

African design inspo and that almost 100-issue strong *Visi* vision

By Leigh Andrews

4 Oct 2018

Visi magazine's editor-in-chief Sumien Brink explains how New Media's bi-monthly décor, design and architecture-first magazine has proven its endurance and longevity over the past 20 years through strong design principles that translate into the keepsake luxury of a print magazine, balanced by the 'newsy immediacy' of its online platforms.



Various *Visi* covers.

Not only will *Visi* reveal its 100th issue in February 2019, it has also just picked up the international A'Design Award for Best Design Media in leading design publications.

This specific recognition is made even more special as it's granted by former laureates of the award, and thus bestowed on a title just once.



New Media publication (*Visi*) wins global design award

New Media 21 Sep 2018



New Media wins gold in New York

New Media 13 Oct 2017

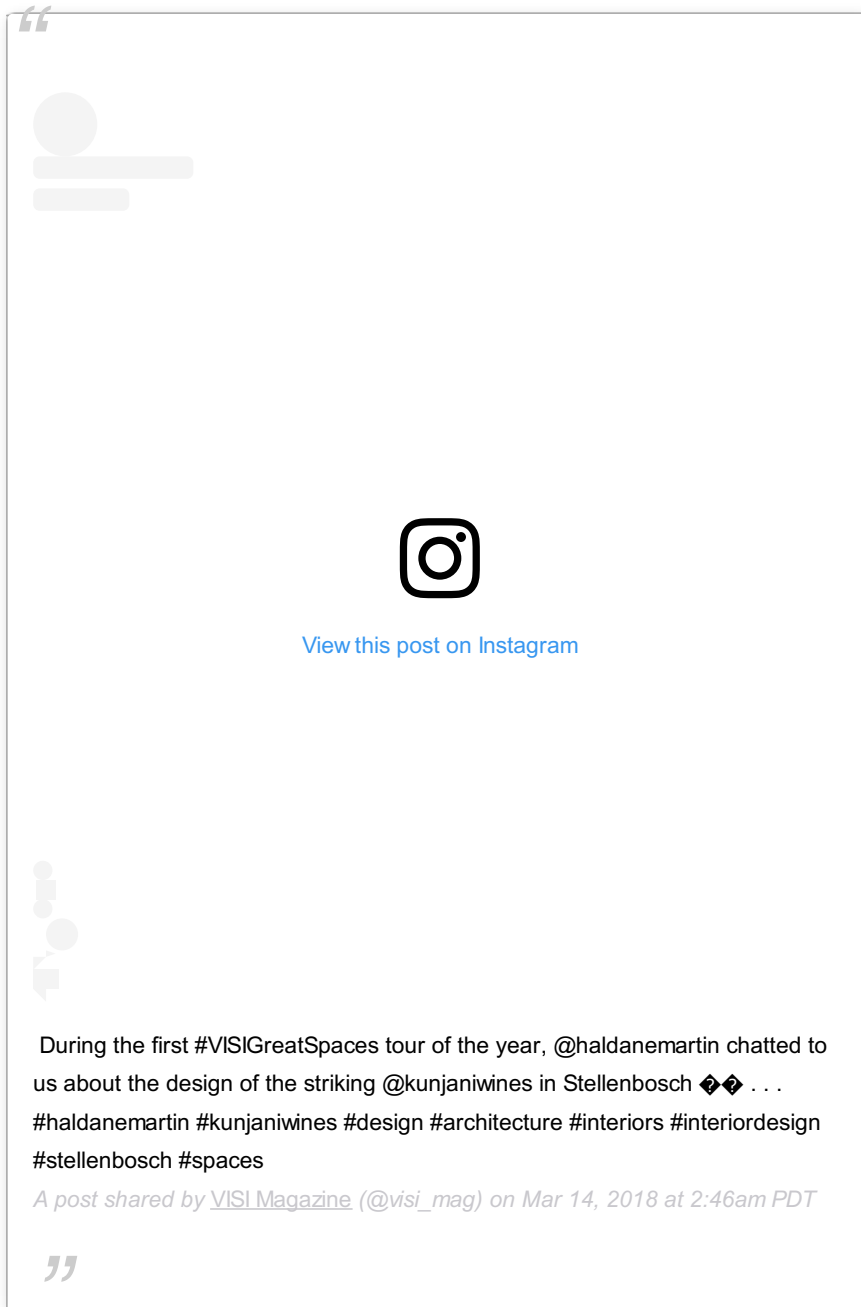


I chatted to Brink, also a judge at the recent 100% Design Awards and adjudicator for the 2018 Corobrik SAIA Architectural Awards, about the impact of this iconic design award, as well as the magazine's staying power with readers. Despite the downward trend in consumer titles, the Q2 2018 ABC figures show *Visi*'s total circulation increased by 10% quarter-on-quarter and an unprecedented 15% year-on-year...

