



A RHYTHMIC LOOK FOR LISTEN NEW YORK NY

LISTEN is new magazine for the classic music market. Noting that starting a print publication these days is “counterintuitive,” publisher Eric Feidner knew he needed something visually impressive. He got it via Point Five Design principals Alissa Levin and Benjamin Levine and designer Nathan Eames, who are responsible for the art direction and design of the magazine. Of the design, Alissa Levin says: “Inspired by the mathematics of the music, we created a rhythmic grid system — vertically and horizontally — that shifts from thirds to fourths to fifths and back. This gives us a clean, elegant structure, but also allows for some improvisation.” The latest issue features Yuko Shimizu’s portrait of Gustavo Dudamel, the much-in-demand musical director of the Los Angeles Philharmonic. In naming the quarterly one of the top ten magazines of the year, Library Journal described LISTEN “as classy, tastefully designed.” Point Five, which has a cultural, educational and political focus, also executed a website. The publisher is a subsidiary of Steinway Musical instruments. Contact: www.point5.com