

THE EAST HAMPTON STAR

SHINES FOR ALL
The Star Talks To Amy Schrier

Into The Wild 'Blue' Yonder

JOSH LAWRENCE

Amy Schrier has experienced more adventure at 28 years old than many experience in a lifetime. She has surfed in Indonesia, scuba dived in Thailand, worked in China, and visited more than 31 countries.

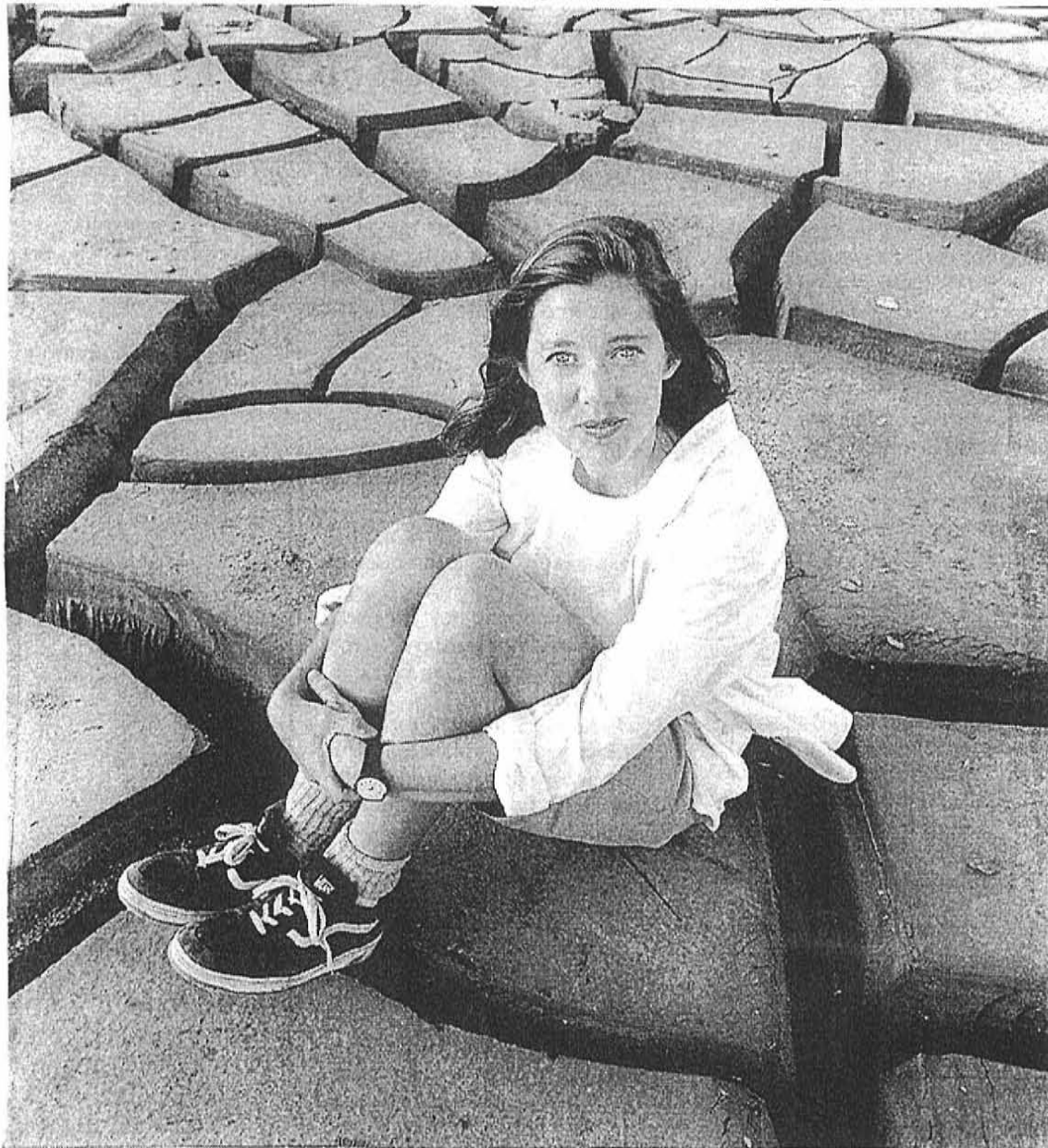
But "definitely the biggest adventure of my life," as she calls it, is taking place in New York City right now.

Making good on an idea that sprouted in Hong Kong two years ago, Ms. Schrier has just finished putting out the inaugural issue of Blue, a bold new magazine covering the spirit and substance of — what else? — the adventure lifestyle.

Global Experience

The magazine is officially described as "a journal for the new traveler," but Ms. Schrier likes to describe it as "National Geographic with a rock-and-roll attitude." Whether it was the unexplored niche that Blue managed to pioneer or simply the story behind such a young publisher, the magazine has garnered considerable attention since its July 8 release.

