

## Inspiring Magazines that Died Before their Time.

**YOU** may remember some of these inspiring publications if you are one of us old farts, or maybe you never even heard of any of them. Some of these titles go way back, over a hundred years or more, and a few are as recent as this year. All of these magazines came and went, often without notice. Lots of them ran for years before they folded, and a few only lasted for just a couple of issues. Two came out for just their first issue, and one never made it past the printing press. But all of these publications were launched with a goal of continuing until the end of time.

In addition to my collection, we have a good number of publications from Richard Stanley and Ed Gold; we shall hear from them as well as yours truly as they present a few of their choices.

But first, I'd like to set the stage:

Most of what you'll see are publications—magazines, tabloids, and boxed editions—periodicals created for designers, illustrators, photographers, and creatives in all fields of the graphic arts. We also have general and special-interest magazines published for adults with discriminating tastes—designed and edited by creative professionals who earned fame for their award-winning work.

We have volumes by Milton Glaser, Seymour Chwast, Herb Lubalin, Andy Warhol (before he took up pop art), David Carson, Roger Black, Henry Wolf, Alexey Brodovitch... and the list of impressive names goes on.

During the 1960s, 70s, and 80s we saw a boom in magazine development: New publications were launched, existing ones spun off siblings, and many successful publications were redesigned and expanded.

And we saw a bust. Bad economic times forced publishers to cut back on frequency (from monthly, to bimonthly, to quarterly), and from many pages to just a few, and from color to black-and-white, they reduced staff while their product degraded, and finally they lost circulation and, of course, advertisers fell off. Sometimes a magazine died, was resurrected, then died again. Occasionally the editors and staff of a magazine knew doomsday was imminent and moved off to start up their own baby. But not many babies survived.

While a popular magazine like *Look* enjoyed a huge circulation base and was widely distributed by subscription and newsstand sales, collectors lately have paid high prices for individual issues. Auctions and on-line bidding sites have added value to many of these titles, and even the rarest are easily available—just do a browser search—and have a credit card handy.

SHAG has had other meetings at MICA; the reason we're here tonight is because the school has a good collection of publications, including many defunct magazines. Thanks to Kathy Cowan, Senior Reference Librarian, they are on display, too.

The copies we have here are for you to leaf thru. We'll have time for you to come up and examine them all—just please handle the pages with care.

**B**UT FIRST, HERE is a slide show of about 50 selected publications, in alphabetical order, so you can see why we are still inspired by what we've brought back from the dead.

# Inspiring Magazines that Died Before their Time.

Presented by SHAG (Society for History and Graphics) [HTTP://shag.squarespace.com](http://shag.squarespace.com)

