

# OPPORTUNITIES

*J*OURNAL *of*  
BIOPHILIC DESIGN





# Aims & Purpose



- Wouldn't it be amazing if everyone was flourishing in their lives, whether at home or at work, anywhere in the world? Wouldn't it be fantastic if every time we built or designed something it didn't destroy our planet but actually had a positive impact? Wouldn't it be wonderful if our children could learn more easily, our families heal quicker in hospital, and we also enjoy our work-life?
- Biophilic Design isn't a magic bullet, but it is definitely a magic brush. A brush with which everyone has the ability to transform our environments so we can live our best life.
- The purpose of our magazine is to inspire this change. We want to support this exciting and growing movement of Biophilic Design, to show how everyone can bring design elements inspired by nature into our built environment to help countries, cities, families and you flourish.



# The time is now

- Never before has there been such an interest in wellbeing, our climate, mindfulness, the workplace, physical and mental health as well as how we live our best lives. Our magazine builds on and supports this global interest. If you search online for “Biophilic Design” you will see hundreds of articles not just academic but also mainstream media. The world has caught on to this vital design trend.
- Our podcast series with researchers, thought-leaders, architects, environmentalists, psychologists, acousticians and interior designers now reaches 30,000 monthly listeners.
- The time is now to celebrate a better way of building, designing, living and flourishing.





# Publishing schedule

Issue	Month issue	Theme	Copy deadline
1	Oct/Nov 2022	Workplace	01-Sep
2	Dec/Jan 2023	Home	01-Nov
3	Feb/March 2023	Healthcare	01-Jan
4	Apr/May 2023	Cities	01-Mar
5	June/July 2023	Creativity	01-May
6	Aug/Sept 2023	Blue Mind	01-Jul
7	Oct/Nov 2023	Education	01-Sep
8	Dec/Jan 2024	Wellbeing	01-Nov
9	Feb/March 2024	Our Neurodiverse World	01-Jan
10	Apr/May 2024	Environment	01-Mar
11	June/July 2024	Leisure/Hotels	01-May
12	Aug/Sept 2024	Retail	01-Jul
13	Oct/Nov 2024	Childhood	01-Sep
14	Dec/Jan 2025	ThirdAge	01-Nov
15	Feb/March 2025	Light	01-Jan
16	Apr/May 2025	Sound	01-Mar







## Podcast Sponsorship

- *Reach an audience eager to learn about your excellence and experience*
- Our podcast reaches over 30,000 interior designers, architects, town planners, researchers, environmentalists, landscape designers, specifiers, workplace consultants, doctors, nurses, healthcare workers, families, teachers, facility managers, diplomats, politicians every month!
- UK, USA, Europe, Australasia, Asia mainly, then Africa and rest of world
- £3,500 per episode



# Introductory Advertising Rates

All adverts are full colour

- Full A4 Page      **£3,000**    £1,000
- ½ page            **£1500**    £500
- ¼ page            **£750**     £250

Ad specs:

- A4 = 210x297mm (with bleed 216x303mm)
- A5 = 210x148 (with bleed 216x154mm)
- A6 = 105x148mm (with bleed 111x154mm)

Plus allow margin on outer edges of 12mm before any critical text.

## workspace design show

Regular, the worldwide integrated architecture, design, planning, and consulting firm will be designing the Show entrance, with the theme 'Destination Workplace Rebirth'. Becky Spenceley, Design Director at Gender, who is leading the project, says 'It feels like there has never been a more exciting and yet equally unknown time as the future of workplace design. We are inspired by this synergy between new ways of workplace and a new outlook on how we can care for our planet, and how we as designers can affect that through pioneering and sustainable design. It's about fresh perspectives to enable new ways of living and create unique and natural destinations for people, hence reworking theme of Rebirth.'



Architecture practice HDP is responsible for 'Change by Design's' lounge space concept Design Show. This will provide a discussion piece surrounding the current climate on the impact of workplace design on the natural environment. It represents a rich that will demonstrate how the use of recycled, reused and bio materials in to shape a low-carbon future.

Interior Sector Innovation awards will also take place at the show, recognising in the finishes and interiors sector across various categories.

Provide visitors with the chance to explore the latest product launches that are so experience in our workplaces, creating spaces for people to harbour creativity

Also look out for the talks, our editor, Dr Yvonne Champson will be moderating a panel there too.

