



The Intelligent Lifestyle Magazine: Smart Editorial Design, Storytelling and Journalism

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Francesco Franchi is the art director of *IL: Intelligence in Lifestyle*, the monthly magazine supplement to the Italian daily newspaper *Il Sole 24 Ore*. From its typography concept to its infographics, its striking editorial design makes a significant contribution to the high brand recognition that *IL* enjoys worldwide.

The Intelligent Lifestyle Magazine is the first comprehensive monograph about this magazine. From an insider's perspective, it tells the story of how *IL*'s consistent visual and journalistic quality developed. Numerous examples are used to explain editorial concepts and branding elements. The book offers inspiration for art directors, designers, media professionals, and anyone who ever wished they could learn more about this groundbreaking Italian publication in English.

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