

# IRK MEDIA KIT



# IRK OVERVIEW

## IRK: to make weary, irritated or to annoy.

Yes that is our name and yes we want to push the limits of magazine photography, art, living and fashion...and yes we may push your senses but what we truly hope, is to leave you wanting more.

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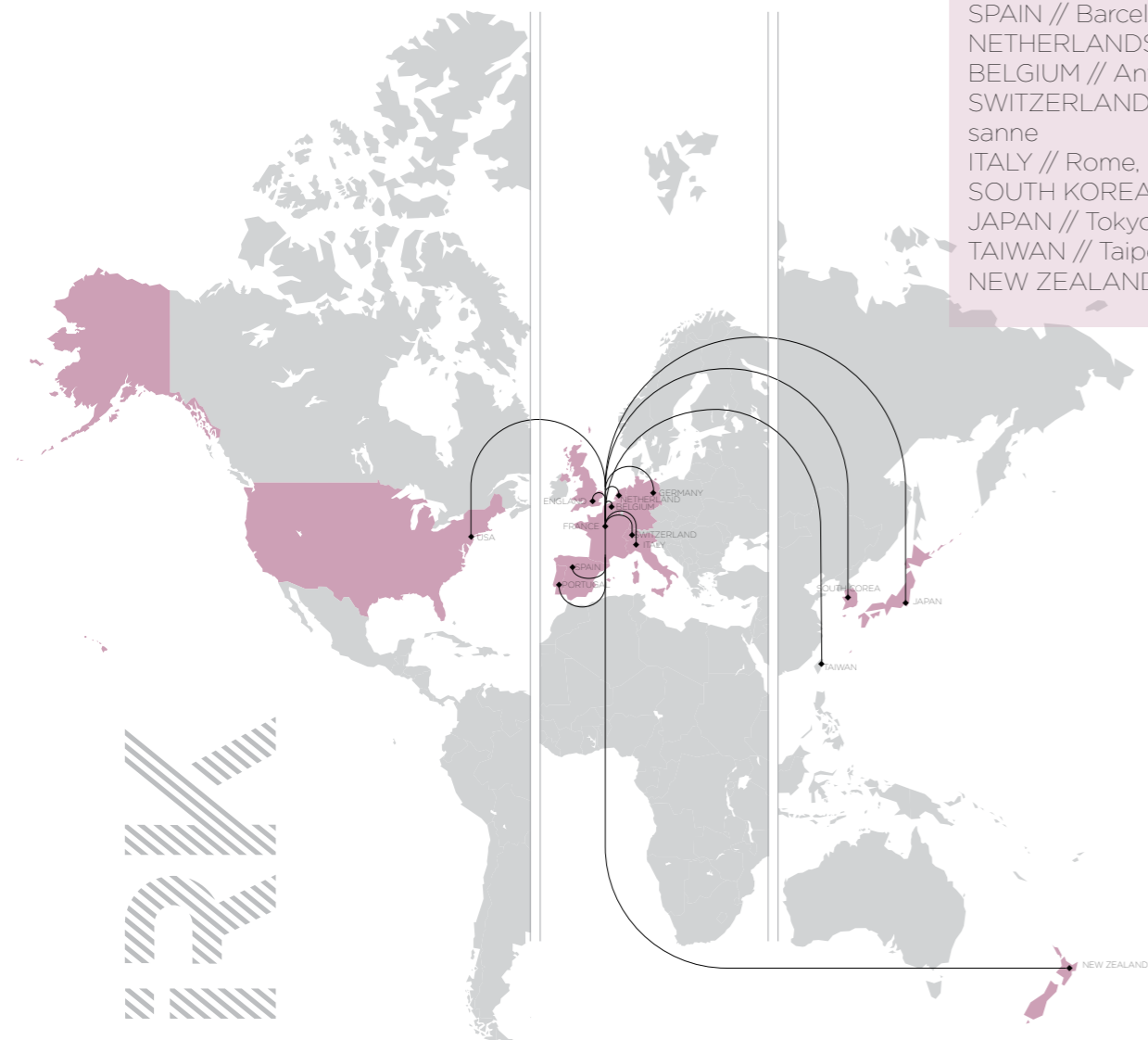
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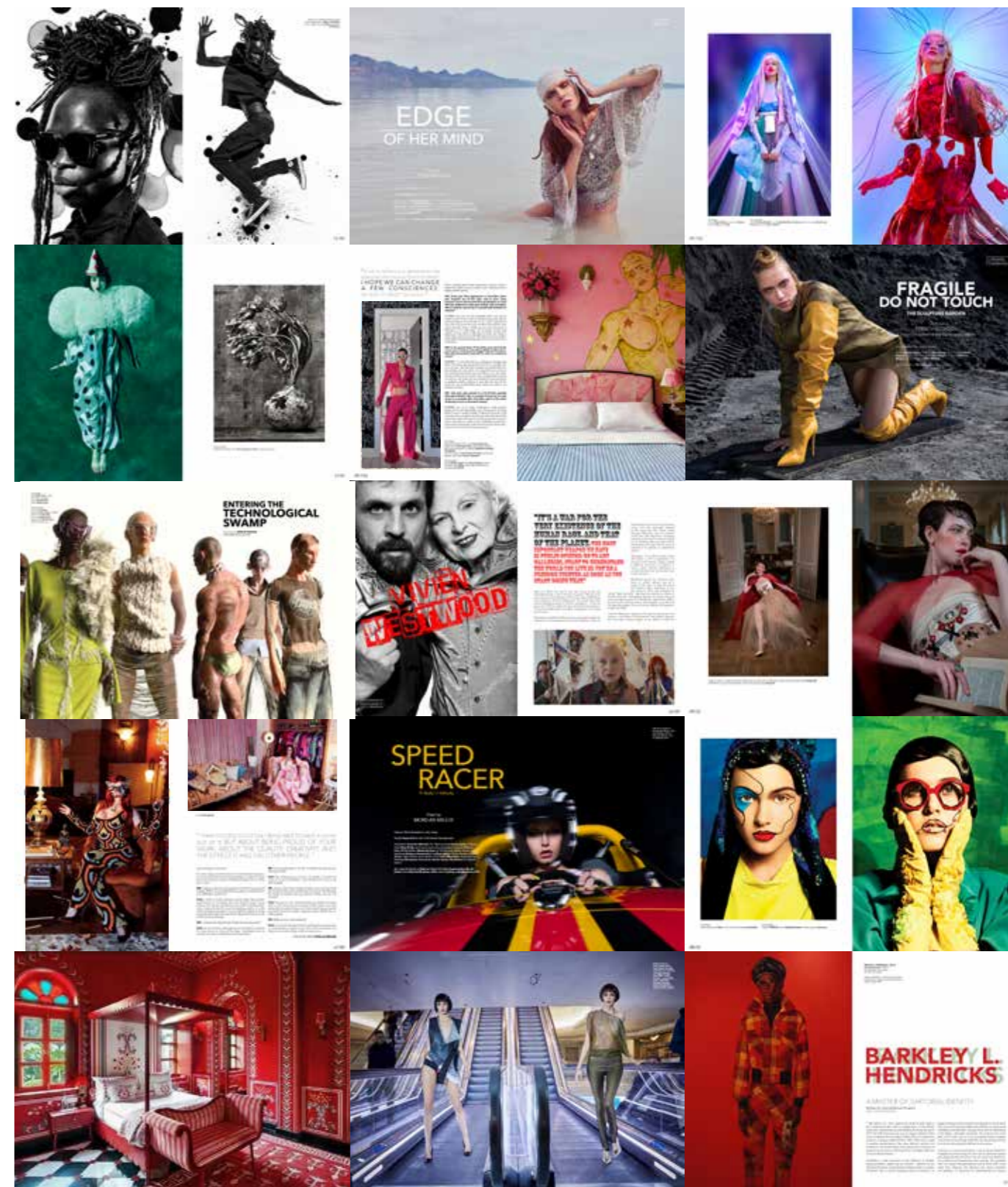
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# IRK VISUAL OVERVIEW

**THEMED ISSUES** WITH **ART, FASHION & LIFESTYLE STORIES** & **EXCLUSIVE INTERVIEWS WITH** FASHION DESIGNERS, ARTISTS, CELEBRITIES, MUSEUM DIRECTORS.....



# IRK AUDIENCE

**IRK & IRK LIVING** readers are passionate about fashion, living well, design, art, photography, culinary arts, entertainment, music, travel, sustainability, & social impact.

AUDIENCE

INTERNATIONAL

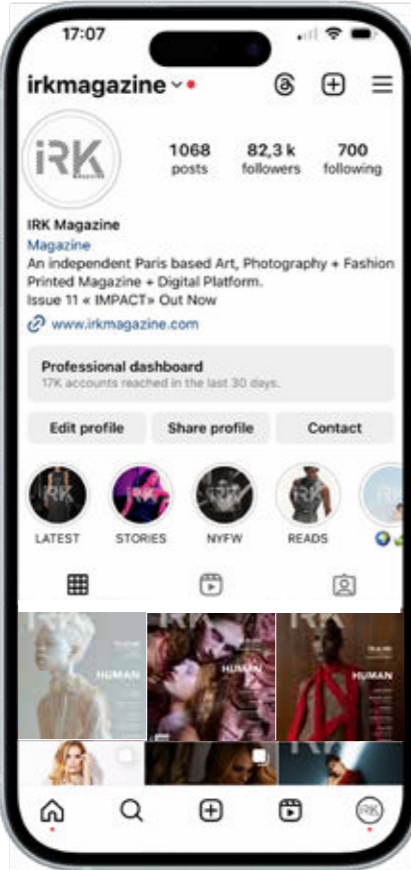
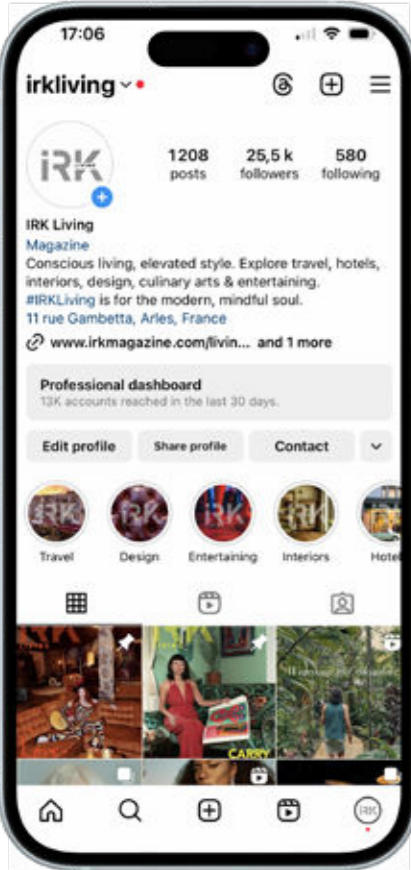
WOMEN 61%

MEN 39 %

18-50 YEARS OLD

WITH DISPOSABLE INCOME

FASHION AFICIONADOS,  
TREND MAKERS  
ART COLLECTORS  
ARTISTS  
INTERIOR DECORATORS  
TRAVEL LOVERS  
GALLERIES  
DESIGNERS  
PHOTOGRAPHERS  
STYLISTS  
BEAUTY LOVERS  
ETC.



