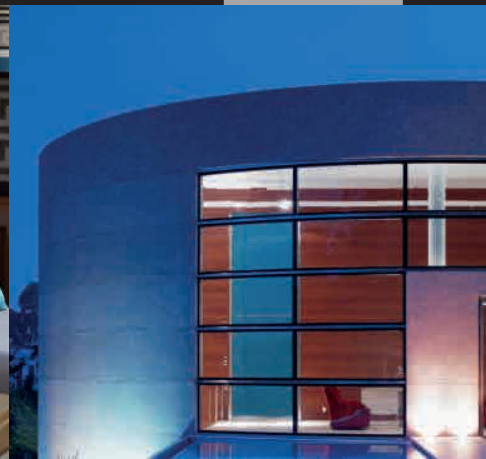


[2017 media ADV information]



compassesworld
the architecture & interior design international network





[compasses]

the magazine | 28x28 paper periodical in four-color process



[compasses]plus

the special events magazine | 28x28 paper periodical in four-color process



[compasses]news

the international newsletter | monthly direct mailing



[compasses]shotmail

latest news from the market | single commercial direct mail marketing



compassesworld.ae | compassesworld.com

the website | official [c] website



compassesmart

the [c]² app & the [c]+ webreader



compassesocial

the social media life | official [c] facebook instagram linkedin



compassespace

the event stand | official exhibition structure in international events



Compassesworld is considered the most knowledgeable international interior design and architecture platform in the Middle East.

An architecture and interior design integrated communication system conceived and operated entirely in the Middle East and in particular in the market of the Gulf Countries.

The network stands out from other international media as it dedicates at least 40% of its editorial to projects conceived and realized in MENA Countries.

Targeted towards a diverse audience composed primarily of professionals such as designers, architects, engineers, contractors, developers and other stakeholders (investors, businessmen, suppliers), in addition to amateur readers and fans of architecture and design.



[the platform]

Compasses quarterly magazine was set up in Dubai in 2007 by a team of design and architecture fans - not architects! - who intended to spread in the world from the Emirates, the heart of the Middle East, the amazing and innovative changes which were happening in this part of the world.

Compasses Architecture & Design was originally intended to become a unique showcase of Middle Eastern continuous transformation into a charming, dynamic and contradictory anthropized environment. In its pages you could appreciate how new trends in urban planning, architecture and design were moving from the worlds' historical trends setter capitals like Milan, London, Paris and New York, to Dubai, Doha, Abu Dhabi, Jeddah, Manama and Kuwait City.

The founders noted that in this part of the planet there was very little attention to professional communication and decided to introduced the first B2B quarterly magazine in the Middle Eastern world with the attempt to stimulate the professional readers' imagination and curiosity on themes that are not always noted or evident, encouraging a continuous exchange between the origin of things and their projection in the future.

So it was introduced not a "simple" magazine, not a commercial magazine, not a periodical mag but what can be better defined as a "technical & trendy book" a "cool magazine" where a selection of projects, ideas and innovations from the world are published – where architects from the UAE and the GCC countries can find the perfect Media for those living and working in a developing area with a view to the future and with a strong influence from both Europe and the rest of the world.

Compasses was immediately appreciated as a knowledgeable magazine. In the first issue there was an inaugural dedication form the archistar Massimiliano Fuksas, in the second volume, Compasses was the first magazine in the world to publish the Abu Dhabi White Mosque and the history continued in 22 volumes where top Middle Eastern projects and design innovations and were presented together projects arriving from Europe, America, Far East. Compasses published Ideas, gave space to possible future plans and to the latest trends.

Also the scientific directors were recognized as either trend setters like Cherubino Gambardella, or top reviewers like Luigi Prestinenza Puglisi.

Compasses, after first years of growth it slowly transformed itself into a media platform of contents and ideas targeting architects, interior designers, consultants, traders, design and architecture addicts and VIPs. In this evolution process the magazine was first associated to a web portal, then to a Facebook page with more than 10.000 architects and designers as fans, to a periodical newsletter distributed to the Middle Eastern community, to a space within the top exhibitions of the Middle East where Compasses' Friends can find the magazine and meet the publisher and the editors and, in the next months the IPAD version will be launched. So we are branding our platform into compassesworld.

