

**To coincide with its 25th edition, dedicated to everything to do with being fat COLORS makes its Internet debut
COLORS GOES ONLINE**

COLORS, the magazine that talks about the rest of the world, goes out on the Network of networks to engage in direct dialogue with the international community of Internet surfers. It launches on 28th March 1998 to coincide with the 25th issue of the magazine's traditional print version, entitled *Fat*. The website has been created by four young designers in the New Media department at Fabrica, the communications research centre directed by Oliviero Toscani. The project to go online with COLORS goes well beyond the boundaries of just converting the printed page to a screen format.

COLORS' website (www.colors magazine.com), the latest project in Benetton's Internet planning (www.benetton.com), is based on an original design intended to make full use of the Net's technical features - typeface and image impact are the only elements carried over from the print version. Thus a whole new interactive environment has been created, making it possible to find and select the issue you want to consult when you enter the site. The site opens on the home page and uses flexible background colours for each issue of the magazine. Each issue (for the time being *Fat*, *Death*, *Hair*, *Gifts for the Family*, *Smoking* are available) sits in windows which travel over the screen, allowing the user to navigate successfully around the sea of information available.

COLORS online has the traditional mix of the impartial and the provocative so typical of the magazine's editorial content - No. 25: *Fat* is no exception. It takes a careful look at the shape of the world and the people living in it - and finds that they are getting fatter, putting on more weight and becoming greedier - and explains why. Using big images and an absolute minimum of text, it tells the story of the body as a sexual symbol beyond the standard television stereotype of people parading up and down catwalks. It investigates the strictest diets imaginable, shows how fat people are marginalised - for example, the design of a building does not cater for them - and looks at the secrets of healthy eating and the modern preoccupation with gluttony. Whether in its traditional print format or on-line, COLORS is still its natural self - taking perhaps slightly a cynical, but certainly a realistic, look at the world and the way we live in it.

For further information:
www.colors magazine.com