

A GUIDE MAGAZINE

Are you looking for new ways of successful economic activity and living? You want to know how you can unite visionary thought with economic viability and sustainability? You want to leave surfaces, transgress boundaries, reorientate yourself? Then you will enjoy reading and discovering A Guide Magazine.

Because A Guide Magazine is devoted to the quality and power of creativity, searching for pioneers and protagonists well beyond current lifestyle trends. The magazine centres on historical as well as on present day success stories of creative minds and companies that have evolved over generations. The common denominator is the combination of tradition and innovation, of passed-on knowledge and contemporary interpretation, of entrepreneurial spirit and grown (family) structures.

A Guide Magazine not only stands for creative contents but also for an innovative concept in the form of a magazine-in-a-magazine product. Every issue contains a removable city guide, exploring the top spots of a city or region. And finally this innovative intention manifests in the form of presentation: from photo spreads to graphic design, we're proposing a novel approach to designing magazines.

A Guide Magazine is produced in Vienna, published in English and the result of a collaboration between Unit F büro für mode, Büro für Transfer and moodley brand identity.

Issue 01: Autumn/Winter 09/10 Handcrafts / Top 50 Places in Vienna

The main part of the first issue is dedicated to the phenomenon "craft". Products made by hand, knowledge and skills passed on from generation to generation. The guide of the first issue is dedicated to Vienna and the Top 50 Creative Places in the city and was produced in cooperation with the Vienna Tourist Board.

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