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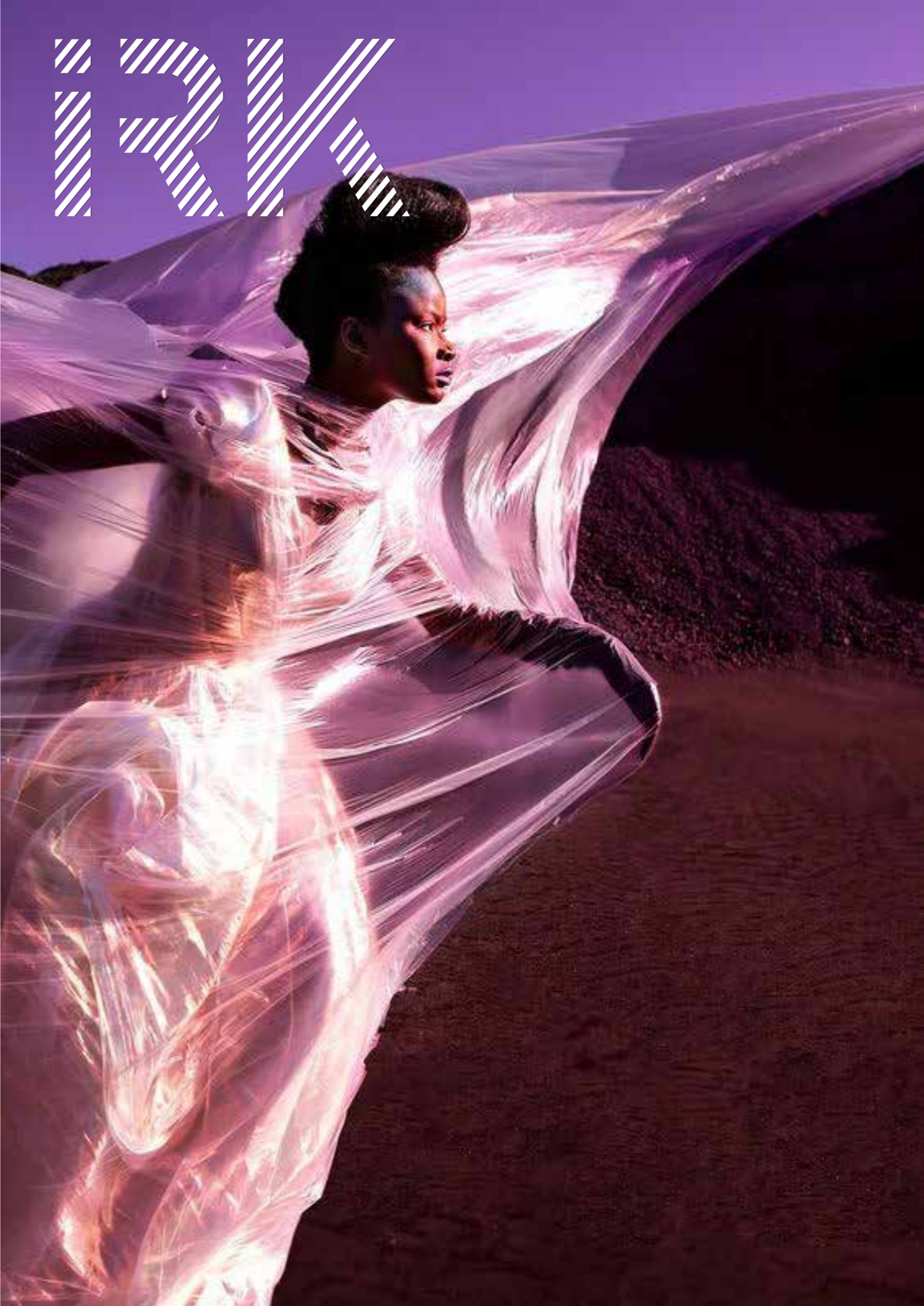
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200 TO 2000





# IRK EDITORIAL OVERVIEW

Exclusive interviews with top Designers, Artists, Celebrities,  
Movers & Shakers:

## IRIS VAN HERPEN

EXCLUSIVE INTERVIEW WITH IRIS VAN HERPEN  
& PHOTOS BY ALBERT WATSON



IRK 104



IRIS VAN HERPEN  
OVERTURE  
EXCLUSIVE INTERVIEW WITH IRIS VAN HERPEN  
& PHOTOS BY ALBERT WATSON



IRIS VAN HERPEN  
OVERTURE  
EXCLUSIVE INTERVIEW WITH IRIS VAN HERPEN  
& PHOTOS BY ALBERT WATSON

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# RK EDITORIAL OVERVIEW

Exclusive interviews with top Designers, Artists, Celebrities, Movers & Shakers:

## GAULTIER

INTERVIEW WITH THE MOST ICONIC DESIGNER OF OUR TIME **JEAN PAUL GAULTIER** & FEATURING CELEBRITY MODELS **THE LAPIDUS SISTERS**



### JEAN PAUL GAULTIER A CIRCUS IN PARIS

Shot by  
FRENCH COWBOY  
A Julien Crougneau & Mia Macfarlane Creation

Interview by **AJ CARANZO**  
QUEST EDITOR

Model **Koukita Lapidus** & **Milla Lapidus**

Art Director **Mia Macfarlane** & **Julien Crougneau**; Makeup Artist **Ismael Blanco** at Agency **Audrey Paris**; Hair Stylist **Matt Ormrod** at Agency **Audrey Paris**; Stylist **Caroline** at The Only Agency; Market Editor **Alexandra Lynn Grant**; Assistant Photographer **Julien Besson**; Videographer **Audrey Despres**; Makeup Assistant **Lucie Marrot**; Hair Assistant **Anais Selah**

Special thanks to **Clement L'Honnnet** & **Anais Nadalele** for help with the locations.

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# EDITORIAL OVERVIEW

Exclusive interviews with top Designers, Artists, Celebrities,  
Movers & Shakers:

## SCHIAPARELLI

INTERVIEW WITH CREATIVE DIRECTOR  
**BERTRAND GUYON** & PHOTOGRAPHED AT  
THE **OPERA DE PARIS** WITH PRIMABALLERINA  
**ELEONORA ABBAGNATO**

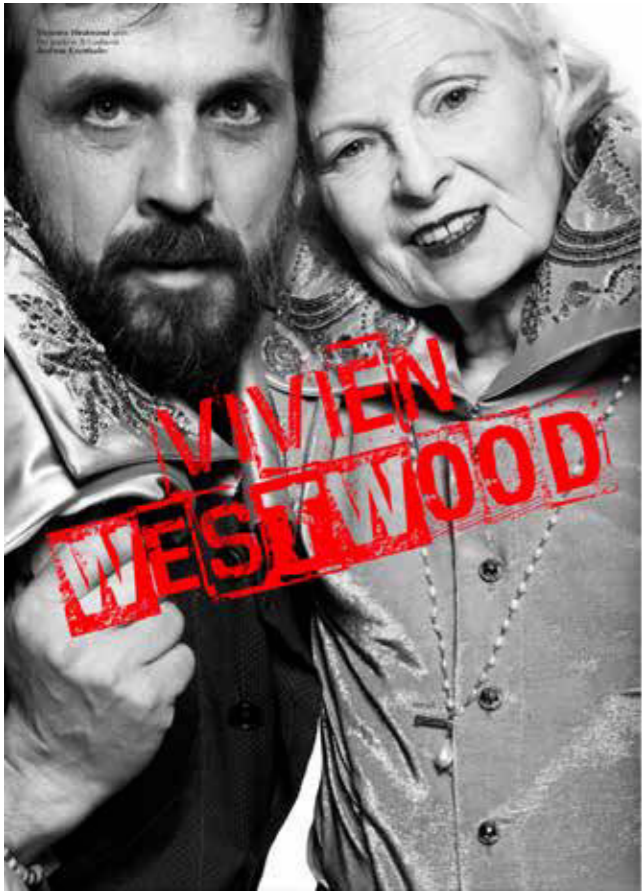


# EDITORIAL OVERVIEW

Exclusive interviews with top Designers, Artists, Celebrities, Movers & Shakers:

## VIVIENE WESTWOOD

FEATURING LONDON'S ICONIC FASHION DESIGNER  
DESIGNER **VIVIENNE WESTWOOD**



**"IT'S A WAR FOR THE VERY EXISTENCE OF THE HUMAN RACE. AND THAT OF THE PLANET. THE MOST IMPORTANT WEAPON WE HAVE IS PUBLIC OPINION. GO TO ART GALLERIES, START TO UNDERSTAND THE WORLD YOU LIVE IN. YOU'RE A FREEDOM FIGHTER AS SOON AS YOU START DOING THAT."**

After Let it Rock, Sex Plan To Live, You Young to Die, Sex and Sublimation, a clock with the inscription "World's end" overlaid as from the facade of the comic shop at 430 King's Road owned by Vivienne Westwood. The cards that sell around the shop seem to start the countdown... From the start in the 1970s to today, the shop symbolizes the evolution of Vivienne Westwood's creative imagination and strong commitment.

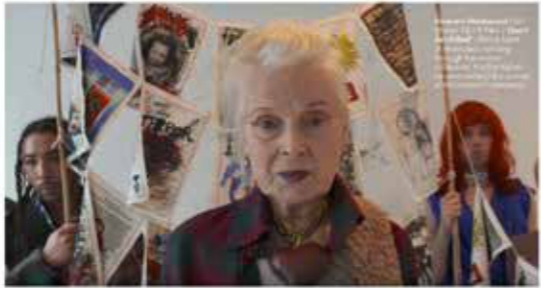
The began to make herself known, by conveying through her creations, an unexpected and marginal attitude. A form of

revolutionary attitude that encompasses music, and was especially inspired by the group the Sex Pistols, whose manager McLaren, was her husband at the time. She becomes a founding character in the punk movement, based on an ideology that uses provocation and disruption through various forms of expression to support an established system.

