



DESIGN – CULTURE – EXCELLENCE  
[www.tlmagazine.com](http://www.tlmagazine.com)

The upgraded international design magazine TL.MAG, with its new bilingual formula (french/english), is focusing on creation and craft intelligence connecting the handmade in all its facets to low and high tech processes. Transversal, intelligent and culture-oriented, the reader should find his way on these creative and experimental territories opened to the everyday aesthetics and a new kind of lifestyle attitudes. TL.MAG brings out talents and know-how. As a quarterly, the content is a permanent research to gather the best writers and iconography in order to catch a refined selection in the world of objects and spaces, new materials and their applications. Facing the world in perpetual change, TL.MAG promotes contemporary values and highlights cross-overs between design, fashion, architecture, beauty and luxury.

2013

# EDITORIAL PLANNING



---

## EVENTS AND FAIRS CALENDAR – MEDIA PARTNERSHIPS (THE LIST IS NOT EXHAUSTIVE)

Regular exhibition partnerships are done with Ampersand House & Gallery, Brussels, BE and with international auction houses like Pierre Bergé & Associés, BE-FR

Duo Design Award by TL.MAG is announced and covered in the Summer Issue. TL.MAG is looking for partners focusing on talents working in tandem. Please contact Leslie Brochot, [leslie@tlmagazine.com](mailto:leslie@tlmagazine.com)

### TLMAG 16 – Winter Issue (12/2012 + 1-2/2013)

#### DESIGN & CRAFT EXCELLENCE EAST/WEST

Release: 1/12/2012

12/2012 BoDW – Business of Design Week - BoDW, HK / Design Miami, US / Plaza Athénée – Maison Parisienne, FR

1/2013 Maison & Objet, Paris, FR / Pagode – launching event / Musée Guimet – tea ceremony, Paris, FR / imm Cologne/Design Post, D / Heimtextil, D

2/2013 Première Vision & Indigo, Paris, FR / Stockholm Furniture Fair, SE / Ambiente, D

### TLMAG 17 – Spring Issue (3-4-5/2013)

#### OBJECTS OF DESIRE

Release : 1/3/2013

3/2013 International Design Biennial in Saint-Etienne, FR

4/2013 Salone del Mobile / Ventura Lambrate / Fuorisalone, Milan, IT

5/2013 Mode Hyères, Villa Noailles, FR – Art Fair Hong Kong (Art Basel/Design Miami) – DMY Berlin, D

### TLMAG 18 – Summer Issue (6-7-8/2013)

#### DUO DESIGN AWARD / TRANSVERSALITIES

Sortie/Release : 1/6/2013

6/2013 Designers Days, Paris, FR + IFM, Paris, FR / Art Basel/

Miami, Bâle, CH

7/2013 Design Parade, Villa Noailles, FR

8/2013 Tendence, D

### TLMAG 19 – Autumn issue (9-10-11/2013)

#### NEW TERRITORIES

Release : 1/9/2013

9/2013 Maison & Objet, Paris, FR / Design September, Brussels, BE / London Design Festival – Designjunction, GB, Armaggan (Istanbul, TR) Exclusive event in Paris or in London / Texworld, D

10/2013 Designerblok, Prague, CZ (2014 : Istanbul Design Biennial, Interieur Kortrijk)

11/2013 Maison Parisienne / Plaza Athénée, Paris, FR

### TLMAG 20 – Winter issue (12/2013 + 1-2/2014)

#### DESIGN & CRAFT EXCELLENCE EAST/WEST (Orient/Occident)

Release : 1/12/2013

12/2013 BoDW – Business of Design Week, Hong Kong (2013 : Belgique, guest country) – Design Miami, US

1/2014 Maison & Objet, Paris, FR – Armaggan (Istanbul, TR) Exclusive event in Paris and Brussels / Heimtextil, D

2/2014 Première Vision & Indigo, Paris, FR / Stockholm Furniture Fair, SE / Ambiente, D

