

## Dwell Editorial: Designed For Engagement

### The Fruit Bowl Manifesto

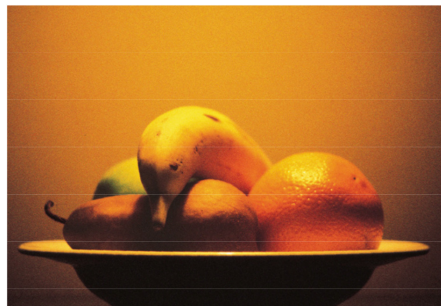
In the first issue of Dwell™ in October of 2000, founding editor in chief, Karrie Jacobs, set the tone for the Dwell vision by creating our Fruit Bowl Manifesto.

#### From Dwell's Fruit Bowl Manifesto

Generally, in magazines concerned with the design of homes, fruit bowls abound. High-priced photo stylists spend hours arranging them ... The fruit bowl is sometimes accompanied by a vase of tulips ... and precious little else.

In short, no signs of life.

Though we understand the desire to show rooms that are insanely perfect, we want to demonstrate a house that is a comfortable one. That today's best architects are able to fashion environments that are at once welcoming. And the only way we know to demonstrate that a home is truly livable is to show it as it is lived in.



If a photograph in Dwell includes a fruit bowl, it's there because the homeowners eat fruit.

Dwell's award-winning editorial engages Design Seekers on all levels with its mix of short, powerfully illustrated, concept-driven articles, bold image-driven features, essays and useful product information.

Design Seekers Express themselves through what they buy and they look for inspiration in these Editorial Sections:

#### In the Modern World

An information-packed, highly visual guide to this month's design and architecture exhibits, events, books, and new furniture and products for the home. Among a selection of constantly updating sections, In the Modern World now includes the following:

- > our favorite new **Products** and **Furniture**
- > profiles of **Nice Modernists**—whose creative endeavors best embody Dwell's ideals.
- > with **Q&A** get to know the who's who of the design world.
- > we all know its important to get a good **Square Meal—at the intersection of food and design**
- > **The Argument** is a guest op-ed for design issues that matter
- > The **Focus page gets transformed into a gallery wall for new art and photography**
- > **Preservation** looks at modern buildings worth saving
- > **Houses We Love** are just that, the houses we love.

#### My House

Homeowners share the trials and travails of living and building modern in this first-person look at homes which fit the Dwell sensibility to a tee. Plus, detailed info on how to "Make It Yours."

### **Dwell Reports**

Explore a range of retail offerings—from food storage to LED lamps—with expert tips for finding the item that’s right for you.

### **Off the Grid**

Environmentally friendly architecture that proves green design is good design with an in-depth look at the systems that drive sustainable homes.

### **Outside**

A celebration of good design in the great outdoors, from landscape architecture to garden design.

### **Process**

Dwell travels behind the scenes into factories and production facilities to look at how the modern world gets made.

### **Profile**

Get an in-depth look at the career of an architect or designer, with an exciting visual timeline of their work.

### **Detour**

Design-savvy locals offer an insider’s architectural and cultural guide to world-class cities on every continent.

### **Dwellings**

Three varied and in-depth stories based on the issue’s theme feature the people, places, and stories behind the world’s most innovative modern homes.

### **Concepts**

A chance to explore a wide-range of topics: from multi-color homes, to the out-sourcing of design jobs, to the latest in green technology. Concepts offers a fresh look at new ideas.

### **Essay**

Going well beyond the scope of any shelter magazine or trade title, Essay offers authors a chance to ruminate on how design and architecture affect our lives in different ways and at different scales.

### **Archive**

Dwell celebrates the heroes, both famous and unsung, of designs past. Plus, the section “10 Things You Should Know About \_\_\_\_\_”.

### **Design Finder**

With Design Finder meet the folks that love design as much as you do—the people that sell it. We visit the world’s most interesting design stores to find out what makes these impassioned retailers tick.

### **101**

Consider 101 a textbook on living life the Dwell way. From Real Estate to Alternative Energy, we demystify and explore the topics that matter most to you and your home.

### **Sourcing**

Where to buy what you’ve seen in the magazine and how to contact the architects, designers and experts you’ve read about.

### **Product Features**

A visually compelling read on the design of furniture or products for the home.

### **Finishing Touch**

Good design is in the details, as our Finishing Touch page proves in every issue. Based on the theme of the issue, we hone in on a pertinent, and perfect, detail.