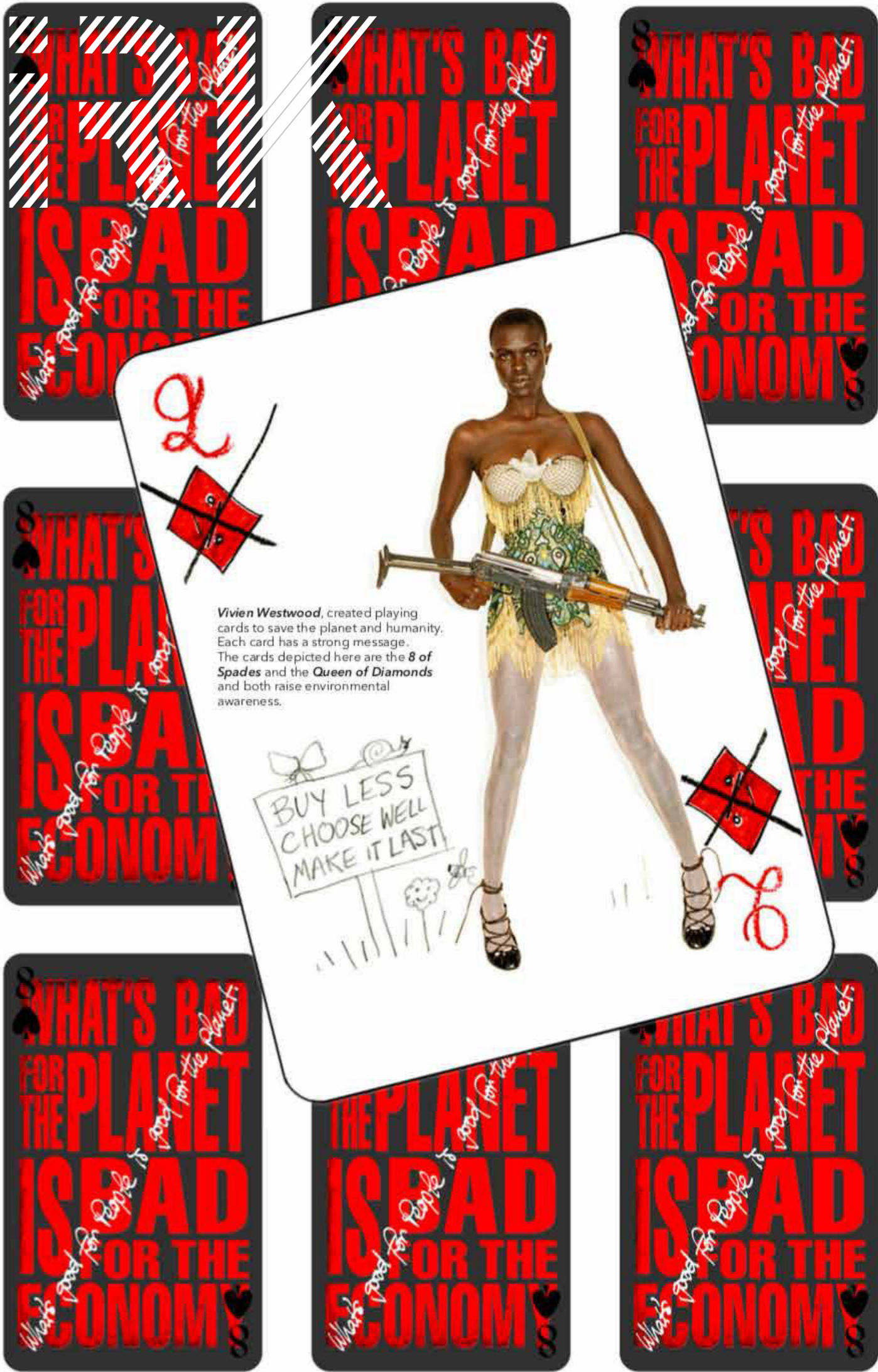
Nonetheless, if her famous punk motto "No future" is still as significant, it is because in the current context, it takes a different resonance: in addition to human rights, Vivienne Westwood is concerned about the environment and makes it known.

Westwood from the influence she has on public opinion and on a banner of the fight to save the planet she inspires other celebrities to join the cause. In 2012, she designed an official "Save the Arctic" logo that was placed on t-shirts and printed on her Greenpeace featured t-shirts worn by actors George Clooney, Sam Rockwell, Hugh Jackman, Julianne Moore and modeling mother and daughter Jerry Hall and George May Jagger and was shot by celebrity photographer Andy Cohen.

Vivienne Westwood represents through her generosity and activism a true figure of commitment. She actively supports the Cool Earth charity, began in her efforts to save the



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## EDITORIAL OVERVIEW

Exclusive interviews with top Designers, Artists, Celebrities, Movers & Shakers:

### MILK

INTERVIEW WITH WEST WORLD ACTRESS  
**ANGELA SARAFYAN**



### QUANN TWINS

INTERVIEW WITH CELEBRITY FASHION & HAIR  
INFLUENCERS **CIPRIAN QUANN AND TK QUANN**



#### QUANN TWINS TOGETHER THROUGH IT ALL

By  
**TERRY GATES**

Photographer: **David LaChapelle** | Stylist: **Robert A. Smith** | Hair: **Robert A. Smith** | Makeup: **Robert A. Smith** | Location: **Los Angeles**

Quann twins, Ciprian and TK, are the most famous of the Quann family. They are the only twins to have their own clothing line, Quann.

The twins are the only twins to have their own clothing line, Quann. They are the only twins to have their own clothing line, Quann. They are the only twins to have their own clothing line, Quann.

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# EDITORIAL OVERVIEW

Exclusive interviews with top Designers, Artists, Celebrities, Movers & Shakers:

## JAY JAY JOHANSON & BALENCIAGA

INTERVIEW WITH SINGER SONG WRITER **JAY JAY JOHANSON**



## JADEN SMITH & SEBASTIAN MANES

INTERVIEW WITH **SEBASTIAN MANES**, CO-FOUNDER WITH JADEN SMITH OF HARPER COLLECTIVE.



# RK EDITORIAL OVERVIEW

Exclusive interviews with top Designers, Artists, Celebrities, Movers & Shakers:

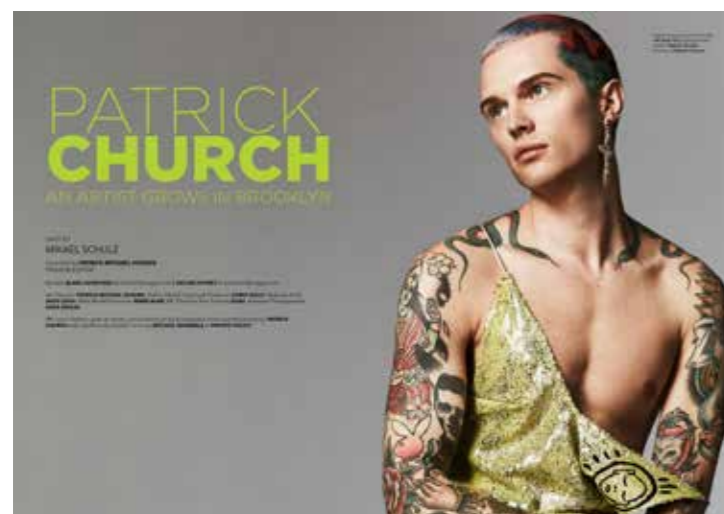
## LIBERTINE

INTERVIEW WITH CREATIVE DIRECTOR  
& FOUNDER **JOHNSON HARTIG**



## PATRICK CHURCH

INTERVIEW WITH CREATIVE DIRECTOR & ARTIST  
**PATRICK CHURCH**



# RK EDITORIAL OVERVIEW

EXCLUSIVE INTERVIEWS WITH TOP DESIGNERS, ARTISTS, CELEBRITIES,  
CHEFS, MOVERS & SHAKERS:

## DIANDRA FORREST

INTERVIEW WITH TOP MODEL

DIANDRA FORREST



## BRUCE DAVIDSON

INTERVIEWS WITH WORLD FAMOUS PHOTOGRAPHERS INCLUDING

BRUCE DAVIDSON, JAQUES OLIVAR, JEAN-DANIEL LORIEUX,  
FORMENTO & FORMENTO, SHAE DETAR, HARRI PECCINOTTI...



# IRK EDITORIAL OVERVIEW

Exclusive interviews with top Designers, Artists, Celebrities, Movers & Shakers:

## PETITE MELLER

INTERVIEW WITH SINGER & SONG WRITER  
PETITE MELLER



**IRK:** How does it feel working on an album again and when and how did you decide it is time again to put all your creative thoughts and feelings into an album again?

**PETITE:** Thank you Martin, You're questions always open up my mind and lead me to the deepest places of the creation in a magical retrospective way. The New Album i worked a long time it's time to release it this summer. The new song "The Drummer" is a cheer up song that I wrote as everyone around me were in down mood and I felt like my mission on this earth is like a clown of the absurd to uplift and overcome.

**IRK:** Your new song "The Drummer" seems like the opposite of the previous single "Dying out of Love". The song sounds optimistic and the lyrics reflect your anticipation for a better time. Why was it important for you to create this song that will make people dance and why do you think it is the right moment to share it with the world?

**PETITE:** The Drum beat is a repetitive theme in all my songs, to encourage people to March to the Beat of your own drum, to celebrate it in a grandiose way.

## VICTOR SOLF

INTERVIEW WITH SINGER & SONG WRITER  
VICTOR SOLF



# IRK EDITORIAL OVERVIEW

Exclusive interviews with top Designers, Artists, Celebrities, Movers & Shakers:

## HAYDEN PANETTIERE

INTERVIEW WITH SINGER & ACTRESS KNOWN FOR HER ROLES IN **HEROES, REMEMBER THE TITANS & JOE SOMEBODY**



**IRK:** We're so excited to catch up with you and share these gorgeous images with the world and your fans! Your new pink hair! We are obsessed! Why did you dye it, and what does it mean to you?

**Hayden:** Thank you! I've had pink hair before, and I loved it! I've been begging my team to let me dye it for a while now, and given what I had on my slate with work and photo shoots, I wasn't able to... Then the strike hit, so I thought... why not? I'm not filming anything right now, and it's an opportunity to do what I want with it and be creative differently.

**IRK:** How has your style evolved over the years?

**Hayden:** I've always loved color—especially bright colors, so that hasn't changed. When I was growing up, I was constantly told how I should dress and what I should look like. My "style" was practically decided for me. Then, as I got older and surrounded myself with different people—more positive people—I began to be encouraged to embrace who I am and the type of image I want to project. In doing that, I've grown to love fashion so much more because it's

## MORGAN DUDLEY:

INTERVIEW WITH STAGE & SCREEN ACTRESS KNOWN FOR HER FEATURE IN THE TONY AWARD-WINNING BROADWAY PLAY **JAGGED LITTLE PILL**



**IRK:** A Tourist's Guide to Love is in Vietnam. How did you immerse yourself in the culture? Did you get to travel?

**Morgan:** Filming movies like A Tourist's Guide to Love in Vietnam was an incredible once-in-a-lifetime experience. Since the movie features a tour, we were able to visit four different cities and surrounding areas of Vietnam over a couple of months. We saw a lot of beautiful sites because of the film itself, & on our off days, we had access to our Vietnamese PA staff to help us navigate places we were curious about. I was constantly practicing new Vietnamese words, phrases, & sentences with everyone as well as going on impromptu mini trips to explore areas more famous and visited by Vietnamese locals.