Firstly, congrats on your global A'Design Award for Best Design Media! What does this level of appreciation for

your work mean to you and the team?

It means the world to us! First and foremost, it's a team effort and not only the work of one individual.



Over the years, *visi* has received some amazing accolades from all over the world, but what makes this award so special is the fact that we didn't enter, but were nominated by designers and creatives from around the globe.

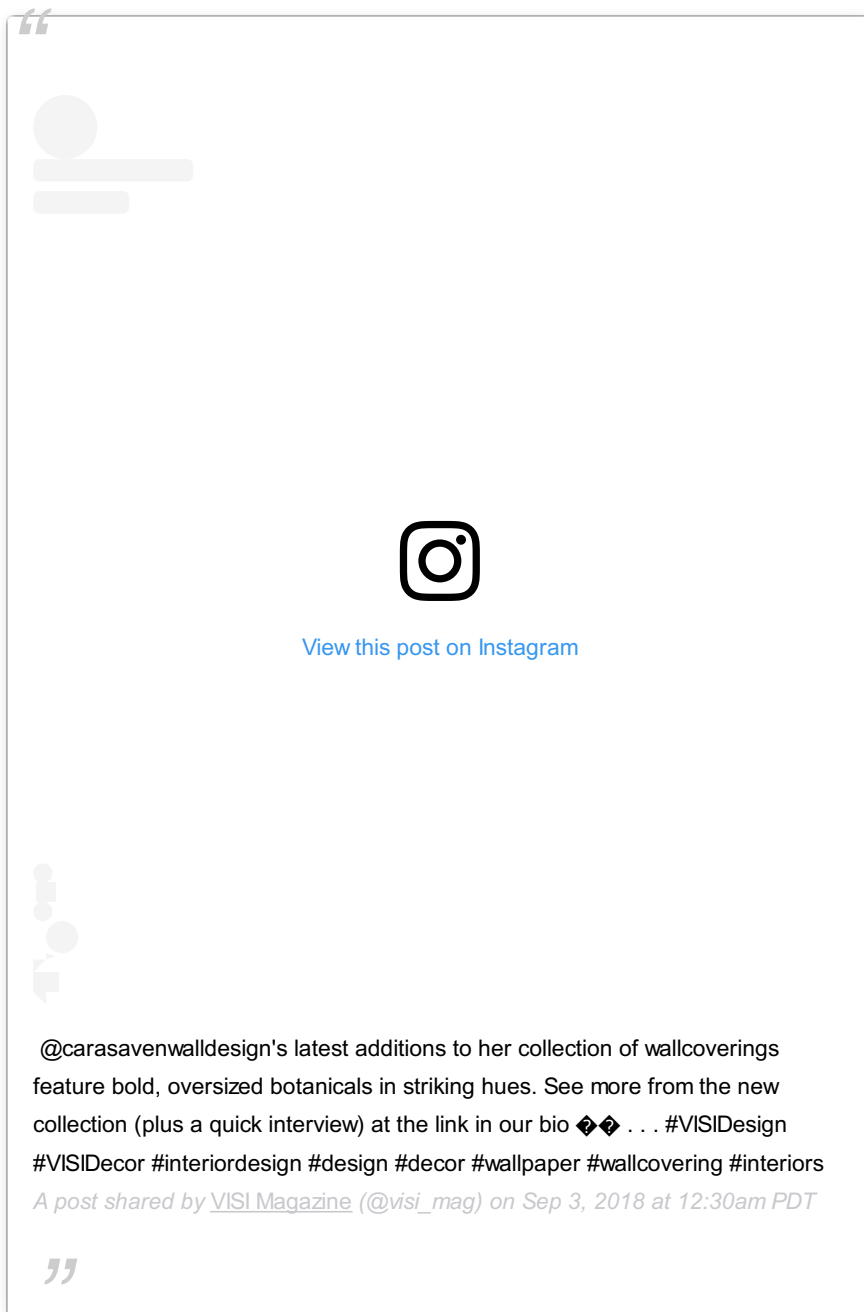
❏ *Visi focuses on beautiful images and layout as much as the actual words in those articles. Explain the magazine's content mandate.*

Visi has always been about beautiful images supported by great writing and excellent design. We have incredibly high production values, and we will go all the way to capture something spectacular.

