

BUSINESS

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The X-philes

New wine, travel rags cater to the young and the restless

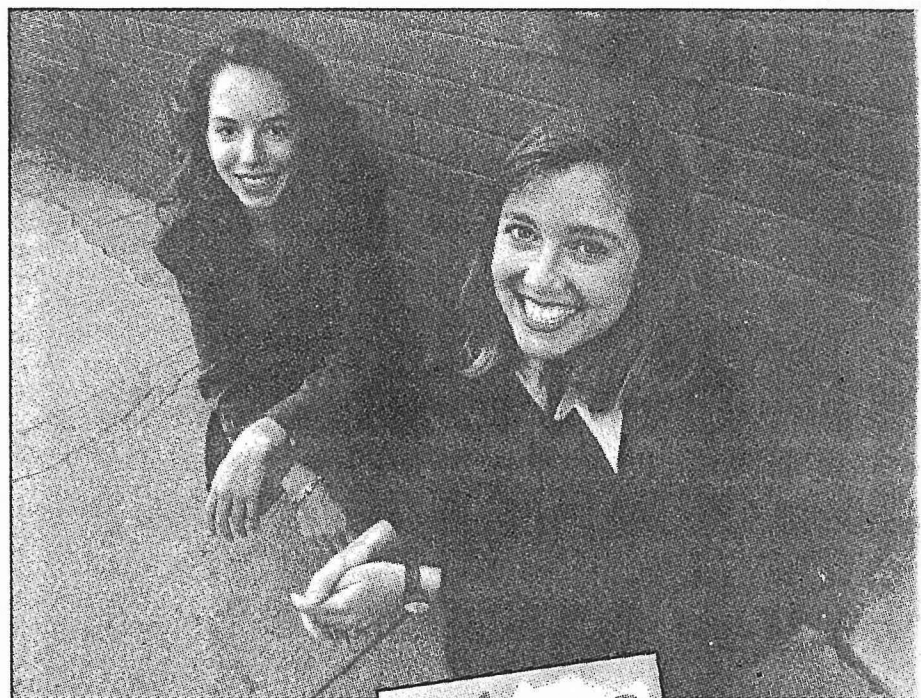
ROLL OVER, Conde Nast, and tell Marvin Shanken the news. Travel/adventure magazines and wine magazines have long been about lavish photo spreads on golden sunsets at luxurious resorts, and golden bubbly splashing into long-stemmed glassware at chi-chi restaurants in the south of France. It's all very elegant and very grown-up.

Now, the rude-boys and cybergrrrls of Generation X are coming to shake up the biz — they hope — with outsiders' panache. From New York comes Blue, a new lifestyle magazine focusing on travel and adventure; from Napa Valley comes Wine X, a brash wine 'n' fun magazine. Separately owned and operated, they share ambition, attitude and a core audience of 20- and 30-somethings.

Blue, a national bimonthly, is the brainchild of Amy Schrier, 28, founder, publisher and editor-in-chief. Schrier, who lived the expat life in Hong Kong, says she launched Blue from her fourth-floor Greenwich Village walk-up. Blue has "a

small group of committed investors" and publishes for "the new traveler" — please, no mere tourists — bent on "authentic" experiences.

To Schrier, "authentic" means no boring bus tours and planned itineraries or tired, timid innocents abroad "afraid of the food, afraid of the people." It's about eating on the street, partying with the locals. And, when you're at home, staying ac-



EXAMINER / PENNI GLADSTONE

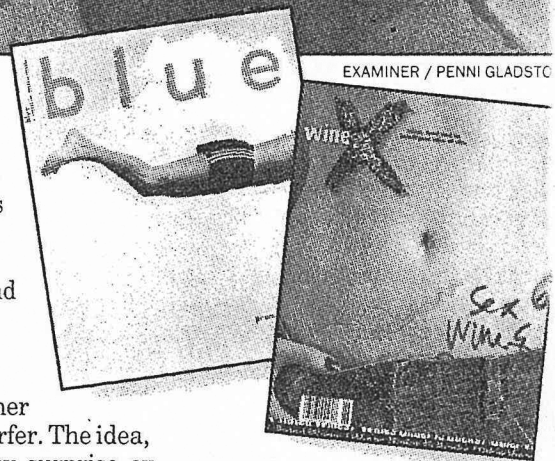
tive on your snowboard, hang glider and mountain bike.

Blue, which has an initial press run of 100,000, is, as graphic artists say, "busy." Actually, it's frenetic, characterized by quick-change type sizes, color overlays, blocks of copy turned sideways and (practically) upside-down and a whirligig approach to visuals.

This is, of course, intentional. Blue is the work of bad-boy designer David Carson, ex-professional surfer. The idea, Schrier says, is to induce "vibrancy, surprise, excitement, to communicate visually that feeling of snowboarding while you're reading."

Of course, actually snowboarding is very different from reading about snowboarding — or trying to.

The premiere issue, priced at \$3.95, has a feature by New York icon Tama Janowitz on going on a reindeer safari in Norway, a piece on death-



Daphne Howard, above left, and Amy Schrier hope to lure Gen X adventurers to the pages of their new travel magazine, Blue. Wine hopes to join Blue on the coffee tables of the hip

[See MEDIA, D-4]

DAVID ARMSTRONG ON MEDIA



◆ *MEDIA from D-1*

Mags for the X-philes

defying adventurer Nicolas Hulot, another on getaways for serious surfers.

"It's not about a vacation," Schrier says. "It's about exploring the world."

In a standing feature called Urban Access, Blue includes a directory of places to go and things to do in the Bay Area. "San Francisco is very important to us. People here are already living the lifestyle," Schrier says.

Advertising director Daphne Howard, 25, worked for a law firm after Dartmouth, then led safaris in Africa. She says Blue won't take tobacco ads, but as a lifestyle book for the adventurous, social person, it goes after ads for alcohol, sports gear, automobiles, clothing and the like.

The 140-page premiere issue carries ads for Sector Sport Watches, Fielding Travel Guides and BMW. The back cover and inside front pages were sold to a sporting apparel company famous for paying millions to cool African American athletes for their endorsements and infamous for paying somewhat less to uncool Third World workers in sneaker factories.