**IRK:** We all need a little love and rom-com RN. How did you enjoy shooting this film?

**Morgan:** I enjoyed the feeling of being with my cast on set. The light-hearted,



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## RONEN RUBINSTEIN

INTERVIEW WITH ACTOR FROM ORANGE IS THE NEW BLACK & 911 LONE STAR **RONEN RUBINSTEIN**



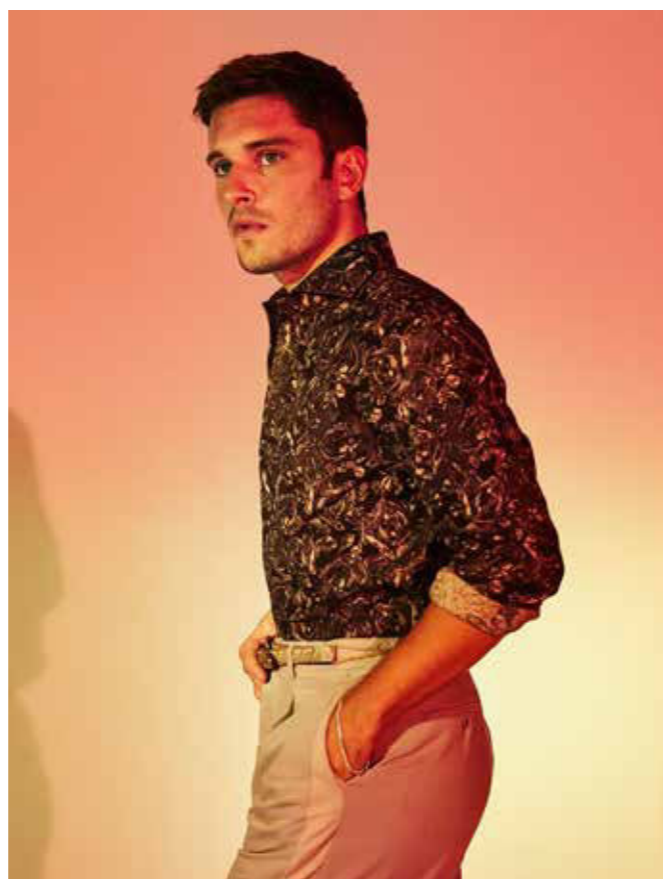
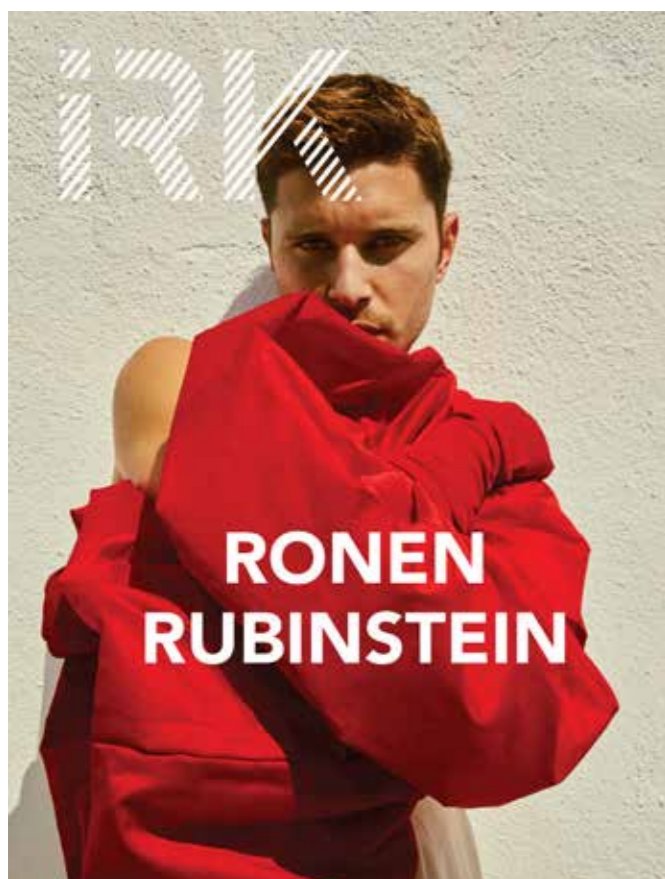
**IRK: Do you have any style icons that have influenced your look in a way you want to be reflected in the still photographs of yourself?**

Ronen: For my modern inspiration, Harry Styles is the ultimate one. Brad Pitt in the '90s is another major one. But then, of course, I always pull from the classics. Alain Delon, Steve McQueen, James Dean.

**IRK: At age 16 you wrote, directed, and starred in your first short film. It seems like you are not the one who was waiting to get discovered. Did this film help you get discovered for your feature at 17?**

Ronen: I think the biggest thing the short film helped is learning the world on both sides of the camera. To this day, I still nerd out about what lens the camera is using or how the director wants to set up a certain shot. I'm definitely counting down the days until I can get back into the director chair.

**IRK: Is "taking the reins in your own hands" career advice you would give other actors and artists in general?**



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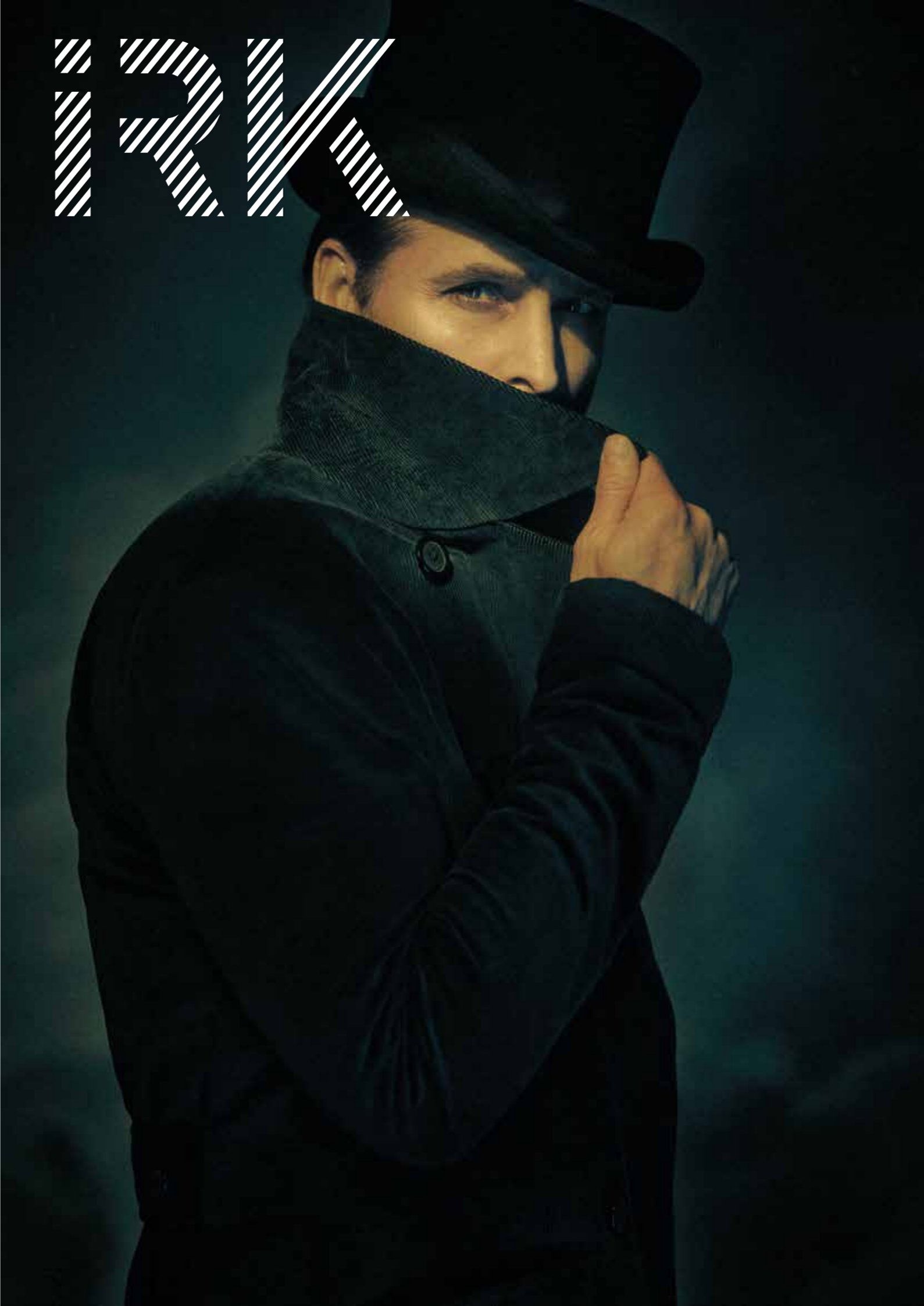
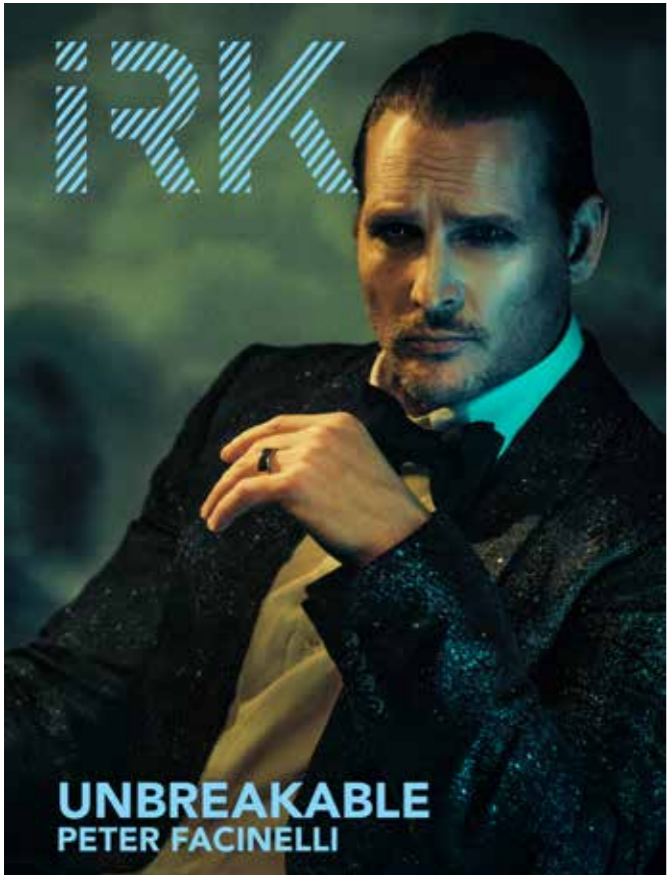
## PETER FACINELLI

ACTOR, DIRECTOR, PRODUCER & WRITER **PETER FACINELLI** KNOWN FOR HIS ROLES AS DR CARLISLE IN TWILIGHT & DR. FITCH COOPER IN NURSE JACKIE.



IRK: Robert Pattinson once said the best piece of acting advice he ever received was from you, about how you always keep your 'birthday in your back pocket' when you're in a scene. Can you talk a little bit about where that idea comes from and some of the most interested ways it's manifested itself in a character for you?

Peter: That was actually an inside joke that I think people misinterpreted. When you're an actor, teachers suggest you hold a secret in a scene to give you something interesting to play. We were talking about this one night, and I jokingly said to Rob that my secret is that it's always my birthday. And that it works for any scene. If you're sad in the scene, you can play "no one remembered my birthday," If your excited, "hey, it's my birthday," If your jealous, "my birthday party is on the the same day as my best friends," If you're angry, "you hated your birthday presents," I joked that it works for any emotion and it's a secret no one else would know-- and you could keep it to yourself. He laughed. Then said, "Actually... that's pretty genius." Haha. But it was kind of an inside (actor's) joke, so when he explained it in an interview I think people took it literally.



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## ROLE PLAY

INTERVIEW WITH POSE ACTOR **DYLLÓN BURNSIDE**



The fashion portrait series "Role Play" highlights Dyllón Burnside in the many beautiful ways he exists. He's as an actor, an entertainer, a singer, and a writer .Through "Role Play," we blur the lines of masculinity, femininity, and sexuality indicative of his range as a multi-faceted talent at the intersections of fashion and entertainment. " IRK caught up with him as "POSE" was set to its worldwide premier.

**IRK: Tell us a little bit about Dyllón -when did you get your big break? How were you introduced to the acting world?**

Dyllón: I've been performing since I was 12 years old and have had many career defining moments. I toured with Rihanna in a boy band. I have performed as a lead on Broadway but POSE is the project that really put me firmly in the middle of the international stage and has made me a part of the larger public discourse.

**IRK: What was it like working on such a groundbreaking series, like POSE?**

## NICOLE KANG

FASHION EDITORIAL WITH ASIAN ACTRESS **NICOLE KANG** PLAYING IVY IN BATWOMAN.



# IRK EDITORIAL OVERVIEW

Exclusive interviews with top Designers, Artists, Celebrities, Movers & Shakers:

## HARVEY GUILLÉN

INTERVIEW WITH ACTOR FROM **WHAT WE DO IN THE SHADOWS**



**Robert Ascroft:** First of all, I am happy the strike is over -

**Harvey Guillén:** Yeah (laughs).

**Robert Ascroft:** ... and we're able to talk about the show. We spent a year talking about doing a shoot and finally got it together, as we knew we would (laughs). What did you think about the creative for our shoot, and which were your favorite looks?