The evolving story of Compasses sees in 2016 a new scientific director, Andrea Pane, who is professor of architectural conservation at the University of Naples Federico II. The new layout of the magazine keeps the former base enhancing the scientific contents with a specific section dedicated to longer articles as essays and papers regarding the main topic of each issue. Besides architecture and interior design, the new mag points out even planning and heritage issues, which are both topical in all the MENA countries. The new editorial board is composed by many academics and professionals in the fields of architecture, planning, conservation, design, based both in UAE and Italy. The new editorial staff is composed of a team of young PhDs. New blood for new ideas to keep Compasses looking forward.

[the history]







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[editorial]

The main topic of the issue is presented and discussed by the scientific director.

[essays]

This section proposes reflections and ideas concerning the main topic of the issue based on a critical and historical approach.

[focus]

A focus article on architecture, interior design and urban planning of the MENA region related to the main topic of the issue.

[architecture & plan]

A total of 8-10 designs, both architectural and urban scale, of reputable international architects are presented with pictures, renderings, sketches, graphs, comments, etc..

[experiences]

This section is exclusively dedicated to architectural projects completed or under construction in the countries of MENA Region.

[materials & interiors]

The interiors section is devoted to interior design, new materials, new forms of design, etc.

[academia]

The new academia section is devoted to publishing and diffusing the top quality works produced by the young talents within the universities of the MENA region and abroad.

[smart food]

The smart food section highlights news and trends on food design/ design for food, both considered from an aesthetic point of view.

[ideas & trends]

A showcase for the business community to present their new proposals and projects. A selected collection of news and updates from the business community which has a new showcase for their new proposals.

[books]

A review of the latest books on architecture, interiors and design

[events & fairs]

This section is devoted to the major exhibitions and conferences held in the MENA region that are of importance to the readers

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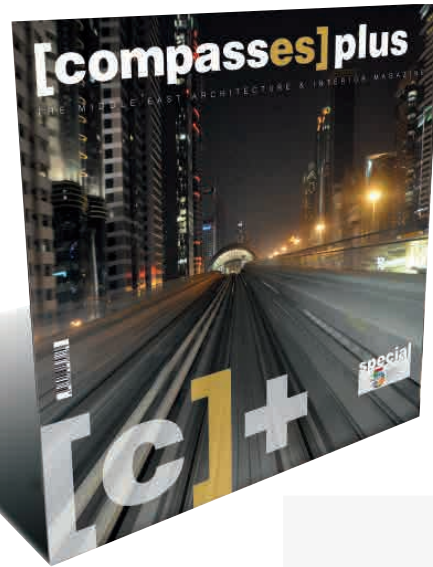
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[editorial]

The main topic of the issue is presented and discussed by the scientific director

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[topic focus]

A focus article on architecture, interior design or urban planning of the MENA region related to the exhibition or event topics

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[ideas & trends]

A showcase for the business community to present their new proposals and projects. A selected collection of news and updates from the business community which has a new showcase for their new proposals

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[the events]

This section is devoted to the major exhibitions and conferences held in the MENA region that are of importance to the readers

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new icons

new photo title

new cropped photo

mi [materials&interiors] تصاميم داخلية

A work of Moneo Brock Studio + Quanto Arquitectura

Moneo Brock Studio + Quanto Arquitectura

Work
Espacio Fundación Telefonica

Year
2011-2012

Location
Gran Via, 28. Madrid (Spain)

Client
Fundación Telefonica

Size
Total area: 6.370 mq (68.570 ft²)
Ground floor: 590 mq (6.350 ft²) hall
Mezzanine: 140 mq (1.510 ft²) bookshop
First floor: 190 mq (2.050 ft²)
Second floor: 1.800 mq (19.380 ft²) Auditorium
Third floor: 1.850 mq (19.910 ft²)
Temporary Exhibitions + Workshops
Fourth floor: 1.800 mq (19.380 ft²) Colección Cubista Telefonica

Project Team
Principal architects
Belén Moneo, Jeff Brock (MBS Moneo Brock Studio)
Miguel Ángel García Alonso (QA Quanto Arquitectura)
Coordinator
Susana Torre Arias (QA)
Project architect
Andrés Barrón (MBS)
Staff
María Píeres, Albert Rubio (MBS) Carolina Serrano, Diana
do Rio, Victoria Cortés Lahuerta, Rebeca Sarabia Picazo
Technical architects
Gonzálba Asociados, José Luis Gonzalo, Cristina González
Exhibition design
DADA NYC, Jeremy Dawkins, Maki Smith
MEP engineers
Úrculo Asociados, Rafael Úrculo, Sergio Rodríguez
Structural engineers
NB 35, Jesús Jiménez Cañas, Oscar Vidal
Exhibition consultant
Enrique Bonet

