

COLORS MOVES TO NEW YORK

Under the direction of Kurt Andersen

New York, April 27th, 2004. COLORS magazine returns to New York City under the direction of Kurt Andersen, co-founder of Spy Magazine and former editor-in-chief of New York Magazine, who will oversee a new editorial team and art direction.

Famed for its innovative, provocative design and its dedication to a global perspective, COLORS will publish four issues a year, each focusing on a single theme.

The new COLORS will match the groundbreaking graphic vision that Tibor Kalman established for the magazine with a far-reaching journalistic mission. Building on the magazine's dynamic and distinctive personality, forthcoming issues will feature bold photography and outstanding prose -- including profiles, essays and criticism -- by world-recognized talents. Continuing a COLORS tradition, themed issues will examine the profound and playful sides of contemporary life around the world.

"I met Tibor Kalman a decade ago when he asked me to join him on his COLORS adventure," Andersen says, "and although I couldn't at the time, we became close friends. Tibor's vision of COLORS included almost everything I love about great magazines -- surprise, intelligence, curiosity, beauty, irreverence, playfulness, courage, a big heart. It's a privilege for me to become a partner in such a singular institution. And COLORS' mission, 'a magazine about the rest of the world,' has never been more urgent and exciting than it is today."

Sold in more than 30 countries, with three editions published in four languages and a critically acclaimed web presence, COLORS is already a successful, trend-setting magazine. Over the years COLORS has become a unique point of reference in the global publishing world. It has stirred public attention to topics and themes originating in areas of the world that other publications seldom write about with depth and freshness. Some recent themes included mental illness, slavery, gypsy communities, and energy.

Joining Andersen as editor is Simon Dumenco, previously editor-at-large at New York magazine; Executive Editor Minna Proctor, former managing editor of BOMB; and Robyn Forest, as Art Director, previously of MTV and Inside magazine. Emily Oberman and Bonnie Siegler, of the multi-disciplinary design firm Number Seventeen, are Creative Directors for the magazine.

The new issue of COLORS will be available on newsstands April 27th.

Information

COLORS PROJECTS

COLORS, the brainchild of Luciano Benetton and Oliviero Toscani, was established in 1991 with the premise that diversity is positive and that all cultures have equal value. Today COLORS is not only a magazine, it's a way of communicating and of using diverse media languages to interpret the world. COLORS' experience and cultural background have engendered numerous editorial projects.

COLORS Music: a music collection based on the idea that music, like images, is a universal medium, transcending barriers and reaching the greatest number of people with a strong, immediate impact. COLORS Music selects music from various geographic areas and presents it in a novel contemporary context. *Nordic* and *Cumbia* have already been produced in co-operation with Irma Records, a Sony Music international label. The next release will focus on Ottoman music.

COLORS Books: from the best-seller *1000 Extra/ordinary Objects*, published with Taschen, to the new *1000 SIGNS* which will be published (again for Taschen) in May 2004, to the recent series with Skira Editore, the first of which *Hunger* is already in the bookshops. A complex publishing agenda made possible by, amongst other things, COLORS' network of correspondents and photographers in over 50 nations across the world.

COLORS Exhibitions: COLORS has organized exhibitions in prestigious venues in locations including Florence, Rome, London, Istanbul, Madrid, Barcelona, Maastricht and Budapest.

COLORS Documentaries: A new generation of documentaries to bring attention to major, diversity-based themes and to give voice to the stories of ordinary people: from Hong Kong to Patagonia to the Rocinha slum, to the upcoming project about the Aral Sea.