**Harvey Guillén:** I was really excited to finally get to do something together. We've been talking about it for so long. And, obviously, I'm such a fan of your work and your vision as a photographer. So, I was excited to see what you thought about for our project and what kind of angle you wanted to take. When I heard what you wanted to do, I loved it. It was a dramatic fashion editorial, and it all intertwined into one solid story that was a clean, sharp, and simple story, which is nice. So, I was excited to do that and tell a linear story. I was happy with everything, and it turned out great.

## MELISSA NAVIA

INTERVIEW WITH **STAR TREK: STRANGE NEW WORLDS** ACTRESS



**IRK:** What is your favorite role so far?

**Melissa:** I have enjoyed them all, and can't wait for what's to come, but Lieutenant Erica Ortega is everything I could have wanted in my first series regular role. So Ortega, for sure.

**IRK:** What made you become an actress? Was there anything else you wanted to do?

**Melissa:** I've always wanted to act and write. I've always wanted to tell stories. I started acting in church and school productions as shepherds and angels. My first leading role was Jesus at the age of 10, and then the Tin Man in The Wizard of Oz (who was changed to the Tin-ager), and then Peter Pan. I also wanted to be an archaeologist, because of Indiana Jones, and a philosopher, because of my father, who's also an author and the reason I started writing. And there was a short stint where I wanted to be a virologist because of a character Jeffrey Dean Morgan played early on in his career.



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EXCLUSIVE INTERVIEWS WITH TOP DESIGNERS, ARTISTS, CELEBRITIES, MOVERS & SHAKERS:

## SAMUEL ARNOLD

INTERVIEW WITH EMILY IN PARIS ACTOR FROM  
SAMUEL ARNOLD



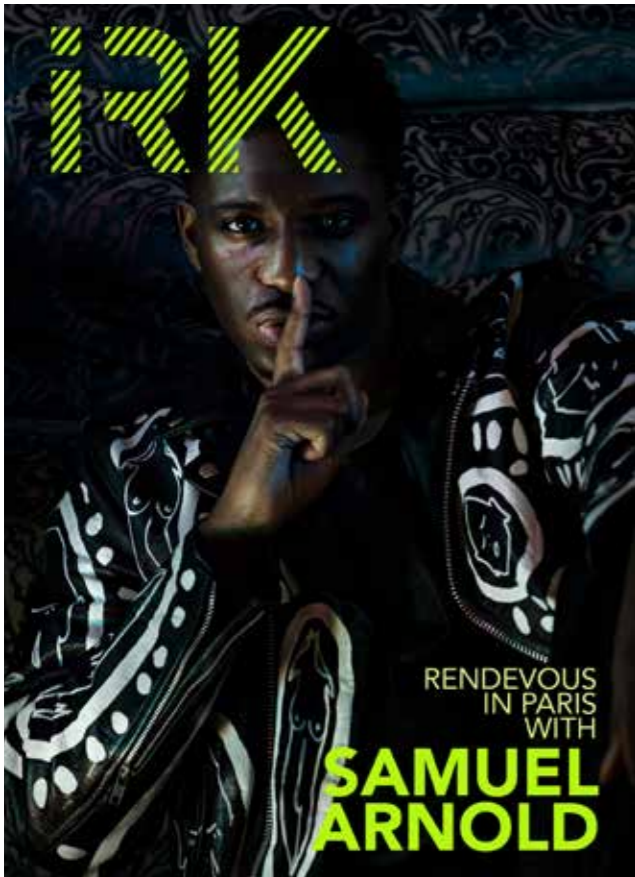
**IRK:** You grew up in the suburbs of Paris. How does the Paris you lived in compare to the Paris of the show? Is Paris as sexy as Emily in Paris makes it out to be? What was it like to film around the city you grew up in? What was your favorite moment of filming?

**SAMUEL:** The Paris I lived in was not as glamorous. I'd take the metro, Emily would get a taxi, I'd eat a kebab, Emily would get a table at Cafe de flore... Nevertheless, Paris is as sexy as the show portrays it, but it can also be ugly and dirty in real life. The show focuses on the bright side. My favorite moment of filming Emily in Paris was filming Emily in Paris.

**IRK:** Julien and Emily have built a bond as the show has continued. Does that reflect your relationship with Lily Collins?

**SAMUEL:** It definitely does. I believe the friendship Lily and I have off screen add flavours to Julien and Emily's friendship on screen.

**IRK:** When did you decide to become an actor? Who has been your biggest influence? how was the transition from



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## IMPACT

IRK MAGAZINE CARES! OUR SUSTAINABILITY & ETHICS DIVISION IS GIVING BACK TO THE WORLD WITH EDUCATIONAL & INSPIRATIONAL ARTICLES ON HOW TO BE A BETTER HUMAN.

### EARTH AIR & SEA

IN DEPTH ARTICLE ON THE FASHION CARBON FOOT PRINT THAT GUIDES OUR READERS, TO MAKING SUSTAINABLE CHOICES.



### PINK DREAMS

ONLINE FASHION EDITORIAL WITH ONLY SUSTAINABLE BRANDS IN COLLABORATION WITH GREEN IS THE NEW BLACK & THE CONSCIOUS FESTIVAL



# IRK

## IMPACT EXPERIENCES

IRK MAGAZINE in collaboration with GFX hosts cultural experiences around the world and consults with some of the world's most recognized companies.

### GLOBAL EVENTS

USING STRATEGIC PARTNERSHIPS, PR + STORYTELLING, GFX & IRK CREATE BESPOKE EVENTS & ACTIVATIONS TAILORED AROUND SUSTAINABLE & ETHICAL INITIATIVES. TOUCHING ON TOPICS LIKE THE CIRCULAR ECONOMY, TRANSPARENCY, + THE UN SDGS. MAKING AN IMPACT THROUGH FASHION.



#### CITIES

NYC, LOS ANGELES, LONDON, PARIS, MELBOURNE, SYDNEY, MUMBAI, DALLAS, BANGALORE, SANTA CRUZ, KAT, MANDU, MIAMI, PARIS, DUBAI, LIMA, RIYADH, TORONTO, BERLIN, MONTREL, LISBON, BANGKOK, TOKYO, HYDERABAD, ATHENS, MILAN, COPENHAGEN, AMSTERDAM AND MORE...

IMPACT EXPERIENCES IS RUN BY PATRICK DUFFY, IRK'S POSITIVE IMPACT AND SUSTAINABILITY DIRECTOR & THE GFX + SWAPCHAIN FOUNDER.

WE TAP INTO THE ECO-CONSCIOUS MILLENNIALS  
**50K+** ATTENDED GFX  
EVENTS GLOBALLY



# GFX

# IRK

## IMPACT EXPERIENCES

**IRK Magazine curates unparalleled experiences, including exclusive dinners with renowned fashion designers and artists, sophisticated wine tasting events, and immersive travel adventures centered on art, culture, and sustainability at UNESCO World Heritage sites.**

### UPCOMING EXPERIENCES

**PERU** FASHION WEEK, **SRI LANKA** BOOK FAIR, **NY** SUSTAINABILITY DINNER, **PARIS** AFRICAN FASHION SUPPORTS LGBTQ COCKTAIL, **HERMES NY** SUSTAINABLE COCTAIL



#### PARTNER WITH IRK TO MAKE YOUR EVENT STAND OUT

**Global Art and Design Journeys:** Curated travel experiences that delve into the art, design, and local traditions of iconic global destinations.

**VIP Gallery and Fashion House Tours:** Private access to prestigious art galleries and fashion houses, including exclusive shopping opportunities and behind-the-scenes insights with curators and designers.

**Sustainable Living Masterclasses:** Engaging seminars featuring expert insights and interactive sessions on pioneering sustainable practices in fashion, art, and lifestyle.

**Gourmet Culinary Adventures:** Exclusive, curated dinners with top chefs that highlight innovative culinary techniques and sustainable, artfully presented ingredients.



# IRK IMPACT EXPERIENCES

**IRK HOLDS ART EXHIBITIONS TO PROMOTE CULTURE, SUPPORT ARTISTS, & TO RAISE FUNDS FOR CHARITY.**

## **IRK GALERIE**

**IRK HOLDS POP UP ART EVENTS AROUND THE WORLD TO SUPPORT ARTISTS, RAISE MONEY FOR CHARITY & CREATE COMMUNITY.  
[WWW.IRKGALERIE.COM](http://WWW.IRKGALERIE.COM)**



### **RENCONTRE ARLES**

IN THE SOUTH OF FRANCE DURING THE FAMOUS RENCONTRE ARLES FESTIVAL IRK HELD THE EXHIBITION «LE SUD» EXHIBITING THE ARTIST DUO FRENCH COWBOY. THE EXHIBITION WAS SPONSORED BY WHITE WALL WHO PROVIDED ALL THE PRINTS. IRK'S PARTNER LOUPS DES STEPPES PUBLISHING TO PRINT THE BOOK «LE SUD».



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## IMPACT PARTNERSHIPS

IRK WORKS & COLLABORATES WITH STRATEGIC PARTNERS

### IRK SUPPORTS

IRK TEAMS UP WITH NONE FOR PROFITS, BRANDS, COMPANIES & LEADERS TO SUPPORT SUSTAINABLE AND HUMANE PROJECTS & EVENTS



istitutomarangoni



**W**  
LIVING



# EDITORIAL OVERVIEW

**IRK LIVING** readers are passionate about living well, design, culinary arts, entertainment music, travel, sustainability, & social impact.

## IRK LIVING

A NEW DIVISION OF IRK MAGAZINE THAT FOCUSES ON TRAVEL, EXHIBITIONS, ARCHITECTURE, DESIGN, CULINARY ARTS, WELL-BEING, ENTERTAINMENT, PLAYLISTS, INTERIORS, & LIFE IN GENERAL & ALL RELATED TO DOING GOOD FOR PEOPLE & THE PLANET.



### MISSION

OUR MISSION IS TO INSPIRE OUR READERS TO TRAVEL MORE RESPONSIBLY & MAKE A POSITIVE IMPACT ON THE PLACES THEY VISIT. WE BELIEVE THAT TRAVEL CAN BE A POWERFUL FORCE FOR GOOD, & WE WANT TO HELP OUR READERS USE THEIR TRAVEL DOLLARS TO SUPPORT SUSTAINABLE AND ETHICAL BUSINESSES.



# IRK LIVING



# EDITORIAL OVERVIEW

Exclusive interviews with top Designers, Artists, Celebrities, Chefs, Musicians, Movers & Shakers:

## PATRICK CHURCH

IRK LIVING FEATURES AT HOME WITH ARTIST & DESIGNER  
**PATRICK CHURCH** ON HOW IT FEELS TO LIVE IN HIS OWN WORK OF ART.



**IRK:** Your work often explores themes of identity and self-expression. How does your home serve as a canvas for these explorations, and are there specific elements or details that hold personal significance for you?

**Patrick Church:** In many ways my artwork has always been a diary. It's a way to express what's going on in my life and works as a horoscope of things to come. I can look at any past artwork and tell you what I was doing at that time. This is my first home and I share it with my husband and much of the artwork and interiors reflect our relationship. It's filled with artwork I personally love and interior elements that I included because they remind me of him.

**IRK:** Your website mentions the importance of storytelling in your work. How does storytelling translate into the design of your living space, and are there particular narratives or themes you aimed to convey?

