COLORS: what it is
A magazine, a collective online laboratory, a series of CDs, documentaries, books and exhibitions.

http://www.colors magazine.com/

Established in 1991, under the editorship of Oliviero Toscani and Tibor Kalman, with the premise that diversity is positive but that all cultures have equal value, today COLORS is part of the publishing activity of 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 lighter ones - such as shopping, fashion, toys and collectors - which are as always seen in an unconventional light.

COLORS is a quarterly magazine read by young adults across the world. It is sold in over 40 countries and published in four bilingual editions (English + Italian, French, Spanish and Korean).

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 has been also included in Inside the Great Magazines, a documentary trilogy produced in Canada that explores the evolution of magazines from their European origins to their current popularity and the powerful influence they have on our social, political and cultural identities. COLORS 76/Teenagers has obtained the 1st Prize Stories in the category Art and Entertainment of the 2010 World Press Photo with the reportage Rainbowland by Kitra Cahana and is also an 89th Art Directors Club Merit Winner. Recently COLORS 79/Collector was awarded the Silver Prize in the Editorial Design category at the 90th Art Directors Club and it was published in the Magazine & Newspaper Design category of the 2011 D&AD catalogue.

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 new website. Twenty years on, COLORS is still striving to reach as many people as possible with its stories and photos. COLORS' new website www.colors magazine.com is designed to give an in-depth experience of the magazine's content. In addition to consulting past issues, visitors can virtually browse Colors Notebooks. The Lab section still allows contributors to join our editorial staff in a collaborative online platform. Writers, photographers, artists and ordinary readers can participate directly in the magazine's editorial process by adding their work to an evolving issue or suggesting themes for upcoming issues.
COLORS iPad. As from the autumn/winter season 2010 each issue of the magazine is also available for iPad. From the App Store you can also download the first issue of the magazine, the start of this great adventure: Issue 1, which sold out years ago at newsagents, is now available for iPad, for the delight of all those who liked it or have heard about it.

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 and Inner Asian Pop have already been produced in co-operation with Irma Records, a Sony Music international label.

COLORS Books. 1000 Extra/ordinary Objects, 1000 SIGNS and COLORS Extraordinary Records, published with Taschen; the recent series with Skira Editore with the books Hunger and Yellow Pages; the latest books, Faces and Violence, in the COLORSNOTEBOOK series published by Birkhäuser. A complex publishing agenda made possible by, amongst other things, COLORS’ network of correspondents and photographers in over 50 nations across the world.

COLORS Guides. COLORS produced Africa Mon Amour, a 22-page guide to the 53 countries of Africa. It was published as a supplement to the Autumn 2010 issue of the American magazine GOOD. In keeping with COLORS’ tradition and thanks to its international network of correspondents, photographers and travellers, Africa Mon Amour is an amazing journey through a previously unseen Africa with its artists, nightspots, activities, festivals and things to do, see and eat.

COLORS Exhibitions. COLORS has organised exhibitions in prestigious venues in locations including Florence, Rome, Naples, London, Istanbul, Madrid, Barcelona, Maastricht, Budapest, San Francisco, Luxembourg, Santiago de Chile, Mexico City, Bogotà and Shanghai.

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. In collaboration with RSI Swiss Television, COLORS produced a trilogy of documentaries that explore the most forbidding places of the world. Aral, Fishing in an Invisible Sea portrays the life of the last men to fish the Aral Sea. It won the Best Italian Documentary Prize at the Turin Film Festival 2004. Solitude at the End of the World, set in the Tierra del Fuego in Patagonia, got the Special Jury Prize at the Festival de Cine Independente de Buenos Aires 2006; and Hunters Since the Beginning of Time, a portrait of whale hunters along the coast of the Bering Sea, was awarded with the Best Documentary Prize at FICCO Festival de Cine Contemporaneo de Mexico 2008. Furthermore COLORS produced the documentary Rocinha, Daylight of a Favela, about the huge slum populated by hundreds of thousands of people who try to live normal lives even though they are in a desperate situation. Rocinha also became a book of stories by Fabrica’s young writers published by Mondadori.

October 2011