Already Ms. Schrier has appeared on CNN, MSNBC, CNBC, and Fox, and both The New York Times and The New York Observer have done pieces on the bimonthly magazine.



AMY SCHRIER, the publisher and editor-in-chief of Blue magazine, is seen in an unusual setting in a not-so-unusual spot in East Hampton.

Doug Kuntz Photos

"The world is more accessible now," said the young founder, publisher, and editor-in-chief. "Young people really feel they are part of a global experience. What we're trying to do is to translate the excitement of that global experience — the people, the places, and the natural playgrounds."

After The Spirit

Articles in the inaugural issue chronicle experiences as diverse as surfing in the world's best breaks and mountaineering in Tibet to a photographer's encounter with Chernobyl's refugees and snowboarding for women.

While Blue is aimed at free-spirited 19 to 36-year-olds, the magazine does more than simply nod to the current trends in "extreme" sports and travel fostered by MTV and others. Ms. Schrier says the magazine is more about the "spirit" of adventure and the acknowledgment that anyone can take part.

"You can read about Nicolas Hulot [the French adventure-travel guru] or Tama Janowitz taking a reindeer safari through Norway, and you can say, 'I'm going to get off my ass and try to do something,'" Ms. Schrier said. "Some people want to hike Everest and some are happy 'bouldering' in Central Park."

Conceived In Hong Kong

Getting off her couch and doing something has never been hard for Ms. Schrier. The young publisher already had a desire to see the world at the age of 16, when she traveled for a summer bike excursion from Paris to Rome. Studying art history later at Cornell University, she returned to Paris for a year. After college, she spent a year in Spain.

Her most enlightening experience, however — and the one that helped spark the idea to launch a magazine — was a move to Hong Kong in 1992. Working as an ad director for Asian Art News, she found herself bouncing from one country to the next during the time, covering emerging Asian art markets. The more than two-year stay brought her through China, Indonesia, Thailand, Vietnam, and other countries.

"I've never been afraid to live in different countries," said Ms. Schrier. At some point toward the end of her stay in Hong Kong, the young magazine staffer got the idea for a new publication.

Two-Year Secret

"I had seen a lot of the world, and I just thought, 'Wow, there should be a magazine that celebrates all this excitement,'" said Ms. Schrier. "I thought about it for two years. I didn't tell anybody."

But after doing some informal market research back in New York, Ms. Schrier decided the project had potential — enough for her to quit her job at another art magazine, buy a computer on her credit card, and begin drafting a business plan. With persistence, she managed to enlist a dozen investors and a small corral of willing writers and staff.

The real coup, however, was collaring David Carson, a pro-surfer-turned-graphic-artist, to

design the magazine. Mr. Carson's use of clashing typefaces, sideways text, and other unorthodox techniques have given life to such publications as Surfer, Transworld Snowboarding and Skateboarding, Musician, and the pop-culture magazine Ray Gun.

Adventure In Design

Ms. Schrier said she called the designer, thinking "Why not?" and was shocked to receive a call back the next day. "He said he loved the idea."

'There's a movement away from the materialism of the '80s . . . I don't think having everything is as important now as being perceived as somebody with an active, adventurous spirit.'

Blue's adventurous graphic design invites, or rather, requires, full immersion in the contents. It's not for the faint of attention. But Ms. Schrier believes that kind of nonconventional design forwards the magazine's pervading themes.

"I knew any new project needed a really powerful graphic idea," she said. "It had to translate that adventure. We want the reader to explore the magazine, metaphorically, like exploring the globe."

"You have to take chances to come out with something different," she continued. "I wouldn't have created a magazine to recreate a magazine."

Sky Blue

Ms. Schrier applied the same kind of logic when naming the magazine, opting for a more elusive title than a more mainstream magazine such as Outside.

"Blue" evokes the blue sky, blue sea, and blue planet, she noted, but, more important, "I wanted to find something where the publication would define the name more than the name defined the publication. It's all about that openness."

Ms. Schrier has seen her share of the blue seas here in East Hampton, which she still considers her home. She had just finished surfing in Montauk when The Star caught up with her.

Keeping Busy

Her parents actually met on Atlantic Avenue Beach one summer more than 30 years ago. They were married that November, buying a house on Oyster Shores Road shortly afterward.

The work ethic that helped pull Blue together may have been developed during Ms. Schrier's days of summer jobs in the Hamptons. She recalled one summer where she worked at David's Cookies in the morning, served as an art intern at Guild Hall during the day, and suited up for a waitressing job at the former Wings Point at night. That summer, she noted, allowed her to buy the 1975 Triumph convertible she still drives.

Aside from surfing and traveling, Ms. Schrier is learning the ins and outs of serious mountain bik-

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