**Patrick Church:** My most recent example would be the pink bedroom I created, the concept started with my desire to mural the walls in a kind of constellation. Once that was laid out I worked backwards

## CARRY SOMERS:

IRK LIVING FEATURES AT HOME WITH AN ICON:  
SUSTAINABILITY & STYLE WITH **CARRY SOMERS**



**IRK:** Sustainability is a core value of yours, and it's evident in the choices you've made throughout your home. Can you share some specific examples of how you've woven sustainability into the design and decor?

**Somers:** "We've been at Hillrise for six years now, and for most of that time the house has been a work-in-progress, although I feel it's nearing completion, at least for now. We planned to build an extension when we moved in and one day, even before we got here, I spotted the windows on Gumtree—three big sash windows that had been made in the wrong size for a house in Kensington—so we designed the extension around the windows.

All the paint colours are Edward Bulmer—beyond various shades of white, there's verdigris in the reading room, invisible green in the garden room and cuisse de nymphe ému in one of the bathrooms—and are the most ecological paints I could find. More than that, the ingredients are fully traceable.



# EDITORIAL OVERVIEW

IRK LIVING offeres travel tips & reviews of top restaurants & hotels

## HOTEL VERMELHO MELIDES

IRK LIVING TRAVEL LIFE STYLE PRESENTS LOUBOUTIN'S LUXE LANDING: STEP INTO HOTEL VERMELHO MELIDES



**IRK:** We're so excited to catch up with you and share these gorgeous images with the world and your fans! Your new pink hair! We are obsessed! Why did you dye it, and what does it mean to you?

**Patrick:** Thank you! I've had pink hair before, and I loved it! I've been begging my team to let me dye it for a while now, and given what I had on my slate with work and photo shoots, I wasn't able to... Then the strike hit, so I thought... why not!? I'm not filming anything right now, and it's an opportunity to do what I want with it and be creative differently.

**IRK:** How has your style evolved over the years?

**Patrick:** I've always loved color—especially bright colors, so that hasn't changed. When I was growing up, I was constantly told how I should dress and what I should look like. My "style" was practically decided for me. Then, as I got older and surrounded myself with different people—more positive people—I began to be encouraged to embrace who I am and the type of image I want to project. In doing that, I've grown to love fashion so much more because

## FYN RESTAURANT:

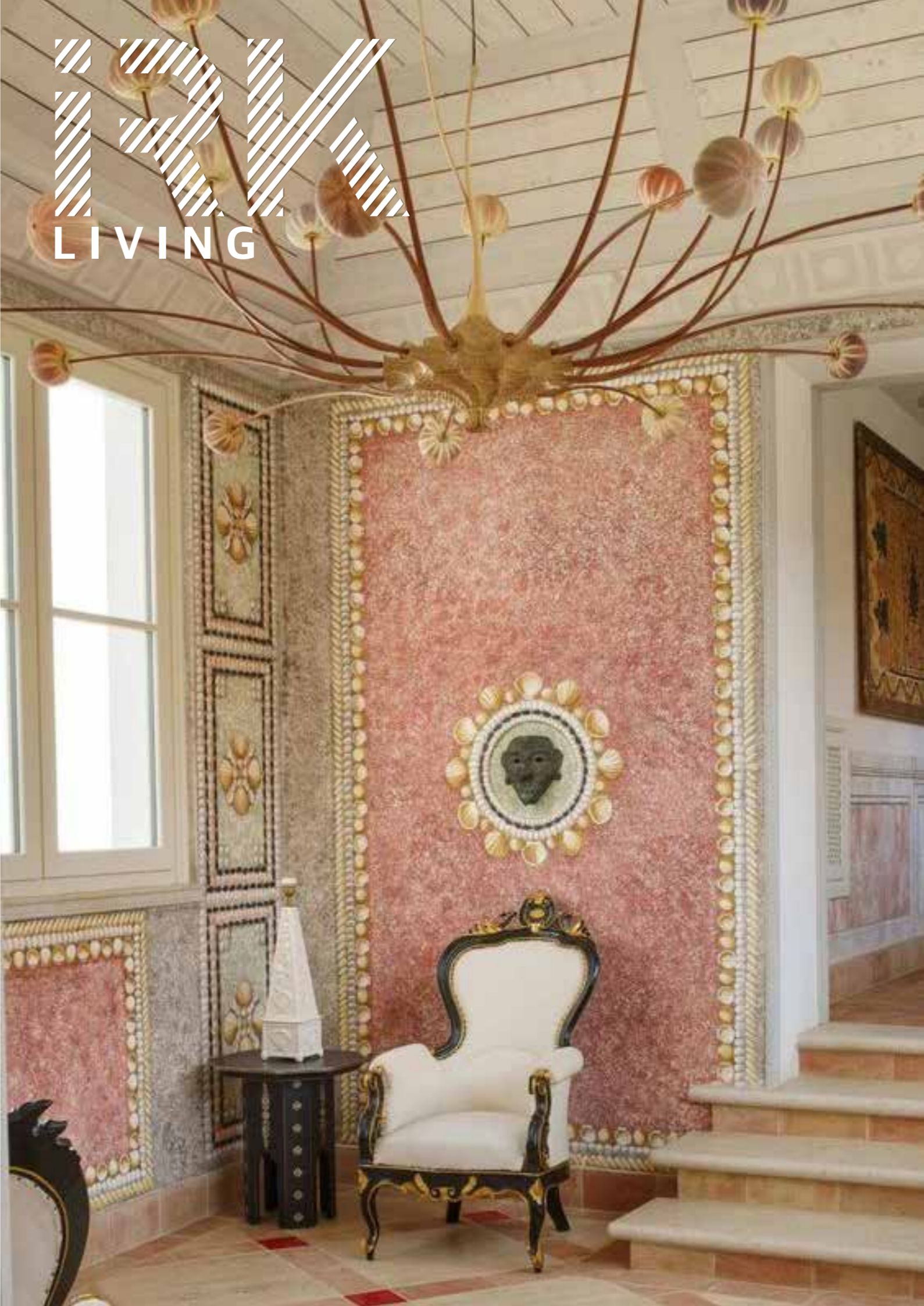
IRK LIVING PRESENTS A **CULINARY EXPERIENCE** IN A CAPE TOWN ADVENTURE: WHERE FLAVORS DANCE WITH SUSTAINABILITY AT FYN RESTAURANT



**IRK:** Sustainability is a core value of yours, and it's evident in the choices you've made throughout your home. Can you share some specific examples of how you've woven sustainability into the design and decor?

**Somers:** "We've been at Hillrise for six years now, and for most of that time the house has been a work-in-progress, although I feel it's nearing completion, at least for now. We planned to build an extension when we moved in and one day, even before we got here, I spotted the windows on Gumtree—three big sash windows that had been made in the wrong size for a house in Kensington—so we designed the extension around the windows.

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# IRK EDITORIAL OVERVIEW

IRK LIVING offeres travel tips & reviews of top restaurants & hotels

## AI DESIGN

IRK LIVING DESIGN PRESENTS LOST IN TRANSLATION: AI MISUNDERSTANDINGS FUELS INNOVATION IN INTERIOR DESIGN & ARCHITECTURE



In the dynamic world of architecture and interior design, the collaboration between humans and artificial intelligence (AI) often encounters moments of miscommunication, leading to unexpected twists and turns in the creative process. Rather than hindering progress, these instances of AI not fully understanding our intent fuels boundless innovation, transforming spaces in ways we never imagined.

IRK editor-in-chief Julien Crouigneau who is also a photographer and well known product designer for brands including Stark, Louboutin, Shu Uemura, Paco Raban, often uses AI to push limits in fashion, art, design and interior decoration. I sat down with Julien to discuss what he thinks about AI "I have always appreciated the limits of technology. When the 3D printer first came out I was obsessed with the unique texture it offers to its creations. Today AI offers many challenges and is not able to clearly understand our vision however the results are incredible and are changing the way we think. In many ways, AI is training us as much as we are training AI." Julien created these interior design images for a home he is designing in Arles, France.

## ISLA HOLBOX

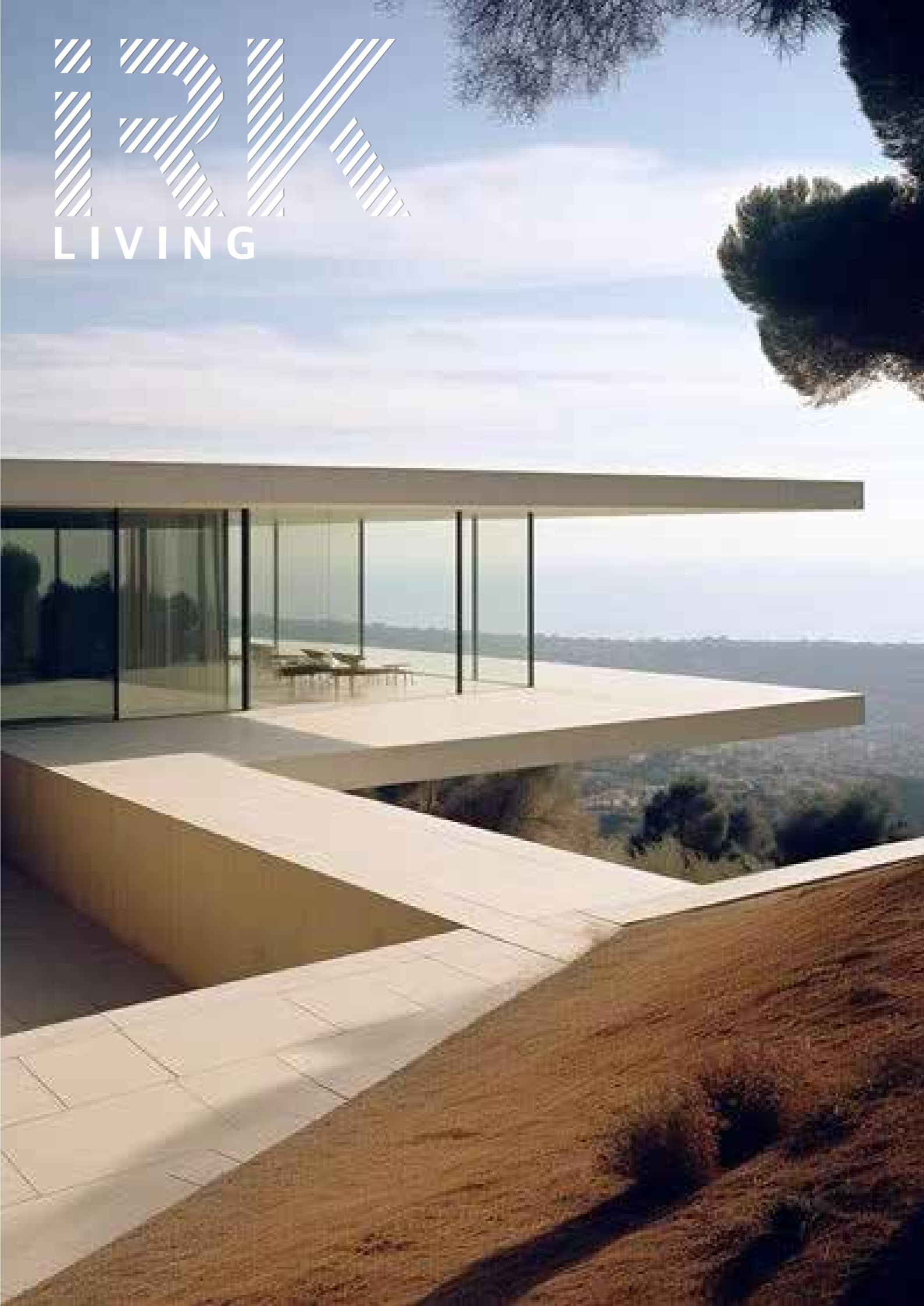
IRK LIVING TRAVEL PRESENTS ISLA HOLBOX - A WINTER GETAWAY IN MEXICO



Embracing the warmth during the cold winter months often means journeying closer to the Equator. In the heart of the tropics, you'll discover a climate that remains delightfully temperate, with winter temperatures between 70 to 85 degrees Fahrenheit – an ideal range for relaxation and rejuvenation. Allow IRK Living to guide you to Isla Holbox, a captivating island peninsula nestled northwest of Cancun in Mexico. Bathed in the quintessential Caribbean ambiance, Isla Holbox bursts with vibrant colors and a lively atmosphere, sure to infuse you with a rush of positive endorphins.

