

# Tiaan Nagel - editor of *House and Leisure*



By Louise Marsland

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Tiaan Nagel is the new editor of *House and Leisure* for Associated Media and he plans to shake things up a bit, for it to become a true "lifestyle companion" with inspirational and practical content.



He hails from a formal background in fashion design and as a design commentator. After studying fashion he became the creative director at Marion and Lindie, launching his own namesake brand as well.

For the past five years he has worked as a contributor to *Elle Décor* and consulted to Times Media on the home/interior suite of publications. He describes his design aesthetic as "a healthy mix of classic proportions in new progressive materials in interesting colour combinations".

**Q: What is at the top of your to do list?**

**A:** For the brand... My immediate focus is to consolidate and then solidify the *House&Leisure* offering. Print media, specifically, is finding its feet in a digitally competitive space and I find that challenge very exciting and new.

**Q: What is your creative focus right now?**

**A:** My focus is to implement a more eclectic mind-set for the brand. A creative identity that's brave and slightly more subversive, more experimental. I'm working with my team to address the codes and hopefully get to implement them soon.

**Q: What is your core strategy as editor?**

**A:** To provide interesting and desirable content across our platforms that offers the reader insight into the world of décor/design/travel and food. A compactum that taps into to the zeitgeist and positively yields financial results.

**Q: Most important attribute needed to do your job?**

**A:** The ability to go with your gut and instinct. If it excites you, it will excite your reader, if you find it dull and boring... they

will see through it immediately.

**Q: Your biggest décor trend right now?**

**A:** I'm really not into commercial décor trends. I believe in curating over time so that your personal space reflects your identity and philosophy.

**Q: Your timeless décor trend, the one you can't go wrong without?**

**A:** Good Art. It surpasses trends and fads and focus the buyer to really consider the purchase. We really don't need more STUFF. My advice would be to start going to art openings, find a gallery that resonates with you and start speaking to the curator and see what's their offering/their artist etc.

**Q: What inspires you?**

**A:** Modern South African Art.

**Q: Your life philosophy?**

**A:** "Don't be a dick".

**Q: Tell us something about yourself not generally known?**

**A:** I'm super protective of my team and collaborators.

**Q: At the top of my 'bucket list' is...**

**A:** A beautiful Hausmann-style apartment in Paris filled with Jan Prouve pieces.

## ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: [www.sourceagency.co.za](http://www.sourceagency.co.za).

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