2013

EDITORIAL PLANNING



## TL.MAG CONTENTS

TL.MAG IS FOCUSING ON 18 SECTIONS WITHIN THE 6 FOLLOWING CHAPTERS WHICH WILL BE INTRODUCED BY IMPACTFUL IMAGES :

- APPETIZERS
- STORIES
- CREATION & EXCELLENCE
- LIVING WITH DESIGN
- MIX-MATCH & IMAGINE
- REAL LIFE



2013

EDITORIAL PLANNING



## APPETIZERS

### Spotted

These 'shopping' pages are developed around 4 strong topics and following a high end selection of products which can be bought or ordered within the brands and publishers distribution network. There are also pieces which are more for collectors interested in art and design and also self-edited designers. No frontier between the worlds explored : furniture, objects and accessories, cosmetics and jewellery, cars and other everyday amusement. For most of them, TL.MAG is giving a price or a request on demand. And they can be found if there are highly desired !

### Special Guests

Some reference people involved in the world of design and connected disciplines are interviewed in this section of the magazine. They open its main theme but are also opening a window to our prospective visions.

## STORIES

### Brands stories

TL.MAG tells the story of some selected design brands at the occasion of their anniversary or of a special historical event.

### Brand New Design

New brands involved into design and cross-over disciplines are highlighted in order to show their selected talents and their new creative territories.



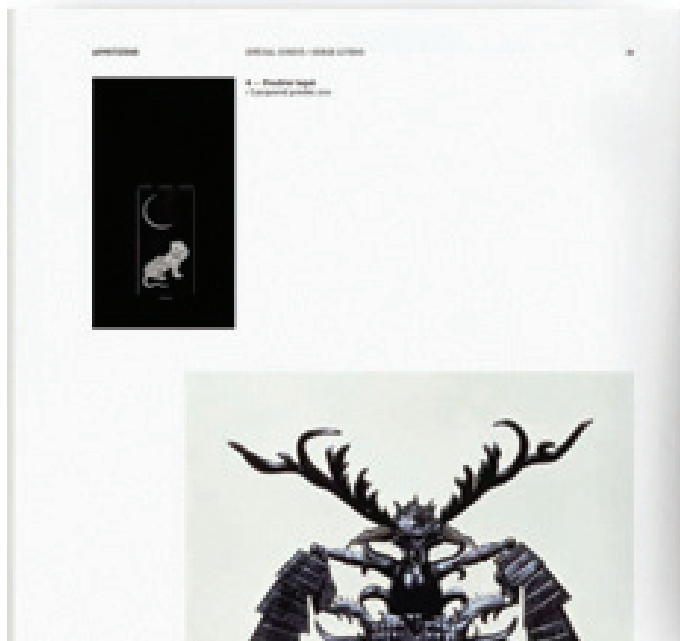
# EXCELLENCE & CREATION

## Creative Skills & Know How

The know how is part of the designers and brands life today. It is revealed through the creative and production processes. The 'making of' of one or more pieces and the experimentation within the workshop are at the core of this 'work in progress'.

## New Talents & Creations

The main themes are the stories with a red line: *Objects of Desire* (Spring Issue), *Transversalities + Duo Design Award* (Summer Issue), *New Territories* (Autumn Issue) and *Design East-West*. It allows us to enter into the designers and architects's 'backstage'. The multicultural exchange is valued by the fact of asking the creative people to write down a text on their own or preferred creation. For each release, TL.MAG is doing its talentscouting of the *Young designers and brands in Europe & the rest of the world* / ranking of the design schools all disciplines included based on criteria : art direction, entrepreneurship, R&D – encounters with the head of design & craft departments (ECAL, La Cambre Arts visuels, ENSCI, Konstfack, RCA – Royal College of Arts, St Martins School, Politecnico di Milano...); preview and postview on the main fairs on which TL.MAG is present such as Salone Satellite à Milan and the end of the year graduate jurys.