### A Hidden Gem with a French Touch

Over recent years, Holbox has experienced tasteful gentrification, yet it remains a hidden gem among travelers. It offers a more secluded experience compared to the bustling hubs of Cancun and Tulum, making it an ideal destination for adult travel. Among its thriving businesses is Tuch Holbox, a charming bar owned by friendly French owners. They fell in love with the island on their visits and decided to make it their home, bringing a touch of European flair to this



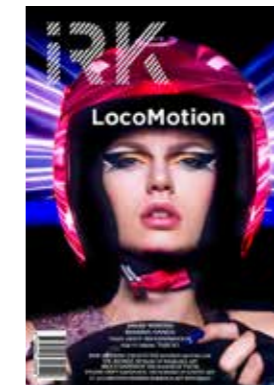
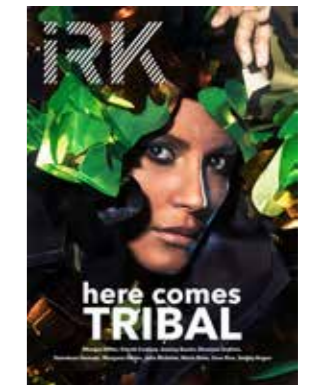
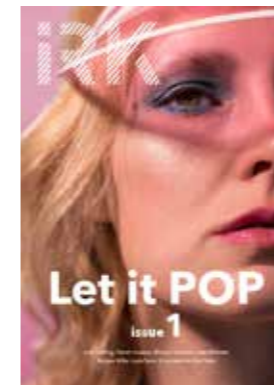
# IRK ISSUE THEMES

**IRK Magazine is always fresh new & exciting thanks to our theme driven content.**

**LET IT POP**  
HERE COMES TRIBAL  
**SOAKING WET**  
LOCOMOTION  
**FUTURISM**  
GARDEN OF EDEN  
**MASTERS COLLECTION**  
STORY TIME  
**SKIN DEEP**  
BLISS  
**IMPACT**  
HUMAN  
**TECHNE**  
CRAFT (2026)

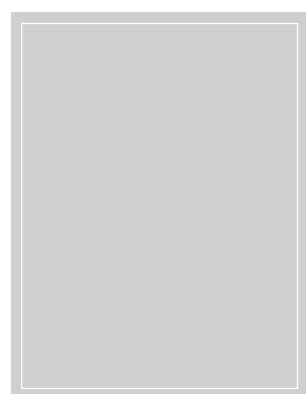
Each issue has a specific theme driving our choice of contributors and to inspire them to create original pieces for the issue. Every issue is carefully curated as if it were an exhibition in a museum bringing together the finest contributors across the globe. The contributors are encouraged to keep their own distinct styles while the theme of the issue links them together to create a unique and exciting magazine.

# IRK PRINT COVERS





Crop Marks: Not Allowed for ads with bleed  
Binding: Saddle stitch



#### Full Page

Trim: W210mm x H 297mm

Bleed: W 216mm x H 303mm

6mm all round

Type W 190 mm x H 277mm



#### Double Page Spread

Trim: W420mm x H 297mm

Bleed: W 426mm x H 303mm

6mm all round

Type W 400 mm x H 277mm

Must be supplied as one file

## ADVERTISING RATES

1st Double Page Spread / € 6.500

DPS Specified Position / € 3.000

Page facing Contents / MastHead /€ 3.000 Regular Page /€ 2.000

Back Cover /€ 6.000

Advertorial rates on request



THE  
DANCES  
NEW YORK

**RADO**  
SWITZERLAND





THE BRILLIANCE OF LIGHT,  
THE INTRIGUE OF SHADOW.

MEET THE GARBO

THE  
DANES  
NEW YORK

# IRK CONTENT CREATION

## IMAGE

TRUST IRK CREATIVE TO PROVIDE YOUR BRAND WITH EFFECTIVE IMAGES & VIDEO FOR YOUR CAMPAIGNS, LOOKBOOKS, INSTAGRAM & IDENTITY.

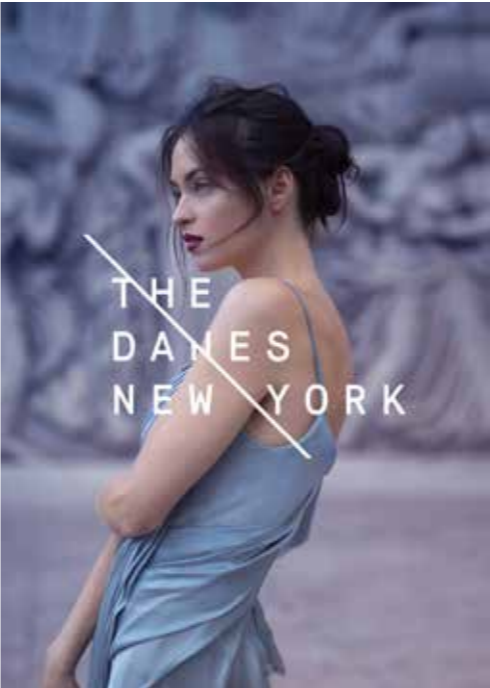


# IRK CONTENT CREATION

Let IRK's creative team create your lookbook, social media content and campaign images and we will provide you with a **FREE** advertisement in IRK Magazine.

## A GIFT

OFFERED ADVERTISEMENT PAGES CREATED BY THE IRK TEAM





YVES SAINT LAURENT

# IRK

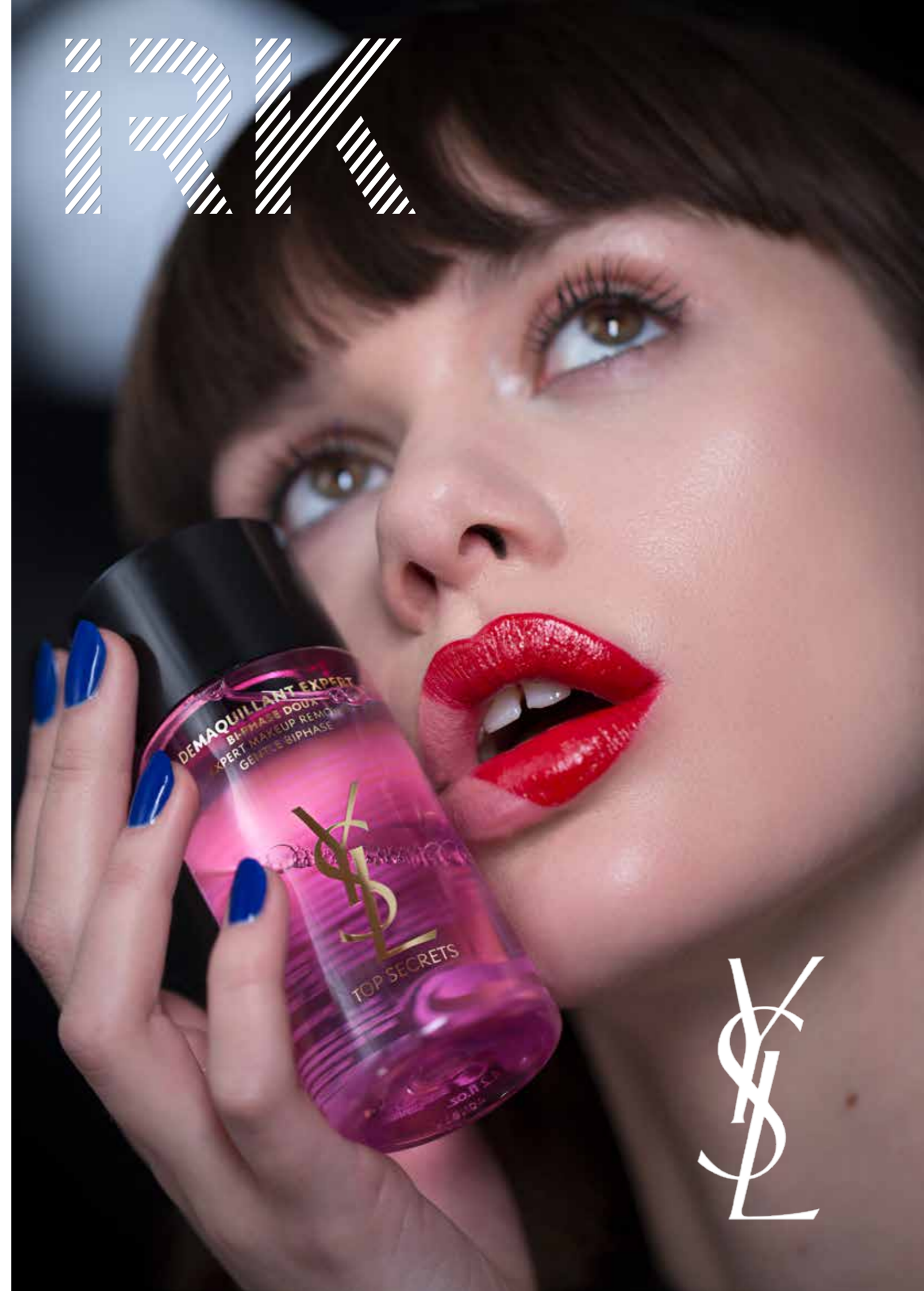
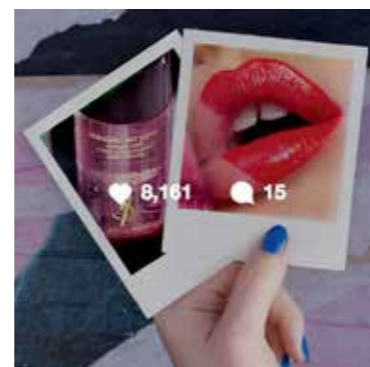
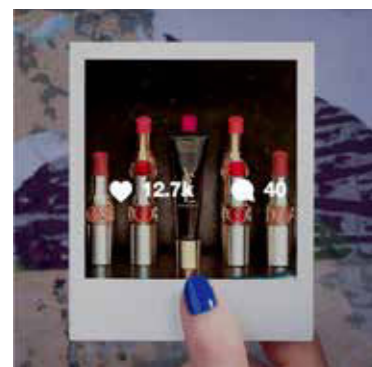
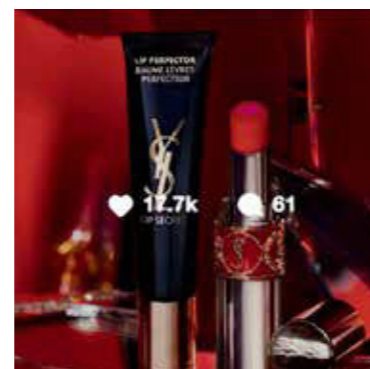
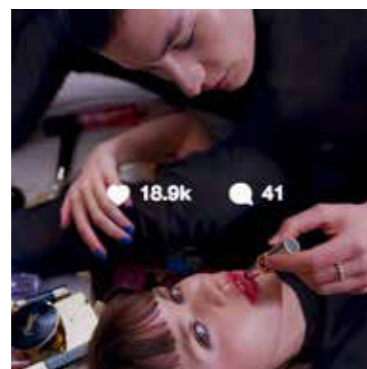
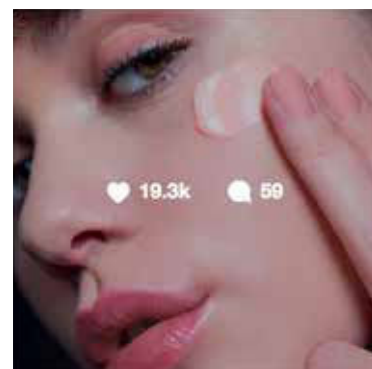
## CONTENT CREATION

