

CONCRETE

AZURE

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**CONCRETE CREATES NEW LOOK FOR AZURE MAGAZINE**

FOR IMMEDIATE RELEASE

AZURE, the influential contemporary architecture and design magazine, hit newsstands last month with a completely redesigned September issue designed by long-time collaborators Concrete Design Communications Inc. The award-winning publication, long considered outstanding for its innovative graphic design, has taken on the challenge of making a great magazine even better. The independent magazine had enjoyed a nearly 20-year relationship with Concrete for its creative direction and design. The new publication design marks another milestone in this creative partnership.

“AZURE wasn’t broken – we didn’t have to fix it,” says editor Nelda Rodger. “The magazine was beautiful and successful and we were still in love with our old logo, also designed by Concrete Design Communications back in 1993. The decision to shake things up was a vote of confidence in the future for both our print and digital expressions.”

To accentuate the magazine’s bold stance, the Concrete created a custom logo that occupies the entire width of the cover and framed it within a white bar. The tagline has been modified to read “Design/Architecture/Interiors/Curiosity” – spelling out AZURE’s editorial domain while reflecting its spirit of adventure and enthusiasm. On the inside, the focus is on delivering editorial content through multiple entry points, allowing imagery to dominate when appropriate, and creating a more direct relationship with the reader.

Concrete will continue to art direct and design the next few issues until the magazine transitions over to in-house production.

**ABOUT CONCRETE**

Concrete is an internationally acclaimed Toronto design practice founded in 1988 by partners John Pylypczak and Diti Katona. We are known for our highly distilled, elegant, and intelligent style. Over the last twenty years, we have made a notable impact on the international design world and received numerous accolades along the way. Our reputation is founded on consistently delivering innovative, thoughtful, and functional design. We continue to build brands that are stimulating and meaningful to the consumer while helping to reach the marketing goals and business objectives of our clients.

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