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COLORS A MAGAZINE ABOUT THE REST OF THE WORLD

COLORS 72 – WITHOUT COLORS.

Dedicated to the blind and visually impaired,
with an audio version on CD enclosed.

Treviso, 6th November 2007. There are 40 million blind people in the world. *Colors* devotes a black-and-white issue to them. The first colourless *Colors*, the first *Colors* you can read or listen to at home or while out and about. The magazine includes a free, four-language CD sound-tracked with gypsy music by the blind violinist Tcha Limberger. The audio version will also be supplied on a USB pen drive for the special issue directed at leading institutes and foundations for the blind.

Colors 72 explored the sightless side of the world and found out how it is to be part of a minority in a world order designed for the majority. A world without colour but rich in nuances, just as losing your sight doesn't mean losing the meaning of things. For example, we discover that to Cecilia, a young world swimming champion, the water changes according to her mood and the rituals she performs before the race. And Michael, a corporate executive, describes how he and his co-workers survived the 11 September attacks by walking down the stairs from the 78th floor.

Michael is still able to work, like Jackson, whose whole world is his bread and his family. Everyone calls him "premier"; he's a South African baker and a proud husband. For the past five years his small bakery has provided jobs and food for the little village of Chabane. From South Africa to Ghana to learn the technique and secrets of the Ahator brothers, whose blindness didn't stop them becoming expert fishermen. And then the war – the wars – of Iranian Javad and American James; Christel's love, which even the Berlin Wall couldn't defeat...

After many real-life stories, the Yellow Pages (*Colors'* mini encyclopaedia on blindness) provide a wide range of information and news: scientific advances, pioneering treatments, the latest medical discoveries, international prevention campaigns.

With an introduction written by Sabriye Tenberken – founder of Braille Without Borders and co-director of the first school for the blind in Tibet – and photos taken by pupils from artist Tony Deifell's school of photography for the blind, *Colors 72-Without Colors* will be on sale in Autumn 2007.

Furthermore, as from this issue, *Colors* becomes even more international than before: in addition to its three bilingual editions – English with Italian, French or Spanish – there will be a Chinese edition (the fruit of an agreement with publishers China Intercontinental Press) on sale in China in November 2007.

Let's not forget the global medium, Internet. The website, too – www.colors magazine.com – is richer than ever and is now accessible to the blind and partially sighted.

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COLORS A MAGAZINE ABOUT THE REST OF THE WORLD

COLORS – Last three issues



COLORS 71 – Vörland

Now, when global warming is such a hot issue, *Colors* imagines what could happen if the temperature continues to rise. *Colors 71* takes us to Vörland, an island of the future off the coast of Scandinavia, where the climate and the things happening there are extraordinary.

Colors 71 was presented in June 2007 at the *Fabrica: Les Yeux Ouverts* exhibition, in the presence of Al Gore, Nobel Peace Prize laureate 2007.



COLORS 70 – Beijing

Two young Chinese photographers produced *Colors 70*. They scoured Beijing high and low to find stories of ordinary people and pictures to describe and illustrate the social changes in a nation running headlong into the future.

COLORS Made in China, to debunk the stereotype of China as just a supplier of fake goods.



COLORS 69 – Back to Nature

An issue produced in co-operation with Terra Madre, a network of 1,500 Slow Food communities across the five continents that gathers together 5,000 farmers, breeders, fishermen and producers of local specialities. Their common mission is to preserve a good, fair, green form of agriculture that places special importance on local cultures and traditions and is environmentally responsible.

Because when you think about it, anything we do to our food, our animals or our planet is something that we do to ourselves, too.

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COLORS A MAGAZINE ABOUT THE REST OF THE WORLD

COLORS: what it is

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

Established in 1991, under the editorship 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.

COLORS is a quarterly magazine read by young adults across the world. It is sold in over 40 countries; until now, its three editions were published in four languages. A Chinese edition will be launched with issue no. 72, the fruit of an agreement with the publishing house China Intercontinental Press.

