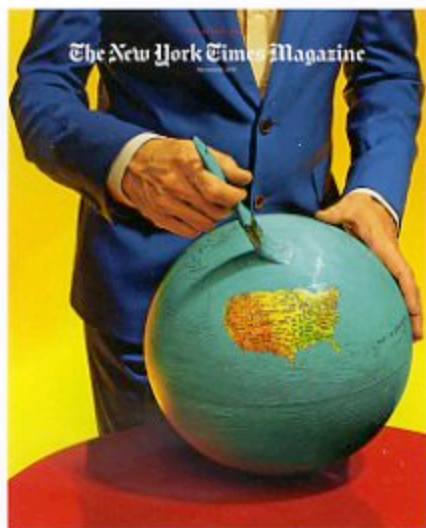


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**A magazine is more than 'content'**

It is an artefact, a style choice, a treat, a mini-poster, a source of comfort or of tribal allegiance ... and it is very much a 'designed' experience, which is why Eye is devoting two special issues to the subject



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**Reputations: Gail Bichler, design director, The New York Times Magazine**

'Our content is hard to come by. You are designing in real time about world events. The freedom we have in service of these articles is a special opportunity.' Interview by Sarah Snaith



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**Industrial light**

Philip Sayer's photography for *Management Today* in the 1980s and 90s forged a vivid connection between workers, managers and their companies

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**Magazine special issue**  
**Part one**



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**Town shaped the Sixties**

At a time of social and economic change, Tom Wolsey's *Town* magazine, with its audacious use of type, photography and illustration, was in the vanguard of the upheaval. By Anne Braybon

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**Anatomy of a magazine**

Ian Birch, Mark Porter, Vici MacDonald, Tim de Lisle, John L. Walters, Simon Rogers, Jane Grylls and John Morgan



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**Serious goals**

Art director Robert Priest turned editor to make *Eight by Eight*, an ambitious football title based in Brooklyn

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**Looking at magazines looking at themselves**

Five legendary titles: *Harper's Bazaar*, *Rolling Stone*, *New York*, *The Face* and *Octavo*.

By Martin Colyer

