

# Former magazine editor reflects on Ideas of Order



AT HOME WITH  
**Marni Jameson**

“Home is a box you keep your life in — people and pets and plants and history and dreams. A biosphere, a sanctuary, your place, your space. ... Your private address in a crowded universe. The place you belong.”

So opens the latest issue of Ideas of Order, a magazine I just discovered, that California Closets publishes once a year. Reading it, I felt my knees get wobbly, and not just because I’m still actively mending a broken kneecap. (Do not step over your lazy dog while walking barefoot on a slippery, wet floor.)

I crushed on this magazine because it marries two of my obsessions: good writing and good living.

Following that introductory essay are also smartly written profiles of stylishly outfitted homes and those who live in and love them. The magazine closes with a three-paragraph essay titled “Love Story,” by Sarah Rutledge, who has a hard rule against dogs in bed. That decree gets toppled by Molly, a Doodle, who wriggles her way in, right where she belongs.

After that read, I am pretty much done for the day. However, I do some investigating and get under the cover of this curious magazine.

Editor Carrie Tuhy has worked for 30 years in magazine journalism, holding various editing roles for such publications as Real Simple, Life, Money, and InStyle. (At this revelation, I digress and harness her fashion acumen to help me assemble an outfit for a concert I am going to that night.)

In developing content for Ideas of Order, Tuhy tapped her stable of top writers, who also write for People and The New Yorker.

“So, the good writing isn’t an

accident,” I say.

“Oh no,” she says, “I am very particular.”

She’s also particular about living a well-edited life, as the publication conveys. As usual, I had questions.

**Marni:** Why is a company known for closet design producing a magazine of this caliber that isn’t about closets?

**Carrie:** Organizing is simply the subtext. The magazine’s narrative drive is not how to do your home right, but rather how to do

you right. When California Closets came on the scene nearly 30 years ago, the idea was if you could organize your closet, you were halfway there. Now every room in the house has organizing systems including the garage. We’re helping consumers make space for what matters.

**Marni:** How did your years at Real Simple influence Ideas of Order?

**Carrie:** When I took over as editor of Real Simple in 2001, the

magazine was just a few months old. I had a vision. At the time, I was a separated mother of two girls, working full time, and I thought, if someone could just help me realize the mundane things, I could make a difference.

I wanted to help women clear the clutter and create a launch pad for their passions, help them live up to their talents, skills, and what they believed in. That was

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