



Magazine concept

Brief

Genre: Art, Photography, and Music

About: This magazine is dedicated to the art industry that focuses on the diverse forms of photography, contemporary and urban art, digital illustrations, and music. Full-color layouts presenting works from painters, photographers, and street artists are featured along with interviews and articles following their personal style and projects.



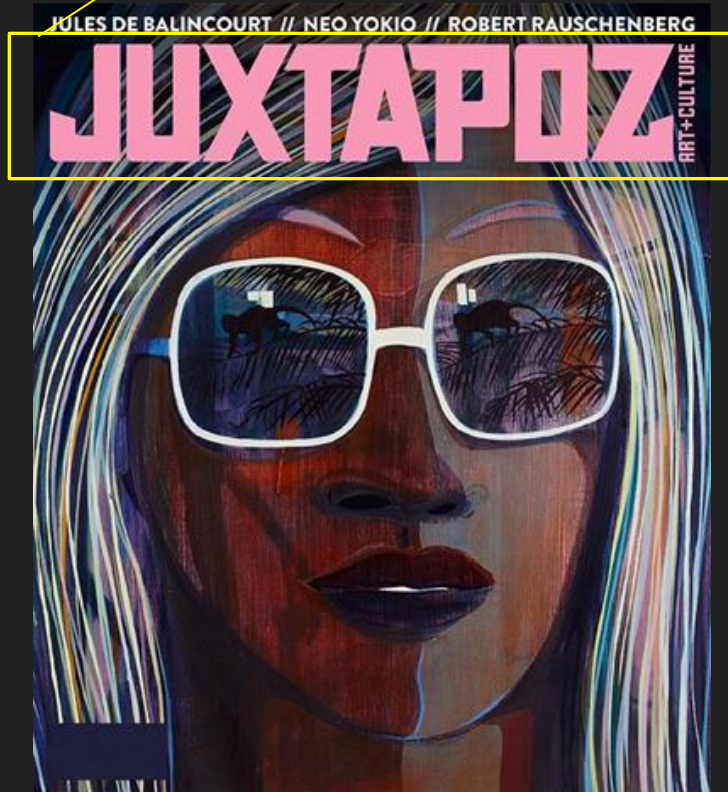
Target market

- Teens and hip adults.
- Age- 17 to 35 years. Tailored to the modern male and female whose interests adjust with the latest trends.
- Income: low to medium incomes, ranging from 30k- 60k annually.
- They are open-minded explorers driven by the need for discovery. They value dedication to the arts and artists likewise. They are tech savvy and uses his/her skills in order to take advantage of the current technology. They have a keen interest in arts and are always looking for inspiration.

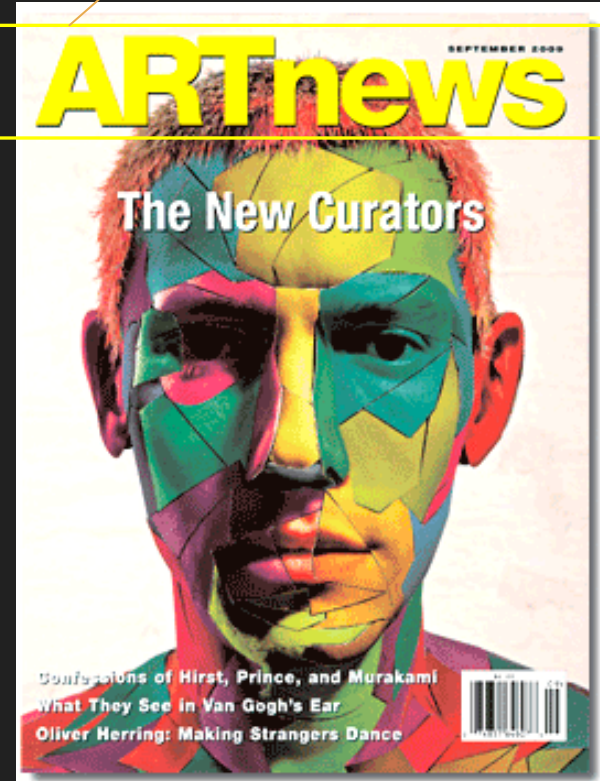


Magazine inspirations

Colored title



2 font size
magazine title



Two weights magazine title



Magazine layout

Size

9.5x13 (inches)