Image credits
Courtesy of Luis Asín, Belén Moneo

The office of Moneo Brock, currently based in Madrid, boasts 15 years of professional activity in the Iberian Peninsula and the United States of America, the native lands, respectively, of its founders Belén Moneo Feduchi and Jeff Brock. The daughter of the architect Rafael Moneo, Belén and her husband collaborated with Rafael Moneo on such American projects as the Columbia University Science Building, the Spanish Embassy in Washington D.C., the Cranbrook Academy of Art's New Studio Building in Bloomfield Hills (Michigan), as well as the Stockholm Museum in Sweden. While these projects bear the mark of Rafael's taste for straight lines, pure geometric forms, the fragmentation of volumes and a certain corporeality expressed in the use of brick and granite, alternating with glazed surfaces, the work of Moneo Brock is dominated by organic forms and the

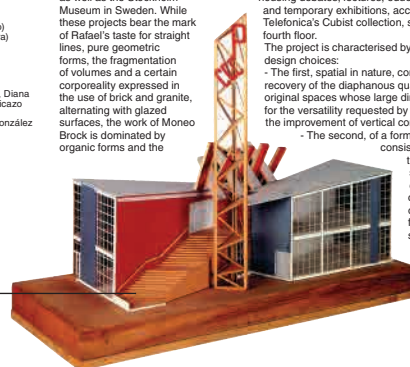
sensual use of colour. Examples can be found in large scale territorial works such as the Baths of Tiberius in Panticosa (Aragón, Spain, Wallpaper* Design Awards 2009), as well as objects such as the Fun Fan armchair or the Chromodular Wall, initially designed for the couple's loft in New York and successively manufactured by bd.

The Espacio Fundación Telefonica, the firm's latest work in the Spanish capital, realised in collaboration with Quanto Arquitectura (a company specialised in corporate architecture), is part of the project to renovate the historical offices of the former national telecommunications company, constructed along the Gran Via according to the design by Ignacio de Cárdenas Pastor in 1929. Initially one of the tallest towers in Europe at 83.9 meters, the Telefonica building, now a landmark on the Madrid skyline, is being re-proposed as a space dedicated to technological innovation: four stories of scenarios for housing debates, lectures, educational activities and temporary exhibitions, accompanying Telefonica's Cubist collection, situated on the fourth floor.

The project is characterised by at least three design choices:

- The first, spatial in nature, consists of the recovery of the diaphanous quality of the original spaces whose large dimensions allow for the versatility requested by the client, and the improvement of vertical connections.

- The second, of a formal character, consists in liberating the original structural elements, concealed over time by finishes and superlatations.





new photo quality

new graphic solutions





Printing Specs

- PDF file generated by Adobe Acrobat Distiller (or equivalent) with PDF/X-3:2002 standard settings
- Fonts should be converted to vector objects
- 300 dpi 1:1 resolution in CMYK
- Max ink coverage (CMYK) should not be over 320% per pixel, to avoid ink smearing
- A certified Digital Cromalin colour proof (or equivalent) and a CD containing the PDF file that generated that proof have to be sent out 20 days before the next magazine issue

Rates

Rates can be subject to discounts according to:

- number of reserved pages
- number of issues covered
- type of page reserved
- publishing period
- associated event/exhibition

Sizes

FULL PAGE
Trimmed size 280x280 mm
Untrimmed size 286x286 mm



DOUBLE PAGE
Trimmed size 560x280 mm
Untrimmed size 566x286 mm



Advertorial

Ideas & trends

Dedicated article comprising a title, a text, various photographs and captions in two or four or six or eight pages

Box

Dedicated little article comprising a title, a text with 750 typefaces and a photo (77 x 48 mm)



Prices

Position

	Single Issue		
	Euro*	USD	AED
Full page	3.100	3.300	12.200
Double page spread	5.000	5.400	19.700
First double page spread	6.900	7.400	27.200
Inside front cover	5.000	5.400	19.700
Inside back cover	4.000	4.300	15.800
Outside back cover	7.000	7.500	27.600
Gatefold (3 pages)	8.000	8.500	31.500
Box	600	650	2.350
Belly band	3.700	4.000	14.500
Advertorial	2.200	2.350	8.700

* Price in euros are subject to update due to the exchange rate.

