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## BEHIND THE CONTENT

by [Elizabeth Angell](#)

August 1, 2000

### Launch of the Month: *List* Magazine

This summer, the first issue of *List* magazine hit book stores and über-hip newsstands. Here's a list of 10 reasons this is the best new magazine we've read in a long time:

1. *List* streamlines content into its most satisfying form: the list. From "dead porn stars" to "models' day rates" to "last suppers on death row," there is, as they say, something for everyone.
2. Editors Serge Becker (designer and architect of New York's Joe's Pub) and Lisa Anò (who trained with designer Tibor Kalman) have an unflagging eye for the visually pleasing, strange, compelling, off-putting, and enchanting. Examples in the premiere issue include: a gallery of self-portraits by well-known artists past and present, a selection of vintage video games, and a collage of photographs of napping friends.
3. The "recycLIST," which exposes how classic images are ripped off in today's magazines and fashion advertising, busts the likes of Italian *Vogue* and Dolce & Gabbana for "sampling" everyone from photographer Philip-Lorca diCorcia to Alex Katz and Jean-Luc Godard. Some of the swiping is intentional and tongue in cheek, some of it is just plain theft -- all of it is outrageous.
4. The "reaLIST", which this issue features Marlene McCarty's cerie pencil drawings of girls who murdered their mothers or were themselves offed by a mother figure.
5. *List* isn't afraid to call Beck pretentious. (Thank God somebody isn't afraid.)
6. A "List Magazine Poll" puts Al Pacino, David Lee Roth, Gus Van Sant, Courtney Love, and Nicholas Cage on the same (you guessed it) list -- under the heading "lost cool." John Travolta ("second time") is on there, too.
7. An excerpt from *The World's Top Gay Bachelor Pads* (featuring the homes of architect Paul Rudolph and Paris designers Thierry Mugler and Karl Lagerfeld) promises a very cool book to come.
8. The "shoppingLIST," a great four-page spread of summer flip-flops, would send any girl (and some boys) out with a shopping l--t of their own.
9. There's a promise that the next issue will separate out the newsprint "trivialLIST" and shrink-wrap it along with a single glossy list devoted to consumer culture.
10. Readers can submit their own list to listmag.com. After all, we all make lists.

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