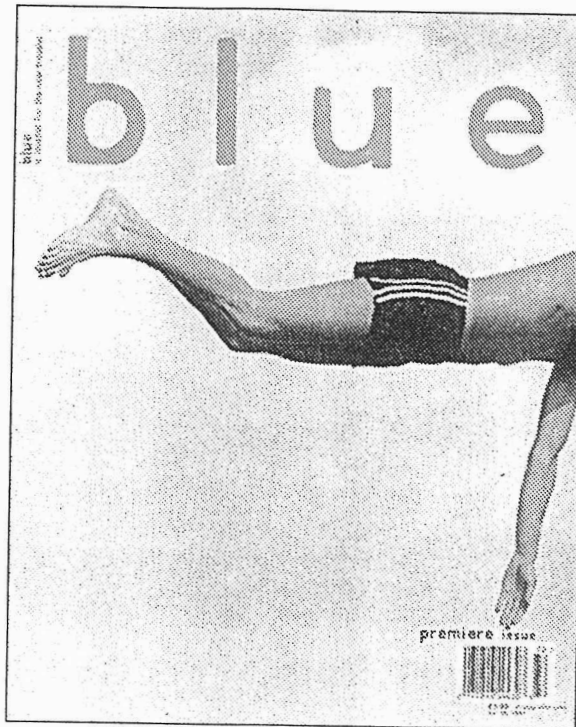


The New York Times

For the Plane to Everest



By TRIP GABRIEL

IT'S not your father's National Geographic.

The coffee-bar set, whose tastes in music and fashion have been the preoccupation of general-interest magazines like Details, now has its own travel magazine. Blue, which arrives on newsstands on July 8, is the place to find a photo essay on "the forbidden zone" around Chernobyl alongside an account of a reindeer safari in Norway by Tama Janowitz.

The magazine, which is to appear six times a year and costs \$3.95, is aimed at adventure seekers who have already done Prague and are looking for new horizons.

"This generation is much more comfortable with global access," said Amy Schrier, 28, the publisher and editor in chief. Ms. Schrier, then a magazine advertising director in Hong Kong, enlisted 12 investors to back her idea for a magazine for the new traveler, ages 19 to 36.

Blue chronicles action sports like

rock climbing and sky diving, which are gaining popularity thanks to exposure on MTV. While much of this terrain is covered by magazines like Outside and Men's Journal, Blue intends to be more accessible to women. (One article features the "women of snowboarding.") And in no other travel magazine is one likely to find photos by Corinne Day, a creator of the heroin-chic look.

But what really sets Blue apart is its art direction, the work of David Carson, he of the colliding words and mixed typefaces for Ray Gun magazine and hip Levi advertisements.

Mr. Carson, a former professional surfer, has been called a designer for the postliterate generation. Ms. Schrier said, "The response I've gotten from the target audience has been, 'Wow, it draws you in, you're not overwhelmed by a burdensome page of text.'"

Much of Blue, which has a first printing of 100,000, seems designed for flipping through more than reading. Which, on reflector, is also the case with National Geographic.