



A NEW IDENTITY FOR GRAZIA CASA: THE MONTHLY WILL BE EVEN RICHER AND MORE SOPHISTICATED

From 6 April the Mondadori magazine will change its look: from the logo to new columns, a range of new features for the title edited by Gilda Bojardi

The new monthly will be presented on 10 April at Marc by Marc Jacobs in Piazza Carmine in Milan, as part of "Recreate: life after catwalk"

Segrate, 4 April 2013 - This week sees the arrival of the new **Grazia Casa**: the monthly edited by Gilda Bojardi will have a new look and readers will find a range of new features on the occasion of the Milan Furniture Fair.

Among the many transformations, the first concerns the logo: *GCasa* becomes **Grazia Casa**, to bring the unique *Grazia* touch also in the world of interiors, trends that inspire, lifestyle, contaminations between fashion and interior design, the houses inhabited by the protagonists of our times, the suggestions and ideas to make interiors functional but with a unique style.

Grazia Casa will be even richer in content and sophisticated for all fans, not only of interiors, but also of art, style and fashion. The already appreciated, clear and well defined thematic structure - *Life, People, The Homes of the World and Slow Design* - will be joined by new sections, details and pages dedicated to specific topics, that will be different each month. Including: *The house of the month, A closer look/Inspired, Décor, The table of the month, Let's set up home and An architect's advice.*

With this initiative Mondadori will strengthen its presence in the furniture and design monthly segment, in which it is leader with a 45% share in terms of circulation: thanks to the quality and competitiveness of its magazine portfolio, which includes - in addition to the new *Grazia Casa* - also the monthlies *INTERNI, Casabella* and *CasaFacile*, the Group's Living system reaches all targets and sectors, from the upmarket to the professional.

"The redesign of *Grazia Casa*, which becomes a real monthly with 10 issues per year, has been enthusiastically welcomed by the market which immediately included the April issue in media plans, resulting in a 25% increase in space," said **Angelo Sajevo**, chairman and chief executive of Mondadori Pubblicità. "In addition to the major players in the design world, there are also clients from fashion and cosmetics. There was also an excellent performance in the period from January to April, with an increase of 13.7% in space compared with the same period of the previous year, thanks to the positive result of the January/February double issue. Bookings for upcoming issues



confirm this trend, thanks to the quality, circulation and distinctive character of the new *Grazia Casa*," Sajeva concluded.

The launch of *Grazia Casa* will be supported by a communication campaign that will begin this week and run throughout the design week. Overseen by Franz Degano and Alessandro Omini, the campaign will run on television (Mediaset and digital terrestrial channels), newspapers, Mondadori magazines and websites, retail outlets and urban billboards in Milan.

Thanks to its strong connection with the worlds of design and fashion, and to celebrate the launch of the new issue, *Grazia Casa* has also organised, in partnership with the London gallery *19 Greek Street*, an exclusive party to be held on Wednesday 10 April at **Marc by Marc Jacobs** (Piazza Carmine 6, Milan). *19 Greek Street* will present an extraordinary collaboration between Danish designer Nina Tolstrup and Marc by Marc Jacobs, entitled "**Recreate: life after catwalk**" (<http://www.re-imagined.co.uk>) characterised by a collection of furniture made from fabrics from previous Marc by Marc Jacobs collections. From 9pm to midnight the evening will be rounded off with a DJ set by R101.