

New York gold for décor title

South African décor magazine *Visi* recently walked off with a Gold Ozzie Award at this year's Folio Awards held in New York. Published by South Africa's New Media on behalf of Media24, the 2006 Spring collector's issue won the award for the 'Best Cover for Consumer Magazines with a Circulation under 250 000'.



According to Hannerie Visser, publisher of *Visi*, the Eddie and Ozzie Awards recognise excellence in magazine editorial and design, and this year's competition drew a record-breaking 3000 entries. The panel of more than 100 judges included some of the world's leading editors, publishers, creative directors and webmasters.

"We are delighted to have won an award that acknowledges top performance in the international publishing arena. *Visi* magazine has always been at the forefront of design and we are proud to know that it has received recognition, both here and abroad," said Visser.

From cover to cover the 2006 Spring collector's issue, designed by guest art director Peet Pienaar, stands out for breaking the mould of traditional magazine design, with riveting die-cut page layouts, unique type-face and ornate, contemporary graphics appearing throughout the magazine.

According to *Visi* editor Sumien Brink, all 48 pages of the magazine die-cut to interact with one another and each section of the magazine had to be hand-fed through the printing machines in order to ensure that each cover was separately cut and that every interlinking element within the magazine was positioned correctly for the desired effect.

"Never before has *Visi* (launched in 1998) had such an overwhelming response from readers and advertisers, as it received for this particular issue," says Brink, who worked closely alongside Pienaar. "Peet made some sweeping changes to the format and the look of *Visi* and we were inundated with enthusiastic feedback from readers, commenting on the publication's visual and editorial uniqueness – everybody wanted to express their opinion."

“Visi readers are passionate about design and we will continue to push the creative boundaries,” says Brink.

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