

# SELF SERVICE

instinctive

12. List. USA, Lisa Anò, Serge Becker, Editors.

**What does the title mean?** Our title is descriptive, our publication is comprised entirely of lists. **What was your vision of the magazine at first, and has that changed?** To make a magazine that we ourselves would love and to have an open platform enabling a wide range of people to contribute. The only guideline being the presentation of the information in list form. **Who is your audience?** People who make lists, people who are interested in art, media, fashion, politics, sex, gossip, life... **How are you influencing mainstream media?** Several of our lists have been picked up by other publications, and some graphic ideas have been adopted as well. Any new impulse will immediately be absorbed by other media. **What is the main orientation of your magazine?** To be personal, opinionated, inquiring and completely engaged in life.