## Slide Show

- Amerika* (1944–52, 56–94) US propaganda magazine printed for Russian distribution.
- Art Direction~* “Magazine of creative advertising,” popular during the 50s and 60s, the era of ‘Mad Men.’
- Aspen* (1965–71) [10 issues] First issue by George Lois, boxed contents’ contributors included: Andy Warhol, John Lenon, Yoko Ono, Rauchenberg, Lichenstein, Ruscha, John Cage, Phillip Glass, du Champ, Willian Burroughs, Marshall McLuhan, Samuel Beckett, de Kooning, David Hockney, Maholy-Nagy, Susan Sontag...
- Audience* (1970–?) Entertainment, designed and art directed by Milton Glaser and Seymour Chwast.
- Avant Garde* (1968–71) [14 issues] Lifestyle, politics, art, current events, designed by Herb Lubalin (Tom Carnase collaborated with typeface).
- bauhaus~* Art and design school in Germany (1919–33) [14 issues] Magazine promoting modernist architecture and design, was published during its tenure in Weimar designed by Herbert Bayer, integrated unicasé alphabet (lower case sans serif type) and photographs.
- Close-Up~* Published by Polaroid (1970s) to showcase instant photography technology.
- Colors* (1991–96?) Published by Benneton, designed by Tibor Kalman for the Italian clothing manufacturer, in New York, featured radical social themes.
- Conde Nast Portfolio* (2007–09) Monthly high-style business magazine.
- Create~* (Early-2000s) Intelligent coverage of design, with analyses of current examples.
- Creation~* (1989–1994) Beautifully printed 20 issue graphic design magazine, Each issue spotlighted 6 designers, artists or illustrators. Edited by Yukasu Kamekura. Not to be confused with Christian-faith magazine of same name.
- Critique~* (1996–?) “The Magazine Of Graphic Design Thnking,” Quarterly.
- Design Journal~* Publication of the Society of Typographic Arts in Chicago. Articles by Jay Doblin, Paul Rand, stress on cultural analysis.
- Design Quarterly~* (1953-1993) Publication of Walker Art Center in Minneapolis. Covered all aspects of design from historic wood type to emerging computer graphics, architecture and industrial design.
- Dot Zero~* (1966–68) [5 issues] Created By Massimo Vignelli for Unimark, popularized International Style graphic design, subjects were academic and visual explorations of branding theory.
- Emigre~* (1984–2005) Quarterly, edited by Rudy VanderLans, first magazine to exploit the new Macintosh computer for type design (Zuzana Licko) and experimental typographic layouts.
- Eros* (1962) [4 issues] Erotica, designed by Herb Lubalin, edited by Ralph Ginzberg, closed by Post Office pornography lawsuit, hardcover.
- fact:* (1964–67) Designed by Herb Lubalin, edited by Ralph Ginzberg, myth-busting, radical mag.
- Gebrauchsgraphik~* Later called *Novum*. (1924–1970) “International Advertising Art,” an early influencer of American creativity by incorporating European fine art trends with graphics.
- Good~* (2006?–2012) Bi-monthly, all forms of design, emphasis on graphics, with social and environmental consciousness, included lots of infographics.
- Holiday* (1946–77, relaunched in 2014 as bi-annual) Travel, original art director was Frank Zachary.
- Horizon* (1958–89) “A magazine of the arts,” bi-monthly, then quarterly, no paid advertising, hardcover, sister publication was *American Heritage* which also folded.
- I.D. (International Design)* (1954–2010, relaunched online in 2011) Originally titled *Industrial Design*.
- Interview* (1969–88) monthly, created by Andy Warhol, “The Crystal Ball of Pop,” relaunched in 2008 online and as an app.
- Lithopinion~* (1960s) [39 issues] Quarterly, Published by Amalgamated Lithographers Union, a showpiece for graphic arts industry, design, and a voice for pubic affairs.
- Look* (1937–1971) Bi-weekly, AD was Alan Hurlbut.
- Merz~* (1925–1932) German, experimental magazine created by Kurt Schwitters as an extension of dadaist and constructivist ideas. Name was shortened form of *Commerz*.