COLORS is also a website, one of the most popular and critically acclaimed sites on the Internet.

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.

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

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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 in 2004 awarded the first prize at the Torino Film Festival 2004, in the documentary section. Furthermore, COLORS regularly co-produces documentaries with the Swiss TV channel RTSI, including *Shanghai Shanghai* (an unconventional portrait of the city that is a symbol of modern China), *Margens* (audiovisual diary of a journey on the streets of Brazil) and *Siberia* (to conclude the trilogy, after Patagonia and Aral, of documentaries about life in far-flung regions of our planet) which is still in the production stage.

www.colorsmagazine.com

November 2007

COLORS A MAGAZINE ABOUT THE REST OF THE WORLD

ENRICO BOSSAN Editor, *Colors Magazine*

Enrico Bossan has worked with Fabrica since 2005 and became the editor of *Colors* magazine in April 2007.

His photos have appeared regularly in national and international magazines since 1985. The Contrasto agency has represented him since 1992.

He won the Kodak award for professional photography in 1987. His photos have been shown at the Houston PhotoFest; the International Photography Biennale in Turin; and in Amsterdam, Arles, Milan, Rome, Salonica, Tokyo and Venice.

His earlier publications include *Pechino-Parigi* (1986), a journey from Asia to Europe; and *Exit* (1992), a tale "from two angles" of America today, the fruit of his collaboration with photographer Roberto Koch. In 2000 his books focused on healthcare and hospital life: *Esodo*, views of daily life in a shelter for AIDS victims; and *Un Privilegio Difficile*, a photo report in black-and-white on socio-medical co-operation in Sub-Saharan Africa for Cuamm Doctors With Africa.

BENJAMIN JOFFE-WALT (27)

Benjamin Joffe-Walt, an editor at COLORS, was born in Philadelphia, USA.

After studying at the University of Toronto in Canada and at the Birzeit University in Ramallah, Palestine, he began his career in early 2004 by sneaking across the border into Sudan to report on the genocide, the first journalist to do so.

An award-winning features writer, he has written for a wide variety of media, including the Economist and BBC, and served as a foreign correspondent for the Guardian and Chief Africa Correspondent for the Sunday Telegraph.

In 2005 he was named Africa Print Journalist of the Year by CNN, the most prestigious prize in African journalism, and in 2004 he was awarded Young Journalist of the Year by the British Foreign Press.

Benjamin wrote five profiles for COLORS 72: Rob Quest, the blind rapper, Jackson Baloyi, the blind baker, the Ahator family, blind Ghanaian fisherman, Hein Wagner, the blind adventurer, and Suleiman Rifai, the blind golfer.

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MIKHAEL SUBOTZKY (26)

Mikhael Subotzky, a COLORS photographer, was born in Cape Town, South Africa. He recently joined Magnum Photos.

He has worked as a photographer since graduating from the University of Cape Town in 2004. His final-year university project won the 2007 Young Photographers Award at Perpignan, the 2007 KLM Paul Huf Award, The Special Jurors Award at the 2005 Vies Rencontres Africaines de la Photographie in Bamako. In 2006 he won the F25 Award, the section open to photographers under 25 of F, the International Award for Concerned Photography created by Fabrica and Forma. As a result, he obtained a one-year-scholarship at Fabrica's Photography Department.

Subotzky has held solo exhibitions in important museums, among them the Foam Fotomuseum in Amsterdam (2007), and his prints are part of the permanent collections of the South African National Gallery (Cape Town), The Johannesburg Art Gallery and the Museum of Modern Art (New York).

Mikhael shot two stories for COLORS 72: Jackson Baloyi, the blind baker in South Africa, and the Ahaton family, blind fisherman in Ghana.

PENG YANGJUN (30) AND CHEN JIAOJIAO (27)

Peng Yangjun and Chen Jiaojiao, both from China, have been couple and partners since 2003. Peng studied Fashion Design at the Tianjin Polytechnic University and Chen Journalism and Communication at the Tsinghua University.

