



MAN ABOUT TOWN

FOR IMMEDIATE RELEASE

M/M (PARIS) TAKE ON THE CREATIVE DIRECTION OF MAN ABOUT TOWN
NOV 28, 2011

Editor-in-chief Philip Utz is proud to present the first issue of bi-annual men's journal *Man About Town* under the creative direction of M/M (Paris).

M/M (Paris) is a Paris-based creative consultancy founded in 1992 by Michael Amzalag and Mathias Augustyniak. Working in the fields of contemporary art, fashion, music, architecture and design, they have served as creative directors for magazines including *Vogue Paris*, *Arena Homme+* and *Interview*. Their work has been displayed at institutions such as the Guggenheim Museum, New York; the Centre Pompidou, Paris; the Victoria & Albert Museum, London; and most recently at the MMK in Frankfurt.

Man About Town is particularly excited by the prospect of broadening its reach by splitting its operations between London and Paris, and feels that this adds hugely to the magazine's unique cosmopolitan appeal.

The first issue overseen by the new editorial team (Autumn/Winter 2011) takes space as its theme—fittingly, perhaps, for *Man About Town* feels confident that under M/M (Paris)'s creative stewardship, the magazine is poised to boldly go where no man has gone before.

Layouts were dramatically redesigned using the same type size throughout the issue, with the exception of a hand-crafted typeface made of salt dough, designed by M/M (Paris) to play against the futuristic theme of the issue.

State-of-the-art photographers including Cédric Buchet, Jamie Hawkesworth, Alasdair McLellan, David Sims, Mario Sorrenti and Willy Vanderperre, meanwhile, were given free rein to provide a compelling foil for articles written by leading journalists such as Richard Buckley, Chandler Burr, Jo-Ann Furniss, Anthony Haden-Guest, Edwin Heathcote and Glenn O'Brien.

Each issue comes with 6 free postcards attached to the cover.

More than a journey, it's a trip. From Lawrence Speer's probing interview of Google vice-president Vint Cerf, through Cédric Buchet's otherworldly exploration of the female form, to French chef Pierre Hermé's recipe for space cake, what transpires from the issue's all-star line-up is that, ultimately, they're all on the same mission.

We all need our space.

Out now!

[Click here to download press images and captions](#)

[Click here to see trailer at www.manabouttown.tv](http://www.manabouttown.tv)

MAN
ABOUT
TOWN
9

Living
the
High
Life

THE
SPACE
ISSUE

+
6
Postcards
from
the
Edge!

OUT
OF
THIS
WORLD

A stellar cast
including:

- Dave Brock
- Cédric Buchet
- Richard Buckley
- Chandler Burr
- Pierre Cardin
- Vint Cerf
- Dave Clark
- Pierre Hermé
- Steve Hillage
- Joe McKenna
- Alasdair McLellan
- Thom Murphy
- Glenn O'Brien
- Alastair Reynolds
- Olivier Rizzo
- Charles Ross
- Tom Sachs
- Siku
- David Sims
- Mario Sorrenti
- Jason Spaceman
- Willy Vanderperre
- Steven Wilson
- ... and
- Sir Patrick Moore!

Autumn/Winter 2011—€6.95



