in category

39 median age  
65%: between 18-44

#### Reaches all key decision-makers in home

59%: women  
41%: men

#### Household income

\$97,201: Median HHI

#### Best educated in category

74%: 4-Year degree or higher  
28%: have Post-Graduate Degree

#### Most successful in their careers

82%: Percentage of Audience Employed  
51%: Professional/Managerial Titles  
15%: Top Management

Source: 2010 GfK MRI Doublebase

## PROFILE OF A DESIGN SEEKER



Lara Deam, Founder  
Dwell Media  
Mill Valley, California  
Married, mother of twins

How has the notion of “good design” evolved since Dwell’s inception 10 years ago?

“I think ten years ago good design was more about the look of something--was it innovative, was it elegant. Today, I think we are using a more human metric. Does it serve a need? Does it improve my life? Is it good for the environment? Does it reflect my personal style? *And*, does it look good?”

What design ideas have made the biggest impact on how you live today versus 10 years ago?

“Design and architecture that express words like authenticity, humility, soulfulness, and creativity are what I find to be most interesting now.”

Where do you see design making the biggest difference in the future?

“I think design has the unique ability to connect people to the experiences they are engaged in. And if people are more engaged in what they are doing we can have a more purposeful world.”