

POINT FIVE DESIGN

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Point Five Provides LISTEN Magazine with an Elegant Look



NEW YORK — Point Five has created a striking and distinctive look for *Listen: Life with Classical Music*. Launched in spring 2009, *Listen* was named one of the **Top Ten Magazines of 2009** by *Library Journal* (5/1/2010). A quarterly print magazine, *Library Journal* calls *Listen* a “a classy, tastefully designed...magazine about musicians, recordings, performances, and trends in serious music...*Listen's* sophisticated yet accessible writing style is a perfect match for readers who appreciate music...”

“Inspired by the mathematics of music, we created a rhythmic grid system—vertically and horizontally—that shifts from thirds to fourths to fifths and back,” says Point Five principal Alissa Levin. “This gives us a clean, elegant structure, but also allows for some improvisation.”

The latest summer issue features Yuko Shimizu’s vibrant portrait of Gustavo Dudamel, music director of the Los Angeles Philharmonic. Subscribers receive the magazine this week. Starting this month *Listen* will be available on select newsstands including Barnes & Nobles and Borders.

“Launching a print magazine last year may have seemed counterintuitive but we believed the classical music market was underserved and that a quality publication would do well,” says *Listen's* publisher, Eric Feidner, who also notes the magazine is now turning a profit in 2010 with a rapidly growing subscriber base and strong ad sales growth.

Earlier this year, *Listen* also received a merit award from the Society of Publication Designers for Demetrios Psillos’ illustration of Valery Gergiev.

Point Five principals Alissa Levin and Benjamin Levine and designer Nathan Eames are responsible for the art direction and design of *Listen*. Point Five also designed the magazine’s website: **ListenMusicMag.com**.

Listen: Life with Classical Music is published by ArkivMusic, a subsidiary of Steinway Musical Instruments, Inc.

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Founded in 1997, Point Five Design is a graphic design studio and consultancy based in New York City, specializing in print and web design with a cultural, educational or political focus. Recent editorial projects include website designs for *Lapham's Quarterly* (laphamsquarterly.org) and *Columbia Journalism Review* (cjr.org), and magazine designs for *The Paris Review*, *Harvard Divinity Bulletin* and *Democracy: A Journal of Ideas*. For more information about Point Five, visit: point5.com.