

# COLORS A MAGAZINE ABOUT THE REST OF THE WORLD

**Summer 2057**

**Colors 271: Welcome to Vörland**

What will happen if the Planet keeps getting warmer? Will we have to drink water from puddles, move to igloos in the North Pole, shave the fur of polar bears or always carry a hurricane kit in our bags? Colors tried to find out by moving the editorial team into the future and visiting Vörland, an island off the coast of Scandinavia where the climate is perfect and there's also lots going on.

For centuries Vörland was thought of as a freezing, inhospitable island. But it not only brilliantly survived the hard times at the end of the Petroleum Era and during the Sixth Mass Extinction, due to global warming, it has also become one of the most popular tourist destinations in the world. Here the temperatures are mild, vegetation is lush and the beaches are wide and sandy, a far cry from the torrid summers of Southern Europe. And the locals – most of them are Scandinavians covered in a double layer of sunscreen – paid attention to the alarm sounded by scientists on climate change and worked to turn the island into a green oasis, able to use its resources without any wastage.

A few examples? Certainly: if you want to get to Vörland forget airplanes. They're too polluting. You have to get on Mr Lennart's hot air balloon taxi and hope that Nature will be kind to you. To buy anything, you need to give some of your time or pay with karbons, which has been the official currency since the euro fell into disuse and the economy switched to carbon dioxide. If you're in the mood for a chat, drop in on Klara Åkerlund, the seven-time champion of Vörland's Clean Energy Award. She's a true genius in the field of energy self-sufficiency. Or visit VörAir's headquarters and ask company owner Felix Vindsson why he switched his business from the production of airplane components to the green business of making turbines for harvesting wind energy. One last thing: if you're looking for a petrol pump you'll find one near the biofuel fields. Abandoned for years, it's now the Monument to the Petroleum Era.

If this guide to the island of Vörland doesn't do it for you, go to the second part of the magazine. You'll find the Green Pages waiting for you, an unusual encyclopedia on sustainable development and everything – or almost everything that is good and green. Things you can do right now around the world. Compiled in collaboration with the University of Siena's Science, Chemical Technologies and Biosystems Department.

COLORS 271, published in 3 bilingual editions and distributed in 40 countries will be on newsstands in June.

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## **COLORS: what it is**

**A magazine, a series of CDs, documentaries, books and exhibitions**

Established in 1991, from an idea of Luciano Benetton and Oliviero Toscani, under the direction of Tibor Kalman, with the premise that diversity is positive but that all cultures have equal value, today COLORS is part of the publishing activity in Fabrica, Benetton's communication research centre. COLORS' editorial offices are situated in Fabrica's architectural complex, restored and enlarged by Japanese architect Tadao Ando, and it has a network of external collaborators in the four corners of the earth.

Pictures are, above all else, COLORS' expressive medium: a method that is universal and reaches the greatest number of people with a strong, immediate impact. Using this visual language, COLORS' themes alternate between the challengingly serious, such as ecology, wars around the world, the fight against aids, and the frankly frivolous such as shopping, fashion, toys, but each is seen from an unconventional, irreverent perspective.

From issues 41 to 60 COLORS had transferred its attention to the theme of different "communities" inhabiting the planet, using photographic images and interviews, to recount with simplicity and immediacy, the intimate beauty of all human beings. After a year in New York, during which the magazine, thanks to its distinctive personality, has enhanced its vitality and visibility among the American media, COLORS now continues its research and documentation at Fabrica.

On sale in 40 countries, 3 editions, published in 4 languages, an Internet site that has won a record number of hits and critical acclaim: COLORS is a quarterly magazine that talks to young people all around the world.

## **COLORS PROJECTS**

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*, *Cumbia*, *Ottomanic*, *Rio Funk* have already been produced in co-operation with Irma Records, a Sony Music international label.

**COLORS Books:** from the best-seller *1000 Extra/ordinary Objects* or to *1000 SIGNS*, published with Taschen, to the recent series with Skira Editore, the first of which is *Hunger* followed by *Pagine Gialle*. A complex publishing agenda made possible by, amongst other things, COLORS' network of correspondents and photographers in over 50 nations across the world.

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**COLORS Exhibitions:** COLORS has organised 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 Aral Sea, which was awarded the first prize at the Torino Film Festival 2004, in the documentary section.

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