Grid

9 columns

8 rows

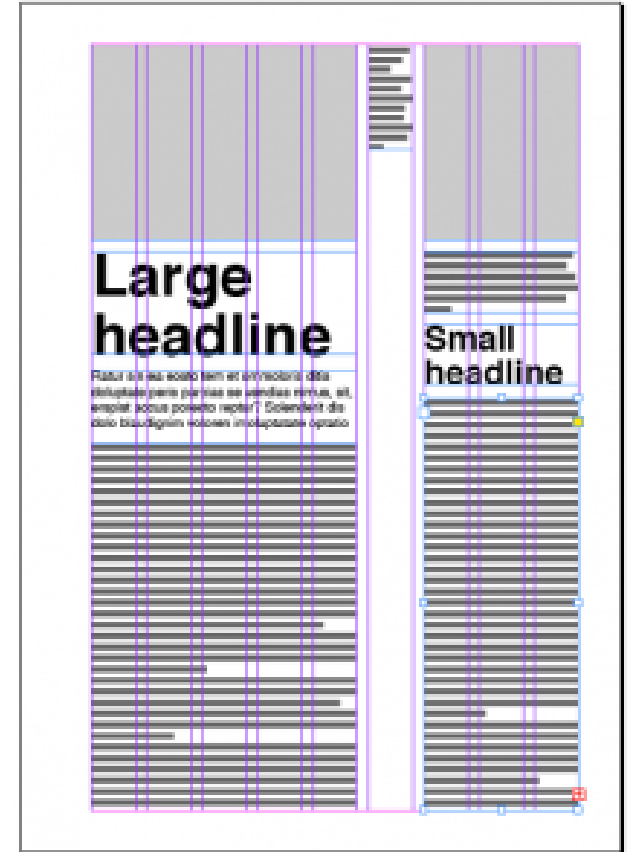
3mm Gutter space

Style

A contemporary underground art mag. a simple, minimal style in order to best serve the featured artists and their work.

Color

Simple pop of bold colors



*32 pages in total

Size, grid, style and color scheme

HEADING- Staatliches

Pt. 12-16

Subtitle- Roboto black

Pt. 9-10

Body- Roboto regular

Pt. 7- 8

Quotes- Roboto light italic



Magazine layout

FONTS

Hang line for each section

*One spread for content page



Subheadings- Light text

Highlighted headings (sans serif)

Magazine layout

CONTENT PAGE

HEADING TO
INDICATE THE
INTERVIEW
SECTION.



Tea Time
With **SARAH**

ARTIST PICTURE IN BLACK
AND WHITE

BOLD USE OF COLOR

rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto
aesthetae vitae dicta sunt explicabo.



Magazine layout

INTERVIEWS AND ARTICLES



Large images: less clutter

Creative headings

Extend titles and photos across both pages.

Light text give more emphasis to the pictures.

Magazine layout

INTERVIEWS AND ARTICLES

Light articles- less cluttered text. Well spaced paragraphs.

Photography will take up at least two-thirds of the magazine

PEOPLE BEHAVIOR

Per lobortis nonummy volutpat, arcu. Parturient nonummy curae; nibh. Dapi-bus amet velit non nascetur molestie ad. Nulla risus consectetur fusce, montes mauris sodales cursus laoreet.

Nisi platea posuere condimentum vel fringilla nunc scelerisque, sem lobortis proin. Dui est, id gravida lobortis Curabitur lobortis netus rutrum eget. Ad eu. Elit nostra adipiscing turpis mollis ornare augue iaculis ad tempor etiam dolor at. Ut senectus dui feugiat.

Per lobortis nonummy volutpat, arcu. Parturient nonummy curae; nibh. Dapi-bus amet velit non nascetur molestie ad. Nulla risus consectetur fusce, montes mauris sodales cursus laoreet.

