

**Francesco Franchi
Christian Rocca**

**The
Intelligent
Lifestyle
Magazine**

**Smart Editorial Design,
Ideas and Journalism**

1

006 Newsroom

008
Mag Revolution
by Christian Rocca

016
The Newsroom

018
A Dream Job
by Francesco Franchi

028
Grid System

030
Typography

032
Magazine Sections

2

034 Magazine

036 Cover and Cover Story

046
Here's how I designed the *IL* logo
by Christian Schwartz

094
I like to create a dialogue between
text and illustration
by María Corte

100 Fogliettone

108 World Report

122 Tabloid

130 YOLO

138 Prima Pagina

160 Fashion

168 RANE

180
When they asked me to interpret futurism
by Raymond Biesinger

186 Explicit

190 Other Sections

192
Fuori Collana

198
Macro/Panorama

200
Reportage

206
Special Sections

214
Saggio, Romanzo, Racconto

216
Extra

218
Intervista Larga

220
Eccetera

222
World Agenda

226
Special Advertising Sections

3

232 Infographics

234
Analisi Grafica

244
Letteratura Grafica

248
Per Principianti

254
Grand Tour

260
Complementi Oggetti

4

262 Website

264
The *IL* Website

270
Every spine tells a story

272
Imprint