Formats

In addition to the traditional adv formats it is possible to conceive:

- flyers
- inserts
- supplements



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Box

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Prices

Position

Single Issue

	Euro*	USD	AED
Full page	1.500	1.600	5.900
Double page	2.200	2.350	8.700
Inside front cover	2.000	2.200	7.400
Inside back cover	1.800	1.950	6.600
Outside back cover	3.000	3.200	11.750
Belly band	3.000	3.200	11.750
Ideas & Trends (two pages)	1.800	1.950	6.600

COMBO OFFER:

(1Full page+1Ideas & Trends)	2.500	2.700	9.850
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* Price in euros are subject to update due to the exchange rate.

Formats

In addition to the traditional adv formats it is possible to conceive:

- flyers
- inserts
- supplements

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If not properly view this email click here



[compasses]news **[07]**
the international newsletter
monthly direct mailing



your perfect space between the brackets





editorial / sailing from Milan to Dubai
Expo Milan recent experience generated an extraordinary chance for architecture and the city. Dubai is getting ready to pick up the baton with intense architecture and city planning programs for EXPO 2020.
[read more](#)



experiences / Hisham A. Alsager Cardiac Center, AGi Architects
The Hisham A. Alsager Cardiac Center in Kuwait City is the first to resemble a human body in its design! The new medical center is AGi architects' latest built project in Kuwait.
[read more](#)



experiences / Tokyo Music Hall, Hajizadeh & Associates
A new music hall has been designed in Tokyo. The Iranian architect Kourosh Hajizadeh reinterprets the local traditional architecture imagining a new volume in the center of the urban area, which emerges from the surrounding buildings with its green and walkable roof..
[read more](#)



your perfect space between the brackets





ideas & trends / Cavatoria
A revolutionary product
Behind formal research lies the will to review the actual concept of "fencing": no longer a mere element to separate the inside from the outside, MOONLINE creates uninterrupted spaces. Architecture and design extend from the interior to the exterior transforming it into a minimalist "place of communication"; linear designs are dotted with luminous posts and LED technology is applied according to the latest design trends
<http://moonline.cavatoria.it>



your perfect space between the brackets



leaderboard

jpg or gif
800 x 80/100 px max 80 kb

medium banner

jpg or gif
800 x 80/100 px max 80 kb

ideas&trends

dedicated article comprising a title, a Text in English (2000-2500 letters Including spaces) + high resolution images (at least 4 ,300 dpi images if possible each image 28 x 28 cm).

foot banner

jpg or gif
800 x 80/100 px max 80 kb



Prices

[compasses]news

the compasses periodical international newsletter
a data base directed email newsletter

Type

Single Issue

	Euro*	USD	AED
Ideas & trends**	900	970	3.500
Leaderbord	500	540	2.000
Medium Banner	400	430	1.600
Foot Banner	250	270	1.000

* Price in euros are subject to update due to the exchange rate.

**1 shot + 1 month on the website



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	compasseshotmail			
	single commercial direct mail marketing sento to all our database in the region (over 10.000 contacts)			
	Type	Single Issue		
		Euro*	USD	AED
[c]+	Single Shot	1.500	1.600	5.900
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leaderboard

jpg or gif

Desktop: 1100x110px

Smartphone: 320x160px

medium box

jpg or gif

Desktop: 600x240px

Laptop: 480x240px

Tablet: 384x180px

Smartphone: 300x240px

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Prices

[compassesworld.ae]

the middle east architecture & interior design web site

Type

(4 weeks sunday - saturday)

	Euro*	USD	AED
Leaderboard + Medium Box			
Exclusive	1.800	1.980	7.200
On rotation (max 3)	700	770	2.100

* Price in euros are subject to update due to the exchange rate



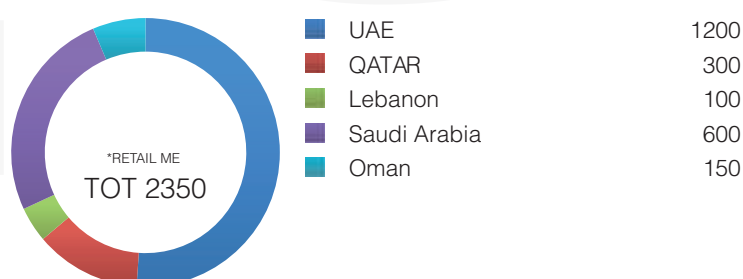
Compasses magazine is distributed to a handpicked mailing list which includes interior designers, architects, contractors, builders, developers, Vip's and other professionals.

