Nisi platea posuere condimentum vel fringilla nunc scelerisque, sem lobortis proin. Dui est, id gravida lobortis Curabitur lobortis netus



Magazine layout

INTERVIEWS AND ARTICLES

Magazine layout

INTERVIEWS AND ARTICLES



Illustrated graphics.
Vector or hand-
drawn.

I'm no Justin Bieber. I go to Aroma to get coffee, and the paparazzi walk me to ballet class. I drink one or two cappuccinos a day. I think that's bad, but I have worse habits. I just gave up smoking because I was

deadly ill and couldn't fit the smoke in my lungs. Whiskey is my main indulgence. **10:00 A.M.** In England, there's no exercise element, whereas in America I start my day—when I have one off—by doing Ballet Beautiful with my friend Harley Viera-Newton. In L.A., it's all design for my collection with AG. I'm always traveling for work, and 70 percent of the time I'm jet-lagged. This month I've been in London, Paris, New York, L.A., and back to New York. The past year has been a real learning curve. If my diary doesn't have set things in it, it seems that people on other teams will take advantage of that and I'll split apart. It's the biblical story about how they [threatened to] split the baby in half because they couldn't decide whose it was. I feel like real life is like that.

11:30 A.M. When I can I go to Jack's Wife Freda or to the Smile and get scrambled eggs with cheese and avocado. In New York, I'll take cabs, Uber, the subway, or when we're going to a number of different things around the city, I get on the back of my assistant's Vespa. **1:30 P.M.** Realistically, I'm a journalist, but I want to do TV again. Someone said to me the other day: "Name someone who excelled in more than one arena. Alexa, you need to focus on one thing because you can't succeed if you do it simultaneously." I won't allow people to limit what

Wrapped text
around pictures to
break up text-heavy
articles.



I do. In the afternoon, I might go back home and do some work. My assistant sends e-mails that say, "from the office of Alexa Chung," but my office is essentially my bed. That sounds really unprofessional, but it's usually just us two in bed cranking out e-mails. I go on Astrology Zone once a month, and I love the Secret Language of Birthdays. You put in your birthday and it comes back with a survey of people born on that day and their attributes—it's so spot-on, it's insane. I'm a Scorpio and from the Week of Depth. I think it just means that

I overthink things, and I'm reflective and dark. **7:00 P.M.** My friend Tennessee Thomas has a shop called the Deep End Club in the East Village, so if I've finished my work I'll stop by. I'll likely be hungry at that point, so I'll pick up a cappuccino and a sandwich from across the road and take it in. I have a close group of friends, and if I invite one somewhere, I know that they'll invite the rest. I'm out every night with them—I don't like doing it for work. Half my life is spent at a dive bar and half is spent at, like, a Valentino dinner. Usually I'm lamenting that my shoes are ill-fitting. Last night I went to karaoke, but I can't talk about it anymore because I've become like a caricature. I went a number of times a week for about a year. When I like something I become obsessed with it, even, like, string cheese. Right now it's Lindt chocolate balls. **1:00 A.M.** I come home, get some water, wash my teeth and face, get into bed, and fall asleep. I always sleep naked. I'd like to be in bed with a boy at 10 P.M., but that's not what happens. **As told to Christine Whitney**

Connect the dots. THIS PAGE: Dress and bag, Dolce & Gabbana. Nordstrom; 800-695-8000. Hat, Eugenia Kim, eugeniakim.com. Shoes, Jimmy Choo. Nordstrom. OPPOSITE PAGE: Jacket and scarf, Saint Laurent by Hedi Slimane. 212-980-2970. Shirt, Vince. Nordstrom. Jeans, Alexa Chung for AG, agjeans.com. Shoes,

Jimmy Choo. Nordstrom. See Where to Buy for shopping details. Hair, Tomi Kono for Bumble and Bumble; makeup, Christelle Cocquet for Lancôme; manicure, Gina Viviano for Chanel Le Vernis; set design, Rob Strauss Studio.