

## **MAGASINDESIGN KONFERENCE 2008 - PROGRAM**

**09:00-9:35: Registrering og morgenbuffet**

**09:35-9:45: Åbningssession v/ Niels Bøje Ziegler**

**09:45-10:35: Niels Bøje Ziegler**

Idé- og inspirationssidernes design

**10:35-11:25: Eva Spring • Real Simple**

Founded in 2000, Real Simple magazine continues to be a leader in the category of women's lifestyle publications. Its concise, useful strategies, coupled with a clean, inspiring design, focus on making busy women's lives easier, from preparing a fast, healthy breakfast to getting a good night's sleep. In essence, Real Simple helps its readers do what they need to do, so they have more time to enjoy what they want to do.

**11:25-11:45: Kaffepause**

**11:45-12:35: Anton loukhnovets • GQ (Gentlemen's Quaterly)**

GQ is the authority on men. In 2007, GQ celebrates its 50th year as the premier men's magazine, providing definitive coverage of men's style and culture. GQ embraces every aspect of a man's life, from fashion and politics to travel, entertainment, sports, food, technology and relationships. With its cutting-edge design, the world's best photographers, and a stable of award-winning writers, GQ reaches millions of leading men each month. These men are trendsetters; they are hip, affluent, and above all influential and they look to GQ for what it takes to look sharp and live smart.

**12:35-13:35: Frokost**

**13:35-14:25: Scott Dadich • Wired**

WIRED is the first word on technology. Every month in the magazine and every day on the website, WIRED explores how ideas fueled by innovation change the world. WIRED has been know for its neon colors. In 2007 WIRED and Scott Dadich introduced their redesign, its first in five years.

**14:25-15:15: Nathalie Kirsheh • W**

W is the only pure luxury, fashion and lifestyle magazine.

The magazine's journalistic heritage provides the ultimate insider experience an original, provocative approach to fashion, beauty, society, art, culture, travel and entertainment.

W's oversized page and voice resonates with the world's most influential consumers—those who have the means, desire and taste to own the very best.

**15:15-15:35: Kaffepause**

**15:35-16:25: David Curcurito • Esquire**

Esquire is special because it's a magazine for men. Not a fashion magazine for men, not a health magazine for men, not a money magazine for men. It is not any of those things, it is all of them. It is, and has been for sixty-eight years, a magazine about the interests, the curiosity, the passions, of men. It has no limitations other than the imagination and intelligence of its writers and editors. Esquire is less restricted, less predictable, than any other magazine and has as its single goal to thrill and challenge its readers.

**16:25-16:45: Afslutningssession, v/ Niels Bøje Ziegler**

**16:45-19:00: After Party med vin og snacks**

Foredragene foregår på engelsk og dansk.

Ret til ændringer forbeholdes.