<https://workspace.show.co.uk/>

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## Journal of Biophilic Design HOME

Biophilic design framework is globally beyond aesthetics approach to creating environments, designing both visually stunning occupants individual And, while plants in the design process, it is more than this - employing to adopt theories drawn from nature's attraction to natural design processes.

For homeowners fed-up with domestic design fads that temporarily deliver on aesthetics, you can expect to find longevity with Biophilic Design. For interior architects and designers, we now need to seriously consider how we meet the changing needs and demands of our domestic clients. The demand for sustainable, nature-inspired design is there, but our skillset and knowledge within industry desperately needs to catch-up.

Find out more about our Biophilic Design in the Home online course here:

<https://oliverheathdesignschool.thinkific.com/>

<https://www.about.sainsburys.co.uk/news/latest-news/2021/12-01-21-new-research-reveals-family-dinner-time-text-12%20January%202022%20%20highlight%20people-even%20lower%2012%25%20haring%20breakfast>



## workspace design show

Destination Workplace: Places Where People Want to Be

20+ Countries | 3,000+ Attendees | 120+ Products | 100+ Speakers



27<sup>th</sup> & 28<sup>th</sup> February 2023, Business Design Centre, London REGISTER FREE

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... project here: feiffer-design

Design here: design.co.uk

back in 2023, t more here: awards-2023



Learn how to enhance nature connections in the home using Biophilic Design principles. Sign up to our online courses for a 10% discount today.

- 1 VISIT: [oliverheathdesignschool.com](https://oliverheathdesignschool.com)
- 2 ENTER CODE: JOB10 at checkout



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## ENVIRONMENTAL CRISIS? WHAT FOOTPRINTS SHOULD WE BE LEAVING IN OUR WORKPLACE?

*"The team at FOOTPRINT+ question whether the term 'crisis' is helpful and offer an interesting, maybe sobering view of how we view our historical use of fossil fuels."*

**Tim Pyne, Creative Director, FOOTPRINT+**

At FOOTPRINT+ we try to encourage a more optimistic view; last year's launch slogan was 'Goodbye Oil, Hello Sun', and we installed 1500 sunflowers throughout the event, grown for us by Hortus Loci. Visitors were invited to take them home and plant them.

Fossil Fuels have been instrumental in transporting the human race from a society ravaged by disease and hunger to one where the majority of people are adequately fed, there is leisure time, and early death is increasingly rare. When the industrial revolution started, the quality of life on earth was low; now it has improved incomparably.

Having said that, the by-product of this has been the emission of greenhouse gases into the atmosphere which have caused, and are causing, a rise in the

earth's temperature. Now we have no option but to transfer from a reliance on fossil fuels to the use of solar, wind and tidal power, and the technology to do this is developing fast.

The use of renewable energy will improve people's quality of life, but this is not widespread enough yet.

Designers have the responsibility to put scientific advances on carbon reduction into general use, and to do this efficiently they need the most advanced knowledge available. That is what we launched FOOTPRINT+ to facilitate and it has an obvious and urgent role to play. We shape the content along with those who attend the event to ensure each edition of the FOOTPRINT+ event is different, exciting and important.

