



Forward Focus: Specification in 2025

Explore our key themes, content streams, learning modules and schedule of events running throughout the year as part of the Buildings, Design and Specification programme



OUR MOST POPULAR EDITORIAL STREAMS

Case studies | a detailed look at an architectural project focused on a challenging specification that required an innovative approach
— format: 1,200 words, 5-10 high-res images and a project supplier list

In pictures | a series that highlights eye-catching architectural projects that have recently completed
— format: 500 words, 10-20 high res images and a project supplier list

Comment | an op-ed looking at topical issues within the industry. These must remain product and company-agnostic
— format: 1,000 words and a headshot of the author

Let's be specific... | a material-focused question and answer series that demystifies our readers' burning questions on specifying a particular material
— format: detailed answers for 5-10 questions and a headshot of the author

Product news | a shorter news article looking at new and innovative product releases that solve problems for specifiers within the built environment
— format: 300 words and 2-3 high-res images

What made this project... | a series for the finalists of the Architect of the Year Awards only, which focuses on the materials that made up one of their entry projects



2025 EVENTS

There will be a number of specification sessions running as part of our events programme. Topics we would like to explore, in the specification sessions and in editorial content running simultaneously, have been included below.

WA100 LIVE *Thursday 13th February 2025*

Top firms and their go-to materials / global specification trends from the world's leading architecture practices / the materials driving landmark projects

Good Employer Guide Live *Thursday 6th March 2025*

Specifying for employee wellbeing / trends supporting hybrid working models / innovations and certifications for happy work environments

Risk & Regulations Live *Tues 1st - Weds 2nd April 2025*

What's new in cladding and insulation? / materials that meet today's toughest standards / mitigating risk with smart building systems

ESG LIVE *Weds 7th - Thurs 8th May + Weds 19th - Thurs 20th November 2025*

How materials drive ESG success in modern developments / the future of transparent material choices / greenwashing vs. green innovations / human factors impacting design

Housing Today Live *Tues 24th June, Thurs 2nd October + Tues 2nd December 2025*

Products and systems leading the way in energy efficient housing / materials that enhance indoor air quality / balancing cost and quality: material choices to help solve the housing crisis

Building the Future Conference *Thursday 2nd October 2025*

Emerging trends in high-performance building materials / the role of AI in specification and supply chains / future-proofing buildings through adaptive material design

Architect of the Year Awards *Wednesday 15th October 2025*

We will be taking a closer look at the most innovative products specified by this year's finalists

Winning Work in Education & Healthcare *Tuesday 21st October 2025*

Top trends in sustainable specifications for public sector projects / innovation that supports multi-use educational buildings / materials that make a difference when designing for wellbeing and accessibility

Building Awards *Tuesday 4th November 2025*

We will be celebrating the innovation and materials at the forefront of this year's finalists

In addition to events already scheduled, we work on a bespoke range of projects throughout the year — if you would like to get involved, please contact the relevant team member.

KEY FOCUS AREAS

Building Services — from solar PV technology to mechanical ventilation heat recovery systems, we want to know what systems specifiers are installing into their buildings to make them comfortable, functional, efficient and safe for building occupants

Envelope — all the building components that separate the indoors from the outdoors, including exterior walls, foundations, roofs, windows and doors

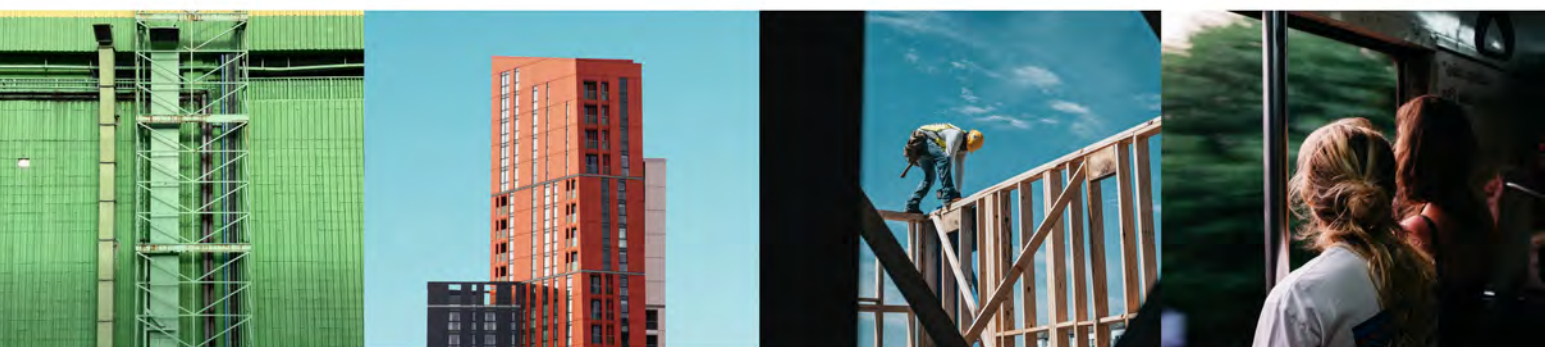
Interiors — focused on the material and product specifications within a space, from the flooring and ceilings to furniture and security systems

Materials — from timber and cork to brick and steel, we want to take a closer look at material specifications and the motivations behind the choices made by project design teams

Retrofit — the retrofit agenda will continue into 2025 and so will our focus on sustainable developments and re-imagining spaces for new purposes

MMC — modern methods of construction have played a vital role in the built environment over recent years and we want to hear about how those methods are continuing to be adopted

Human Factors — placing an emphasis on the role materials play in the health and wellbeing of occupants, we are interested in the human need to live in healthy spaces and how that influences our specification choices





A TARGETED APPROACH

Various opportunities are available across all our publications throughout the year as part of the specification programme, including:

Sponsored content — if your pitch doesn't fit within one of the editorial streams available, we offer paid-for advertorials to give sponsors full control over when and where their content is published

CPDs — sponsored learning modules that provide a unique opportunity for lead generation, as well as a chance to position oneself as a leading expert in a particular area of focus

Awards — alongside sponsorship opportunities, the **Architect of the Year Awards** now has a Manufacturing Partner of the Year category

Webinars and events — see previous pages for more information

The background of the page features architectural blueprints on a roll, showing various technical drawings, dimensions, and annotations. The blueprints are partially unrolled, creating a sense of depth and perspective. The dimensions visible include 2700, 3600, 6300, and 15000. There are also some handwritten notes and symbols like 'D40' and 'D26'.

CONTACT

In addition to the Buildings, Design and Specification programme, we also have six additional programmes that we are seeking submissions for, including: Social Value, International, Housing, Net Zero and Energy, Digital Construction and Business Strategy: Risk and Regulations.

Editorial submissions for the specification programme should be sent to specification editor: **hollie.tye@assemblemediagroup.co.uk**

For commercial opportunities contact commercial director: **cameron.marshall@assemblemediagroup.co.uk**

For all other programmes and more information on our year-round events, please contact programmes manager: **jordan.marshall@assemblemediagroup.co.uk**