They met in Shanghai where they both worked for a magazine called VISION.

In 2005 they successfully applied to come to Fabrica, Benetton's research centre on communication, because they wanted to work at COLORS, one of Fabrica's editorial activities and their most respected magazine.

After the success of the COLORS Beijing issue, published in last March, in which the duo made the whole work from concept and photographs to interviews and design, Peng and Chen have been invited by COLORS to work as respectively creative director and editor in chief. What they really like at their work at COLORS is the possibility to follow every step of the publication, from the initial potential idea to the final layout.

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FABRICA

PROFILE OF THE RESEARCH CENTRE

Fabrica is Benetton's communication research centre, created in 1994 from Benetton's cultural heritage. It is located in Italy, near Venice, in a complex which Tadao Ando restored and enlarged.

Fabrica's challenge is both an innovative and international one. It is a way of marrying culture and industry, using a form of communication which no longer relies only on the usual kinds of advertising, but conveys industrial culture and the company's intellect through other media: design, music, cinema, photography, publishing, the Internet. Fabrica has chosen to back the hidden creativity of young artists/researchers from all over the world. Following careful selection, they are invited to develop concrete communication projects under the direction of some of the main players in these areas.

In presenting the *Fabrica: Les Yeux Ouverts* exhibition in autumn 2006, the Pompidou Centre, one of the world's foremost cultural bodies, expressed its respect and appreciation for Fabrica's work. The exhibition showcased Fabrica's many different "souls", demonstrating its documentary work through *COLORS* and photo reportages, and its more artistic, visionary and conceptual side through films and installations. Following the attention shown to this project by international media and the high number of visitors, the exhibition has become a wandering project, it was presented at the Triennale in Milan during summer 2007 and is being hosted from 19th October to 11th November in China, at the Shanghai Art Museum.

F A B R I C A

VISUAL COMMUNICATION

In this field, Fabrica has developed numerous campaigns for cultural bodies and non-profit organisations such as the UN, the FAO (the UN Food and Agricultural Organisation), the UNHCR (the United Nations High Commissioner for Refugees), WHO (World Health Organisation), Amnesty International, Reporters Without Borders, SOS Racisme, Lawyers Committee for Human Rights and Witness. Fabrica has created several communication projects for Benetton Group since 2000, often in partnership with humanitarian organisations. These projects include *James and Other Apes* (2004), with the support of primatologist Jane Goodall, and *Food for Life* (2003) in co-operation with the World Food Programme, the UN agency that leads the fight against hunger around the world.

PHOTOGRAPHY

Another field of Fabrica's research is photography, which creates the foundations of exhibitions like *Visions of Hope* (held to mark the first anniversary of 11 September and

organised in collaboration with *The New Yorker* weekly magazine), publishing projects like *Kosovars* (published by Leonardo Arte and produced in refugee camps in Kosovo) and *Lavoratori* ("Workers", published by Feltrinelli, about immigrant workers in north-eastern Italy) and the above-mentioned communication campaigns. Among the most interesting recent ventures is *I SEE* (2006) an exploration of the directions in which historical, cultural, artistic and socio-economic developments are going, seen through the eyes of six young photographers in the world's six main geographic areas (North America, South America, East, Far East, Africa, Europe). Two young Chinese photographers from the Photography area produced an entire issue of *COLORS* about Beijing, published in March 2007.

CINEMA

Fabrica has co-produced a number of films, that competed at the leading European film festivals, in order to support and encourage independent voices from the "rest of the world" (particularly Africa, the Arab world, Asia, Latin America). They include *No Man's Land* by Bosnian director Danis Tanovic (Best Screenplay award at Cannes 2001, Golden Globe for the Best Foreign Film and Academy Award for the Best Foreign Film 2002), *Secret Ballot* by Iranian director Babak Payami (Best Director award at Venice 2001) and Chinese director Zhang Yuan's *Seventeen Years* (Silver Lion for Best Director at the 1999 Venice Film Festival). Fabrica's last film project was *Tropical Malady*, by Thai director Apichatpong Weerasethakul, which won the Jury Prize at Cannes in 2004.