Compasses magazine is also available in important bookstores across the GCC, Lebanon and Jordan.

In addition, the publication is placed in all 5/7 star hotels, Vip lounges and business areas.

Compasses Plus is distributed free to all visitors at all the most important architecture, interior design, construction and BtoB exhibitions or meetings in the region.

Thus targeting the most potential clients. It is sent to a selected specialized mailing list.



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		Art Dubai	15-18.03.2017	
		I Saloni (Milan)	4-9.04.2017	
		City Scape (abu Dhabi)	18-20.04.2017	
		Project Iran (Tehran)	25-28.04.2017	
		Project Qatar (Doha)	8-11.05.2017	
		Maison & Objet Americas (Miami)	10-13.05.2017	
		Index (Dubai)	22-25.05.2017	
		Office Expo (New Delhi)	22-24.07.2017	
		Maison & Objet (Paris)	8-12.09.2017	
		Piscine Middle East (Dubai)	18-20.09.2017	
		Hotel Show (Dubai)	18-20.09.2017	
		100% Design (London)	20-23.09.2017	
		Cersaie (Bologna)	25-29.09.2017	
		Light Middle East (Dubai)	17-19.10.2017	
		Downtown Design (Dubai)	14-17.11.2017	
		Big Five (Dubai)	26-29.11.2017	
		Light & Building (Frankfurt)	18-23.03.2018	

Commercial and BtoB meetings and social events – updated on our website
To be confirmed

■ European Asian and USA Events

■ UAE Events

Underline = Media Partner

[media partner calendar]



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*		Wood Show	2500
		Exhibition copies	2000
		Direct Mailing list	500
*		Index	3500
		Exhibition copies	3000
		Direct Mailing list	500
*		Light Middle East	2200
		Exhibition copies	2000
		Direct Mailing list	200
*		Big 5	3500
		Exhibition copies	3000
		Direct Mailing list	500
*		Hotel Show	2300
		Exhibition copies	2000
		Direct Mailing list	300

* To be confirmed

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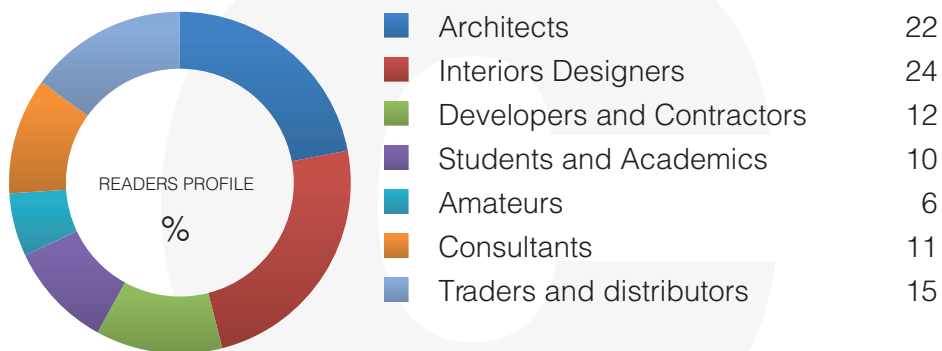
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Targeted towards a diverse audience, composed of primarily of professionals such as designers, architects, engineers, contractors, developers and other stakeholders (investors, businessmen, suppliers), in addition to amateur readers and fans of architecture and design



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Compasses started a few years ago as a “simple” magazine with the aim and maybe ambition to become the first architecture and interior design magazine in the middle east.

Not a commercial magazine, not a periodical mag but what can be better defined as a “technical & trendy book” where a selection of projects, ideas and innovations from the world are published – where architects from Dubai, UAE and the GCC countries can find the perfect Media for those living and working in a developing area with a view to the future and with a strong influence from both Europe and the rest of the world.

We illustrate projects arriving from Europe, America , Asia and the Middle East, we publish Ideas, we give space to possible future plans and to the latest trends.

Compasses, after these first years, is no longer a “ simple” magazine – it is a media platform of contents and ideas targeting architects, interior designers, consultants and traders.

High quality illustrated printed magazine, digital media and events targeting a selected person:

a professional, living in the area, interested in projects from around the world , often part of a community of architects or interior designers working in the region and working from the region for international contracts, looking for new ideas, materials, services. The market continually changes but our target no.





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Burj Khalifa District,
Dubai - UAE





compassesworld

تصميم و هندسة معمارية