2013

EDITORIAL PLANNING



---

## LIVING WITH DESIGN

### Philo

These pages are given a free blank page to a philosopher, an anthropologist, an intellectual in order to provide us with his vision of design & craft. From Raphaël Einthoven (beauty, desire, possession) to Michel Pastoureau (the meaning of colours), Leonard Koren (wabi sabi) or Alain de Botton (living architecture), TL.MAG discusses the central question of : 'How to create a sustainable living ?' and motivate its readers to be connected to the others and to the world of objects.

### Home Secrets / Galleries and Private collections

From contemporary to vintage design...

At home with a collector or a design figure is challenging TL.MAG. The interview here is more introspective and goes straight into the private environment of a collector with all opened eyes and senses.

### Design Curators / Exhibitions & Curiosities

Storytelling...

An exhibition curator is offered to write a text and highlight some iconic pieces shown to the public during a temporary exhibition.

### Portfolio Art & Design

Unique pieces and limited editions are achieved, thanks to the galleries and to the talent of the artists, designers and architects. They are the 'soul' of these pages dedicated to beauty and the unseen. The 'icons' of contemporary craft and design will be directed to the collectors who are frequently visiting the specialized art and design fairs and events. Functional art is born !



# MIX - MATCH & IMAGINE

## Trends & Moodboards / New Aesthetics

Discovering a new territory, finding out the new lifestyle and attitudes evolutions and trends are part of the ongoing development of TL.MAG reactive 'trendbox'. In collaboration with the trend style offices which are normally elaborating a trend book on a semester or over the year, TL.MAG is proposing to the readers and design amateurs an alternative to the trends publications by NellyRodi and TrendUnion. Inspired and cross-over, the portraits of a generation of creatives are full of multicultural exchange on aesthetics and the creative processes. By creating some visible links between the creations, this section is ideal for an interdisciplinary moodboard including design, fashion, architecture, beauty, mobility, food, hospitality... It's a place for confrontation.

## Portfolio / Applied Materials

From stone to marble, to glass and ceramics, wood and leather, the materials can be either natural, noble, high tech and low tech in their composites and synthesis materials. TL.MAG explores the novelties and the material applications. A source and a resource, the magazine will rather invite an expert from an international material library such as MateriO Paris or Material Connexion in NY (connected to their licence affiliate companies). Let's enter into a 'Material World'.

## Portfolio / Photo – 'moments of grace'

A 'carte blanche' is given to a photographer or offered to a photographic project linked to the central theme of the magazine. TL.MAG focuses in this portfolio on transversal and poetic contents with a very personalized approach. Imagination !



2013

EDITORIAL PLANNING



---

## REAL LIFE EXPERIENCE

### Archi & Urban Environments

Architecture is seen from the angle of design and craft : architectural culture, materials and sensoriality, building processes and territories, interiors and retail environments, urban spaces with a co-creative and social innovation approach.

### Hotel Rooms & Rituals

Hotels are a place to be for living a new experience and to relax. TL.MAG selects them based on their concept, design qualities, but also following the ritual which is specific to the hotel environment. Some hotels are real creative laboratories and are integrating new materials and design concepts, testing new lighting fixtures, a special food design experience... The retail culture goes from the boutique-hotel until public spaces.

### Culinary Pleasures

It can be a restaurant which has been working with a designer to a new address in town... Design apply to the culture of food diversity. 'Food Design' is an invitation to travel. Lots of chefs are collaborating with designers in order to mix their talents within a culinary perspective. From critics to recipes, there are also remarkable examples in the food packaging and in the philosophy of consuming better with the slow food movement... Taste is part of the same design process : conception, production.

### Cities

A city report is done based on the topic and region of the world TL.MAG is focusing on.

It can be based on the personal choices of a designer or a city addict.

Address book and patchwork of photographs taken on site.

### People

A series of portraits like 'Polaroids' are taken on the spot while TL.MAG attend or participate to an event and fair. This can also be an occasion for the magazine to highlight the events while being an official media partner : fairs, biennials, design weeks...