MUSIC

Music is another area in which Fabrica explores new forms of communication through the creativity of artists-experimenters from around the world. The world première of *Winners* took place in 2006. *Winners* is a multimedia joint venture in co-operation with the Brisbane Festival on the theme of the dialogue between winners and losers. The music is accompanied by performances, interactivities and audio and video link-ups. Fabrica designed the new multimedia production for *Surrogate Cities – Venezia*, by German composer Heiner Goebbels, which opened the Venice Music Biennale at La Fenice opera house in 2005. *CREDO*, created in 2004, is a multimedia work that addresses religious and ethnic conflict, funded by the European Community as part of the Culture 2000 project. After the première at Karlsruhe's Staatstheater, *CREDO* was presented in Rome for the 5th World Summit of Nobel Peace Prize Laureates.

DESIGN

Fabrica's young designers are working on innovative products, interior design and industrial design projects. Fabrica launched Fabrica Features in Bologna in September 2001. Fabrica Features are retail spaces that sell the brand's design articles and double as multiethnic and multimedia spaces where concerts, screenings, live performances and workshops offer major opportunities for people to meet. Today, Fabrica Features spaces are also in Lisbon, Hong Kong, Rotterdam and London. Fabrica has designed many different collections for leading international brands, such as Paola C. (two tableware collections, in 2002 and 2005), Metalarte (a range of Pyrex lamps, 2005) and Casamania by Frezza (a garden furnishing accessories collection presented at the Milan International Furniture Show in 2005).

NEW MEDIA

In addition to a number of international award-winning websites, Fabrica's new media projects include web design, video art, interactive games and multimedia events. One of its main current projects is UCB TV, the Benetton sales network's TV channel, designed to promote the brand's global philosophy, support retail operations and publicise entertainment and video art contents created by Fabrica.

Winner of the Grand Prize Award at the prestigious Japan Media Arts Festival, *FLIPBOOK!* (<http://www.fabrica.it/flipbook/>), an interactive animation project, enables anyone to draw an animated story, then upload it and share it online. In just a few months, the site had 15 million visitors and over 200,000 animations were uploaded.

From 3 March to 20 April 2007, Shanghai's Museum of Contemporary Art (MoCA) invited Fabrica to take part in the interactive and multimedia art exhibition, REMOTE/CONTROL, with its installation *Piacere, Fabrica*.

Furthermore, Fabrica is responsible for updating www.benettontalk.com, a blog open to everybody's ideas, where people can reflect, send comments or post their opinion on global issues: the environment, rights, diversity, local communities, development.

PUBLISHING

Its work in traditional media forms, like publishing, has generated a series of publications, for which Fabrica often creates the photography. These include *COLORS 1000 Extra-Ordinary Objects* (2000, chosen by the publishers Taschen as one of the publications with which to celebrate its 25th anniversary) and *COLORS 1000 Signs* (2004), both published by Taschen. *Fabrica 10 - From chaos to order and back* (Electa, 2004) gives a round-up of Fabrica's activities over its first ten years.

COLORS

Fabrica's publishing activities include *COLORS*, the magazine financed by Benetton Group. Starting from issue no. 72, *COLORS* becomes even more international than before: in addition to the three bilingual editions – English with Italian, French or Spanish – there will be also a Chinese edition, distributed in China as from November 2007.

The full series of *COLORS* issues was included in the 25/25 exhibition at the Design Museum, London (29 March-22 June 2007), which featured the 25 most influential design objects of the past 25 years.

The magazine has received media accolades from all over the world, such as for example *Good Magazine*, an American bi-monthly cultural and lifestyle publication, which included the first thirteen issues, under Tibor Kalman's editorship, in the ranking of the 51 best magazines of all times, or *La Vanguardia*, a Spanish daily which described it as one of the trendiest cultural magazines on the world scene.

COLORS is sold in over forty nations; it is published in three editions, four languages and on the Internet.

www.fabrica.it

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