“ While we do look to the world for inspiration, our focus is on Africa. We're fortunate that people want to know about African design more than ever, and that we're in the perfect position to inform the world. ”

❏ *Fantastic. You're also celebrating your 100th issue soon – talk us through a few of the magazine's highlights over the years.*

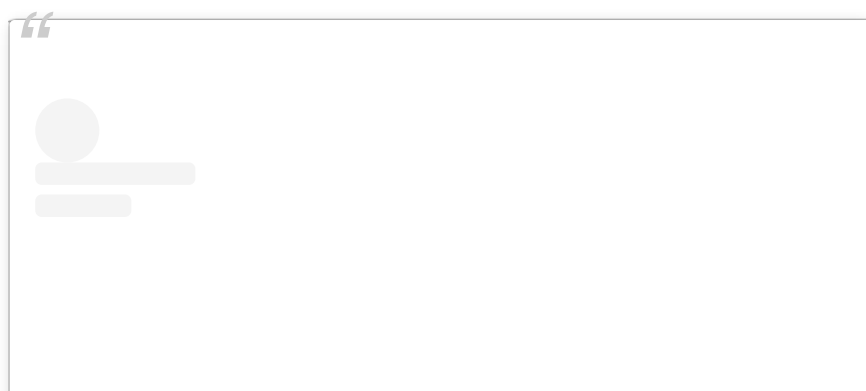
There have been too many highlights over the past 20 years to mention! It's amazing to know that every issue of *Visi* is a collector's edition for so many people, but with our 100th we're raising the bar even higher.



This landmark issue, which coincides with our highly-anticipated annual design issue, will be on sale at the beginning of February 2019. Without giving away too much: In addition to a bumper volume, there will be 100 limited editions filled with exclusive surprises. This is one not to be missed!

■ ***We'll keep our eyes peeled for it! Talk us through the design principles Visi stands for and how those have changed over the years.***

Over the years, the title has seen a number of art directors and a few different editors and each one has put his or her stamp on it, but to this day there is still a *Visi* look that one can easily identify: Beautiful first, of course, but also unexpected and a little bit crazy!





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Go inside the eclectic 55 square-metre De Waterkant apartment of design, media and retail creative Juditha Sakinofsky at the link in our bio. . . .

#VISIDesign #VISIArchitecture #design #apartment #home #decor
#interiordesign #interiors #

A post shared by [VISI Magazine \(@visi_mag\)](#) on Sep 26, 2018 at 12:30am PDT

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The criteria is that something must take you out of your comfort zone a little bit... Or otherwise drive you right back into it. Either way, it's the two extremes that make *Visi* emotive and unforgettable.

■ **An interesting approach. How do you bring those design principles through in the magazine, as well as online?**

While we are aware that there are overlaps, these are also two different audiences, and we cater for them both. In fact, we have the best of both worlds: Online, we can report on something newsy immediately and we can offer the exclusive, keepsake luxury of appearing in a print magazine.

“ It's a different experience to lean-back and luxuriate in our print product verses the instant gratification of the digital dive, and we make sure that when you land on the *Visi* site or [Instagram feed](#), there's engaging daily content that's as beautiful as you see in print and that provides you with your design fix. ”

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The four-floor, 1 780 square-metre @rockets.life Lolita's restaurant in Joburg has been shortlisted for a 2018 @restaurantandbardesign Award. Explore this space at the link in our bio. . . . #VISIArchitecture #VISIDesign #design #architecture #restaurant #coolspaces #spaces

A post shared by [VISI Magazine \(@visi_mag\)](#) on Sep 18, 2018 at 12:31am PDT

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■ **Many say print is dying or indeed, dead. Clearly, it's not, with Visi's impressive ABC circulation figures as proof. Explain the importance of print in a largely digital age.**

Despite the challenging global and local economy, *Visi* has remained uncompromising on delivering a world-class print product. By consistently delivering on our architecture, decor and design pillars, and our promise of being 'SA's most beautiful magazine', we remain relevant to those in the industry and those simply looking for escapism and inspiration.

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On VISI.co.za today, get a sneak peek inside this 120-year-old building in Cape Town's Woodstock, recently renovated into a new co-living concept. Link to more in our bio. . . . #VISIDesign #house #spaces #Woodstock #CapeTown #design

#streetart

A post shared by [VISI Magazine \(@visi_mag\)](#) on Apr 12, 2018 at 4:00am PDT

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in the rather crazy world we live in, beautifully designed things matter even more and people are looking for something to hold on to, literally and figuratively.

We're pleased to say for a growing number, they're holding on to *Visi* magazine!

It's clear to see why design-lovers are holding on tight to Visi. Click through to the [New Media press office](#) for more, and follow [New Media](#), [Visi](#) magazine and [Brink](#) on Twitter and [Visi](#) on Instagram for all the latest, beautifully crafted updates.

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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