

MAY/JUNE 2011 ISSUE

# ART: ARCHITECTURE, DESIGN AND ARTISTIC IMPULSE

**FORM** PIONEERING DESIGN **LAUNCHES IN SAN FRANCISCO AND NORTHERN CALIFORNIA**  
with our new industry partner 

- FORM digital issues to AIA/SF members
- San Francisco Launch Event in May/June
- Increased presence, content, and distribution

Frederick Fisher

AD SPACE CLOSE: **FRIDAY, MARCH 25** AD MATERIALS CLOSE: **WEDNESDAY, MARCH 30**

## THE MAY/JUNE ISSUE OF **FORM** WILL EXPLORE THE RELATIONSHIP BETWEEN ART AND ARCHITECTURE.

Features will reveal architects who paint as a way of unlocking their imagination and artists who use the built environment as their canvas. In this issue, FORM will also spotlight the innovative design of **Northern California** by devoting our WORKBOOK section and other columns to **Bay Area** design.

### SPECIAL DISTRIBUTION:

- **FORM** San Francisco Launch Event
- IIDA Calibre Awards
- Dwell on Design/Mobius LA
- Los Angeles Architecture Awards

**FORM** has been a trusted source to the architecture/design community for 11 years —direct mailed to leading architects, interior designers, designers, and design/build professionals. Over 74% are in decision making or specifying positions. In print, online, and through events, FORM's aim is true.

### FORM: PIONEERING DESIGN

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