



Seeing, Feeling, Comprehending

Dear readers,

Do you think that someday we will "consume" our magazines on the computer? The end of the printed word has already been predicted several times, but newspapers, magazines and books can't be conjured onto the screen that easily. After all, much more than just our sense of sight is involved in our delight in reading, browsing and thumbing through the pages. We also palpably experience the stories, touch the paper with our fingertips, take in the colors with our eyes, smell the material and appreciate an artistic layout as a whole. Books adorning a shelf, magazines decorating an office or a coffee table, newspapers stacked in a rack – all this is part of life, living and working as well as part of our culture that cannot be taken from us. At least I for my part am convinced of that. A photo stretch in Schmuck Magazin (such as the one on our Jewels + Faces competition starting on page 32) is enhanced by being perceived both visually and haptically, by offering us the opportunity to leaf back and forth, to gently caress the paper with our hands. But it also calls on you, dear readers, to cast your votes. This can

either be done in the traditional way by sending us your filled-out coupon by mail, of course, or quite simply online. Because, despite our enthusiasm for beautiful printed works, it is a matter of course for Schmuck Magazin to be adequately represented on the internet: both attractive and informative, contemporary but not time-consuming, appealing and functional. Far from rivaling the printed version, our website is a wonderful

complement offering you up-to-date news as well as the opportunity to browse through reports or jewelers' portraits, to get the most recent information on jewelry in our Luxury, Design and Lifestyle subject areas and to read about the latest watches. Why don't you take a look at www.schmuckmagazin.de next time you're on the internet. We have recently redesigned our website, tailoring it to your particular needs and look forward to your feedback and comments. But for now I hope you'll enjoy the current (printed) issue of your Schmuck Magazin.

Yours truly,

Petra Bäuerle

Petra Bäuerle
Editor-in-chief



Hinweis an unsere internationale Leserschaft: Die wichtigsten Texte aus dem Schmuck Magazin finden Sie jetzt zum Download in englischer Übersetzung unter www.schmuckmagazin.de

Dear international readers, Please note that you can now find the English translation of Schmuck Magazin's most important texts for download from our website www.schmuckmagazin.de



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