- Monocle* (1956–65) Leisurely monthly satire, art director was Phil Gips (Frankfort, Gips, Balkind), contributors included satiric illustrators: Robert Grossman, David Levine, Paul Davis, Randall Enos, RO Blechman, Bob Gill, Milton Glaser, Seymour Chwast, Tomi Ungerer...
- Neue Graphik*~ (1958–1965) [18 issues] Swiss magazine published in Zurich by Hans Neuberg and Carlo Vivarelli. Solidified “Swiss” style design of grid layout used by Josef Muller Brockmann and adopted by American corporate designers like Vignelli and Rand.
- Nova* (1965–75, relaunched 2000 for 13 issues) British woman’s monthly, politically radical, beautiful design influenced by Willy Fleckhaus. Famous for its more male than female readers.
- Octavo*~ (1986–1992) [8 issues] Design and typography magazine designed by Hamish Muir, a student of Wolfgang Weingart in Basel. Final issue was an interactive CD-ROM
- Omni* (1978–97) Monthly, science and science fiction.
- Oregon Rainbow* (1976–78) [7 issues] Published by Rickabaughs, a well-respected Portland designer-illustrator couple.
- Portfolio*~ (1950–51) [3 issues] Superior graphic design magazine, no paid advertising, Frank Zachary, editor, and Alexey Brodovitch art director. Featured work of Paul Rand, Avedon, Irving Penn, Charles & Ray Eames, A.M. Cassandre, Carlu, Malevitch.
- Push Pin Graphic*~ (1950s–80s) [86 issues] Published by Push Pin Studios, founded by partners Milton Glaser and Seymour Chwast, the magazine was essentially a promotion piece for the studio, with artwork, design and articles created in their eclectic style.
- Ramparts* (1962–75) Illustrated and designed to proclaim its views of radical politics and accompanied by literary pieces, designed by Dougald Stermer in San Francisco during the peak of the Hippie movement.
- Ray Gun* (1992–2000) Alternative Rock and Roll music magazine, first three years designed by David Carson in his signature typographic style incorporating fragmented and layered compositions.
- Show* (1970–?) Monthly, film and the arts, created and designed by Henry Wolf, lavishly illustrated with contemporary photographs, including many of his own.
- Smart* (1988–?) Quarterly, the Arts, Media, Politics, Fashion; design director Roger Black.
- Spy* (1986–1998) Monthly, humor, especially satire, focused on current affairs, media, politics, high society, personalities, with visual jokes throughout.
- Step*~ (Late 1980s–1990s) Originally *Step-by-Step Graphics*, later *Step Inside Design*. After a few issues of basic tutorial approaches to the design process, the magazine graduated to thoughtful examination of submitted and curated work.
- TM (Typographische Monatsblätter)*~ (1932–1990) Swiss typography magazine serving equal parts printing technology and advanced typographic design, 1960-1990 primarily by Wolfgang Weingart.
- Tomorrow*~ (2012 or 2013?) [one issue] Published by editors who had been fired by *Good* magazine.
- Trips* (Spring 1988) [one issue] Travel, designed by Roger Black, published by Banana Republic founders Mel and Patricia Zeigler, with a clothing catalog insert.
- TV-Cable Week* (1983) [No issues published] Conceived by Time-Inc to compete with TV Guide. After initial design began, publisher realized that the magazine could not succeed, so he hired a secret rescue task force to redesign the publication in several different formats. After spending over \$47 million, Time-Life pulled the plug.
- Twen* (1959–70) German, youth magazine, designed by Willy Fleckhauson, a 12-column grid, featuring bold close-up and cropped photos, strong headlines, mostly sans serif.
- Typographic*~ Small publication, showing new typefaces, published by Typographers International Assn.
- U&lc*~ (1970-99) *Upper & lower-case*. Designed by Herb Lubalin for International Typeface Corporation, later became an on-line magazine.
- Verbum*~ (1987–late 1990s) “Journal of personal computer aesthetics,” pioneered in digital publishing at the beginning of the Mac era.
- Wigwag* (1988–91) Founded by ex-New Yorker staff, designed by Paul Davis, competed with *Spy* for readership, and influenced *The New Yorker*’s subsequent redesign.

**Design Magazines not shown on slides:**

*A-D* (NY Art Directors Club digest-size journal, formerly *PM*)

*CMYK*

*Ligature*

*One*

*ulm*

**Books about the magazines**

*The Push Pin Graphic: A Quarter Century of Innovative Design and Illustration*, Hardcover, 272-pages.

*100 Classic Graphic Design Journals*, by Steven Heller and Jason Godfrey, Hardcover.

*U&Ic: Influencing Design & Typography*, Hardcover, 192 pages.

*Nova* (out of Print)

*30 Years of Swiss Typographic Discourse in the TYPOGRAFISCHE MONATSBLATTER*, Hardcover, Lars Muller publisher.