

# Primedia Publishing gets wider reach in architectural field

In July 2002, Primedia Publishing is launching *Leading Architecture*, a publication aimed at a broad spectrum of people in the architectural field.

"The May/June 2002 edition will be the final issue of SA Architect, a magazine published by Primedia Publishing on behalf of the SA Institute of Architects," says Elmarie Pretorius, Managing Director, Primedia Publishing. "Our relationship with the institute restricted our distribution to its members only, so after much deliberation we decided the time was right to spread our wings and produce an architectural publication with a much wider reach."

*Leading Architecture* will make use of a variety of recognised people with a strong standing in the industry as guest editors, whilst Madelaine Page will remain Managing Editor and Business Manager of the magazine, working closely with the guest editors. "We will be seeking contributions from people with passion for the industry to ensure that the publication stays fresh and continually offers new ideas and different points of view," says Page. "Although we will encourage contributions from well established architects, I will also be encouraging input from up and coming young talent. After all we intend to be the mouthpiece for the entire architectural profession."

The first issue of *Leading Architecture* - July/August 2002 - will focus on sustainable architecture to coincide with the World Summit on sustainable development being hosted in Sandton in August. The guest editors for this issue are Alta Steenkamp and Rudolf van Rensburg, from the University of Pretoria, under the guidance of their Dean, Professor Schalk Le Roux. The September/October issue will feature the writings of Professor Ora Joubert, Dean of Architecture at the University of the Free State and a world-renowned architect.

Published every alternate month, *Leading Architecture* will be distributed to 4 500 people in the architectural industry, including members of the SA Council for the Architectural profession who are not only architects, but also technologists and draughtspeople.

From contacts made with the industry and advertisers to date, Page is encouraged by the excitement surrounding this publication. "Everyone seems keen to share their knowledge and expertise in facilitating the production of a magazine that will cover a broad spectrum of the profession, from theory to execution," concludes Page.