

REQUIRED READING

Out of the rubble of the crumbling magazine industry, new magazines and newspapers are sprouting up that prioritize collaboration and experimentation—and look like nothing you've ever read before. **LAUREN LADOCOUR**

PUBLICATION	THE IDEA	IT LOOKS LIKE	FUTURE STATUS
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LONGSHOT



A general-interest title published in a new city every issue. Stories, photos, and illustrations are crowd-sourced over a weekend and printed on demand at MagCloud.

A print magazine—perfect binding, large photographs, and traditional stories—but one that also embraces the Internet by streaming live video of the editorial process.

Upcoming issues are announced online a few weeks before deadline, and submissions are accepted after the editors set the theme. This May will mark its one-year anniversary.

MONOCLE MEDITERRANEO



A one-off special edition summer newspaper from London-based *Monocle*, the periodical features essays, interviews, and fashion advice along with a weekly podcast.

A newspaper version of *Monocle*. In some ways, the magazine's serious aesthetic, wide columns, serif headlines, and iconic graphics work even better as a 64-page tabloid.

In January, *Monocle* expanded its schedule to include a second paper, specifically for the winter holiday break.

PICTORY



This online magazine, published every two weeks, showcases photographs that have been submitted by readers and selected by a one-woman team out of San Francisco.

A cross between *This American Life* and Flickr. Guest designers keep the pop-up-free site fresh and highly editorial, along with print-worthy typography and huge photos.

After celebrating its first year in December, *Pictory* is working on new collaborations and expects to add online features with book publishers, magazines, and newspapers in 2011.

REMEDY QUARTERLY



Each issue includes recipes, essays, and interviews from popular food writers. This Brooklyn-born food publication used the online service Kickstarter to fund its printing costs.

Vintage spiral-bound community cookbooks, its inspiration. The covers are just the title in white text over a punchy sherbet background; each issue is printed in two-color offset.

The publication finishes its first year of issues this spring. Its most recent, *Growing Up*, includes an illustrated recipe for Thai Ginger Drink from a 12-year-old contributor.

BIRD BOOK BREAKS THE BANK



How much does a copy of John James Audubon's *Birds of America* (1827–1838) cost? Let's just say if you have to ask, you can't afford it.

\$11.5

The amount, in millions, that a collector paid at a Sotheby's auction last December in London.

435

The number of hand-colored prints, made from engravings of Audubon's illustrations.

3 x 2

Size of the book, in feet, in order to depict the birds life-size, the so-called "elephant folio size."

DESIGN CULTURE

WRITTEN ON THE BODY

Break out that inappropriate tattoo flash!

A California judge recently ruled that tattoos and tattoo parlors are legally protected under the constitution as free speech. "As with writing or painting, the tattooing process is inextricably intertwined with the purely expressive product, and is itself entitled to full First Amendment protection," said Judge Jay S. Bybee.

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