### 36.1K LIKES

IRK'S YSL BEAUTY INSTAGRAM IMAGES ARE IN THE **TOP MOST EFFECTIVE IMAGES AT @YSLBEAUTY**. LET US CREATE YOUR EFFECTIVE CONTENT



BEAUTE

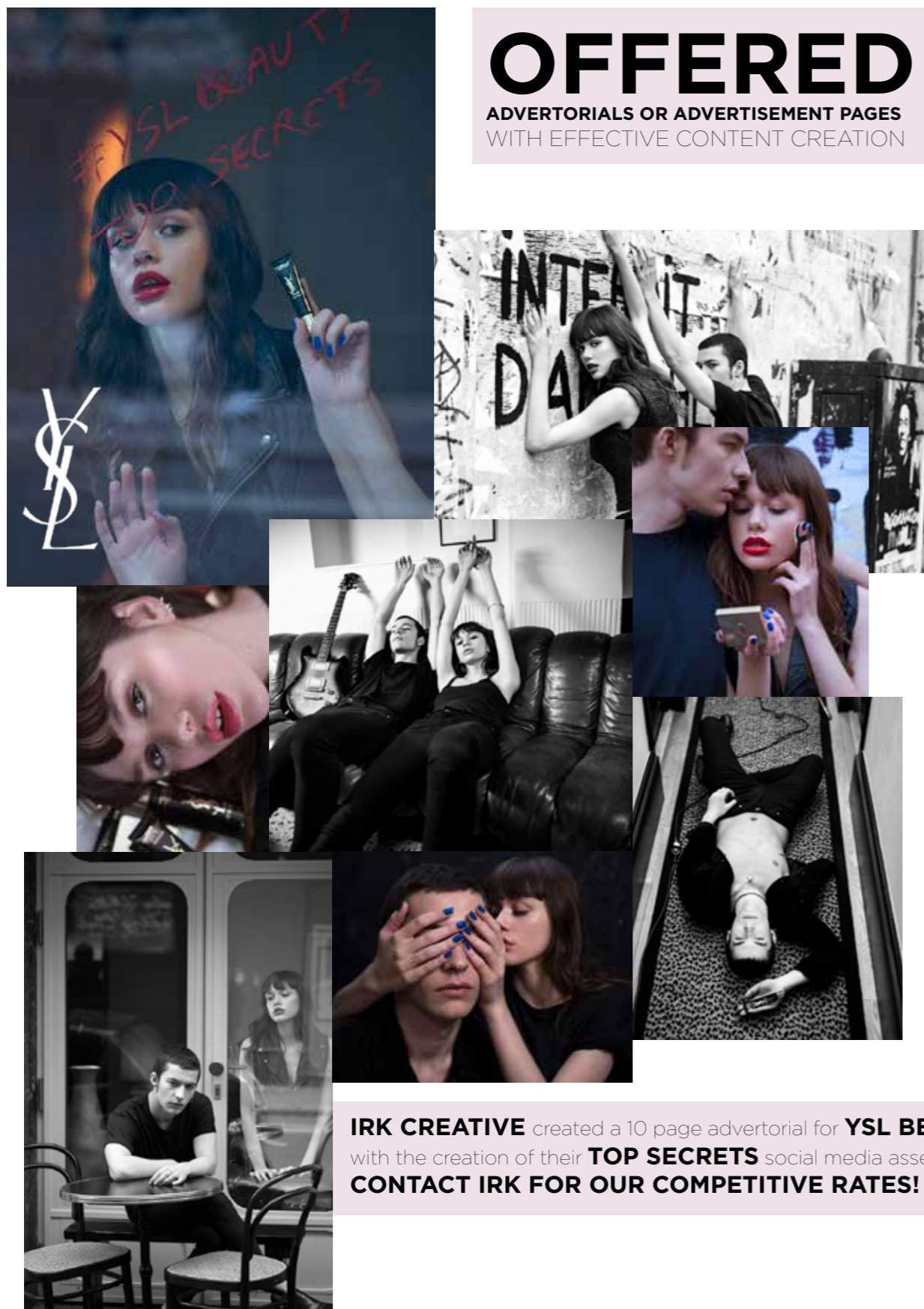


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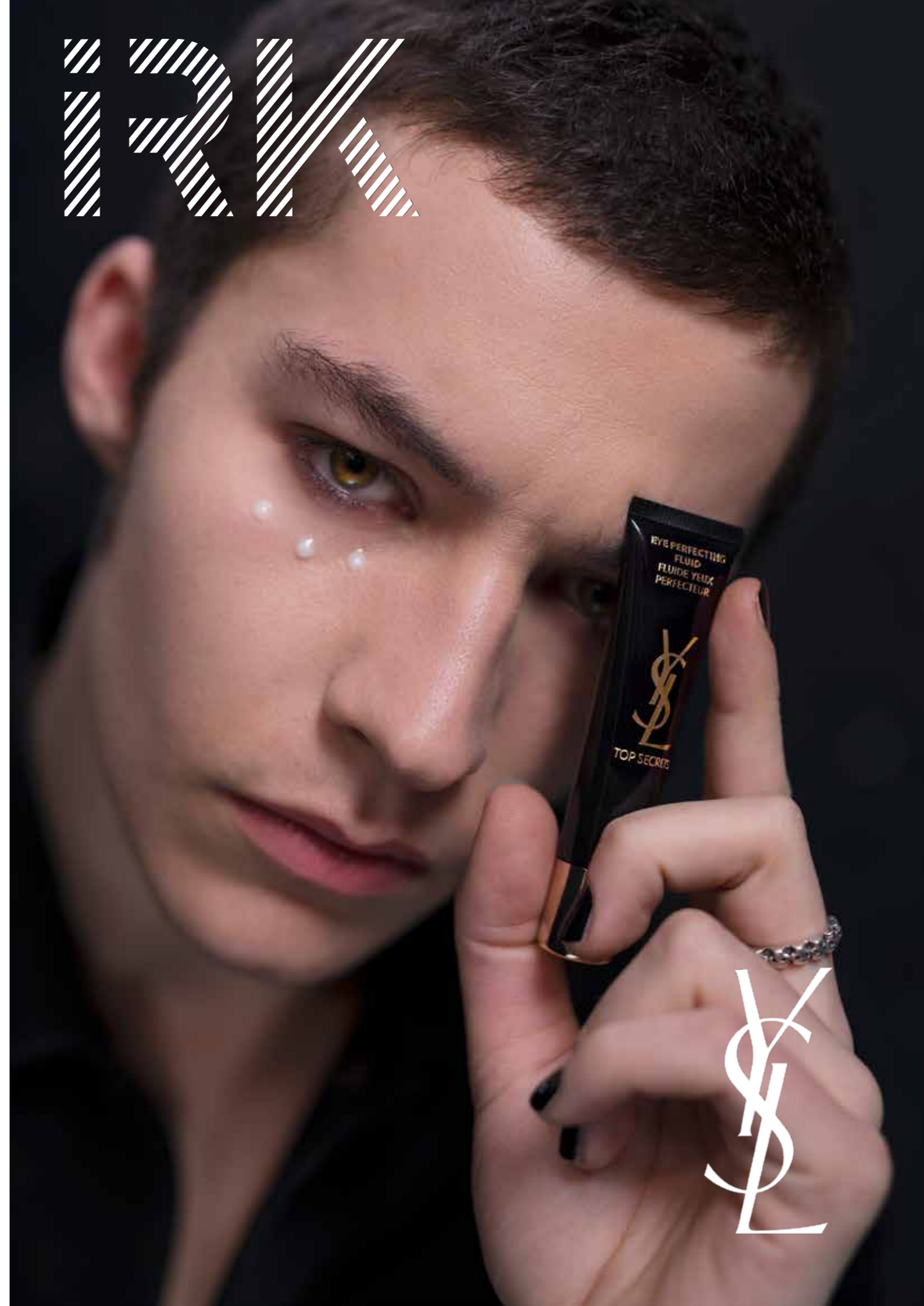
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ADVERTORIALS OR ADVERTISEMENT PAGES  
WITH EFFECTIVE CONTENT CREATION

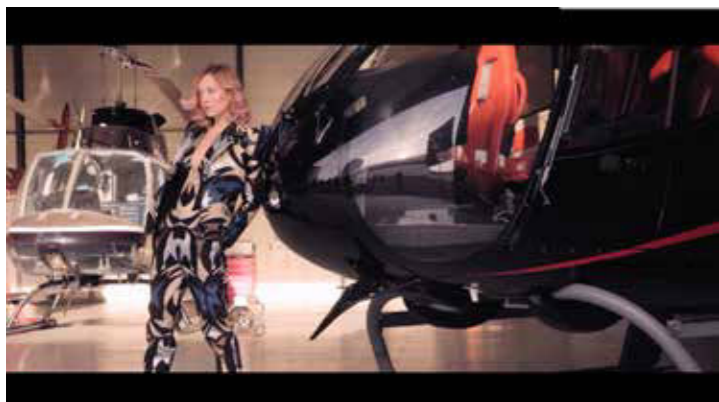


**IRK CREATIVE** created a 10 page advertorial for **YSL BEAUTY**  
with the creation of their **TOP SECRETS** social media assets.  
**CONTACT IRK FOR OUR COMPETITIVE RATES!**

# IRK

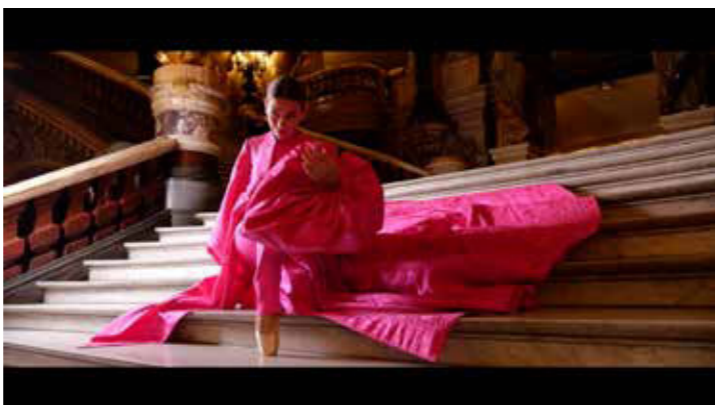


# IRK CONTENT CREATION



## IN MOTION

TRUST IRK CREATIVE FOR UNFORGETTABLE BEAUTY & FASHION FILMS. OUR AWARD WINNING PRODUCTIONS WILL MAKE AN IMPACT.



# IRK



A woman with a black wig and large purple lips is the central figure. The background is a light blue gradient. The woman's face is partially obscured by a semi-transparent white box containing contact information. The large purple lips are a prominent feature, with a black stem extending downwards.

# IRK

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