

**DESIGN FOR MANKIND'S ERIN LOECHNER: WHAT I'M INTO**

Look at the super-stylish pages of "Design for Mankind," and you might not guess the publication is based in Fort Wayne. No offense, Fort Wayne, but the magazine that 25-year-old Erin Loechner puts out doesn't reflect the aesthetic most people associate with Indiana.

Loechner, originally from Fort Wayne, moved back home after five years in L.A.

The magazine spun off Loechner's 2-year-old blog, [www.designformankind.com](http://www.designformankind.com), started as a way to compile highlights from artists' inspiration boards.

"It's really grown kind of organically," Loechner says. "I thought it would be fun to document a lot of artists' inspiration boards."

Loechner, who loves to decorate (and was an interior designer on the side for a while), starts her day by looking at 300 Web sites and blogs. She gets up in the morning and hops on Google Reader, browsing and searching for two to three hours for original finds.

"I don't like to post content that's been posted elsewhere," she says.

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ERIN LOECHNER

And what she's been noticing: Creativity is taking on traditional mediums. For example, a lot of the bigger box stores (like Target) are carrying smaller, independent designers, Loechner says.

Loechner's own aesthetic is easily summed up: "I think the thing that I'm working on this year is really focusing on the people themselves and not the work they're producing. To hear people's stories and to hear how they arrived at what they're doing. It's very much not product-based at

all. It's very artisan."

Here, she tells us what she's into right now:

- "I really love everything that comes from Sandra Juto. She's just amazing."
- "Scandinavian prints."
- "I'm very into almonds: it's all I eat for lunch these days."
- "I'm really enjoying the seasons. It's very hard living in a place that's in the 70s and sunny every day. I'm enjoying watching the passing of the seasons again."
- Miranda July's book, "No One Belongs Here More Than You Do."



Photo provided by Erin Loechner

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