

The New Yorker-Modernizing Itself

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The New Yorker, which has been one of the most popular magazines through out centuries celebrating cultures, writers, covers, artists, editors for 88 years, was originally published at February 21, 1925. It was founded by Harold Ross and his wife Jane Grant, aiming for a both entertaining and reflective magazine. The first issue was inspired by the Art director, Rea Irvin, and a couple books, especially the book called Journey to Bagdad by Charles Brooks, and an illustration of a French gentleman.

The New Yorker is well-known for its humorous tone, fiction literature and journalism. When the Word War Two ended, there was a desperation of change, art and peace; John Hersey's essay on Hiroshima was one of the most popular reading at the time. At the time and even now, The New Yorker has influenced millions of people from within the city to outside of states with cover stories such as "1992 9/11," "1976 View of the World from ninth Avenue," "2001 New Yorkistan," "2008 Satire and Controversy of Obama," "2013 Bert and Ernie Cover."

"The View of the World from ninth Avenue" was particular interesting, which shown how New Yorkers view themselves as the center of the world and the rest of the world is just the size of three blocks in New York. Although it was only economically true and maybe fashionably as well, people still find the satire uncomfortably accurate.

However, time changes and the world changes too, everything, even The New Yorker has to change occasionally. On its first attempt of refreshment, they want the

magazine to be up to be modernized without compromising its original values such as: character, philosophy, and the center feel of the magazine. As the style of the content remain untouched, one of the most obvious changing is the headline-typeface, Irvin. The typeface was drawn by Rea Irvin, which was beautifully well designed, and was used until now. However, using the standard of typography now, there are some adjustments that could be made. Therefore, the whimsy typeface is redrawn and modified slightly into a modernized look that the characters stand out more and each letters plays well with each other.

The second attempt, would be the “Goings On About Town” section, which is the key section of modern day magazine that features movies, cartoon, films, music, great foods and drinks, arts, and above and beyond. In order to make the magazine even more refresh, The New Yorker has brought in new artists and, illustrator and new photographer. One of the artist is Pari Dukovic, who is in current position of stand photographer, and an important element of success in The New Yorker’s legacy.

While The New Yorker refreshing itself, the style of illustration remain the same. It’s always markers and watercolor, in the style of humorous satire that people always respond to. One of the traits that has carried out from the first issue to now is the accuracy of the satire. The New Yorker has its way of poking people on the right spot, so that people would come to a realization of their current situation no matter it’s bad or good.

“‘Goings On About Town’ is just the beginning”, The New Yorker said. They’ve started off with something great, changing both the content and the style. They’ll

continue, however, and mark it's place in the world of magazines even more special and non-replaceable.