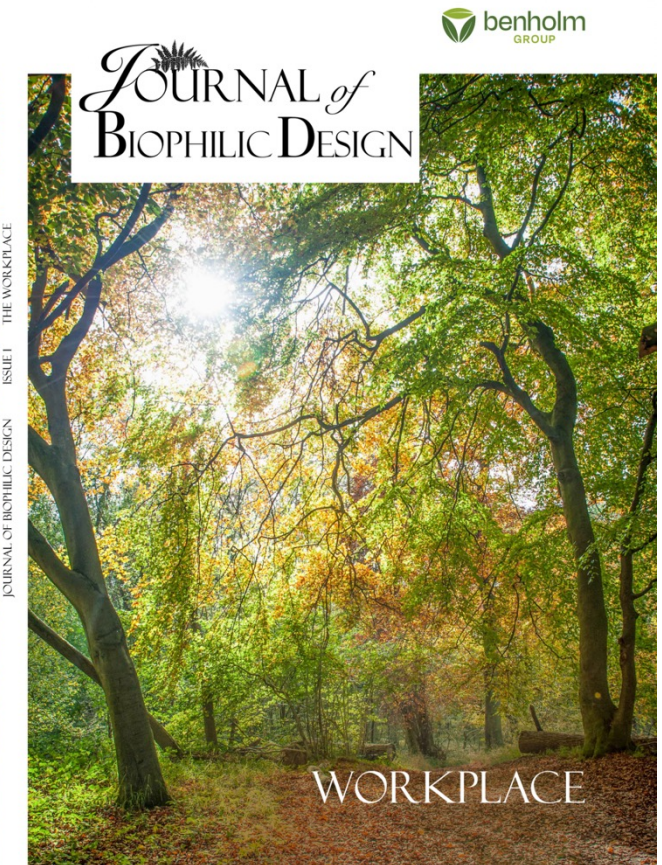
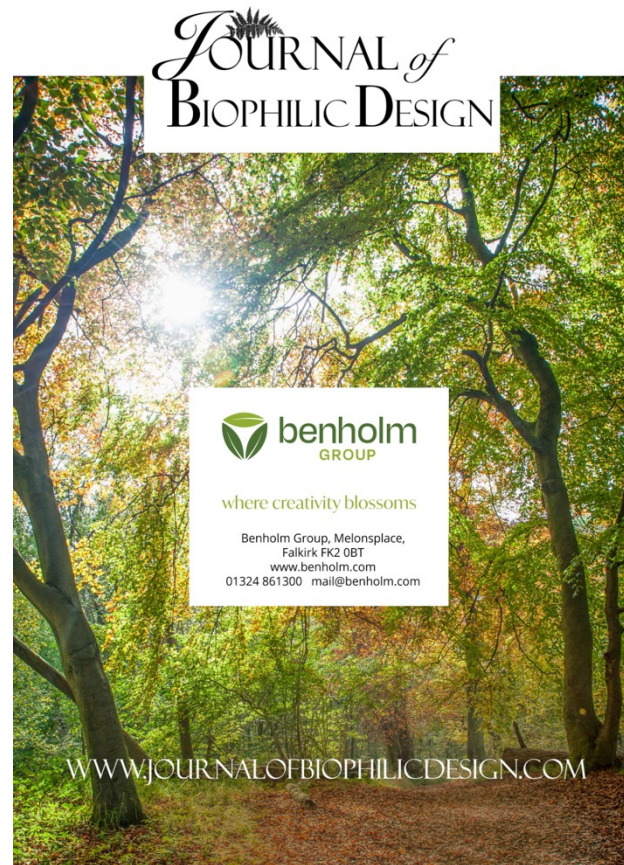
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# Branded Hug

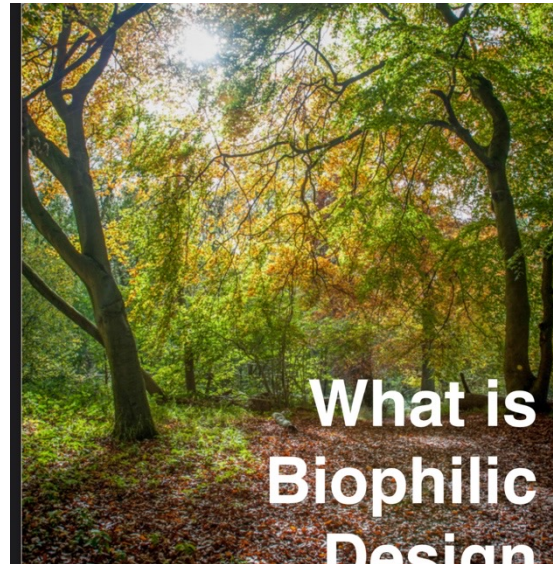
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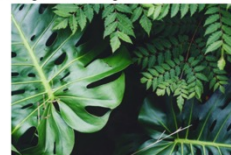


# i-Journal – reach thousands with one search term

- Revolutionising publishing is the new FIDO (Find Information Direct and Optimised) from our partners at KAIMAI, a new AI magazine content platform.
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### What are the Benefits of Biophilic Design on Healing?



Biophilic design is a popular trend in modern architecture and hospitals, as it is proven to improve the healing process for patients and staff, with lowered stress levels, faster healing times, and less pain. Natural elements such as wooden floors, plants, windows, and marine-themed designs are great ways to incorporate biophilic design into wellness and healthcare spaces.

