



MONDADORI

PRESS RELEASE

CASAVIVA: PAOLA GIRARDI NEW EDITOR

Segrate, 14 September 2010 – Paola Girardi has been appointed as the new editor of *Casaviva* from 2 November.

Girardi, born in Bari, she began her career at Mondadori, in 1982, in the graphic design area. She became a qualified journalist in 1985, and the following year she moved to *Casaviva* where she remained until 1989. From '89 to '98 she was head of the design and layout department of *Elle Decor* (Edizioni Edif) before returning to Mondadori, to work on the weekly *Grazia*, where she worked also on the title's supplements. In 2000 she was appointed editor of *Sposabella* (Condé Nast) and, after editing the travel magazine *V&S* (Edizioni Quadratum) from 2006 to 2009, she took the helm at *Home* (Hachette Rusconi), where she remained until now.

Casaviva is the leading title in the homes and furniture segment, in which Mondadori operates with a number of established titles that cover all of the circulation and advertising targets in the sector.

With a formula based on lifestyles, the evolution of tastes, the pleasures of the home and a constant update on production, *Casaviva* is an essential point of reference in the interiors market.

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