<https://journalofbiophilicdesign.com/journal-of-biophilic-design/what-are-the-benefits-of-biophilic-design-on-healing>

### Biophilic Design for the Workplace



Biophilic design in the workplace is becoming increasingly accepted as it enhances the wellbeing, happiness and productivity of staff, along with creativity, attendance rates and fatigue. However, due to a lack of research evidence, many clients require scientific evidence to make their case for biophilic design. The BRE's Biophilic Office Project is the perfect example of demonstrating the power of biophilia, and the evidence should be available in 2020. Hybrid workplaces are growing in popularity, allowing design flexibility for budgets of all sizes.

<https://journalofbiophilicdesign.com/journal-of-biophilic-design/biophilic-design-for-the-workplace>

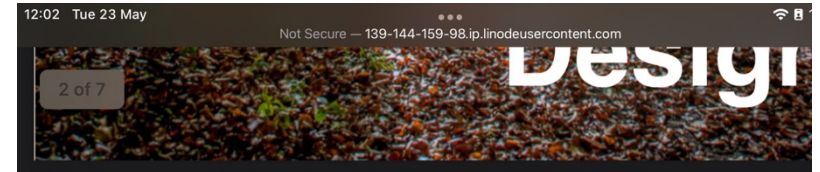
### The Ancient & The Modern: Luminous Spaces Biophilic Design



Maureen K. Calamia, founder of Luminous Spaces, has combined biophilic design with the ancient principles of Feng Shui to create the Luminous Spaces Biophilic Design Principles. Through her 2018 book and online course, as well as her podcast, Calamia touches on each of the five elements of Eastern philosophy and how biophilic design can connect us to the natural world.

<https://journalofbiophilicdesign.com/journal-of-biophilic-design/the-ancient-and-the-modern-luminous-spaces-biophilic-design>

### 'Biophilic Design in the Home' – a new online course from the Oliver Heath Design School



### Contents:

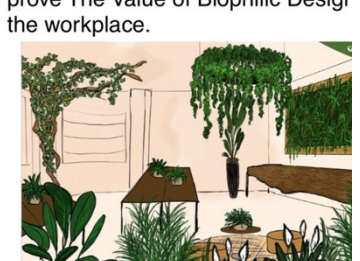
- Is Biophilic Design always relevant?
- How Biophilic Design creates Sustainable Environments
- Pioneering Research study aims to prove The Value of Biophilic Design in the workplace.
- What are the Benefits of Biophilic Design on Healing?
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- Healthy Home - Pop up Biophilic Design inspiration
- Steel City shows Value of Gentler Side
- Why we should live together - Part 1 . PLANTS & AIR
- Space and Nature are a Need, not a Luxury

### Is Biophilic Design always relevant?



Biophilic Design is fast becoming one of the most influential elements in interior design and architecture. Studies have shown that there is a significant improvement in persons being, productivity, and creativity when people are surrounded by natural elements like plants and greenery, hospitality industry even sees people spending 25% more when these design principles are employed. The Benholm Group uses plants creatively to create biophilic interiors, demonstrating the relevance and positive benefits of incorporating nature into modern spaces.

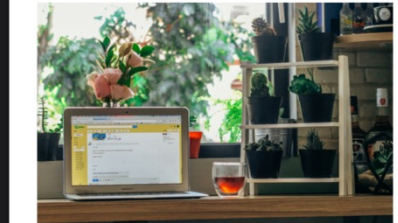
### Pioneering Research study aims to prove The Value of Biophilic Design the workplace.



The Benholm Group is leading a research study to explore the actual economic value of biophilic design, involving 10 plants and natural stimuli, on workplace productivity, retention and health. As part of the study, they are working with 10 collaborators to measure the impact of this environment office space and are excited to share their findings.

<https://journalofbiophilicdesign.com/journal-of-biophilic-design/pioneering-research-study-aims-to-prove-the-value-of-biophilic-design-in-the-workplace>

### How Biophilic Design creates Sustainable Environments



Biophilic Design is a growing trend that incorporates natural elements into the home or office to create a sustainable, eco-friendly environment. It reduces carbon emissions, boosts energy efficiency, and improves health and wellbeing by purifying the air and providing access to natural light and fresh air. Incorporating natural materials, plants, and distinctive shapes, Biophilic Design can help reduce the risk of flooding and increase biodiversity.

<https://journalofbiophilicdesign.com/journal-of-biophilic-design/how-biophilic-design-creates-sustainable-environments>



# Contact us

We would love to work with you and support what you do.

Contact our lovely team on

[promotions@journalofbiophilicdesign.com](mailto:promotions@journalofbiophilicdesign.com)

