

Video/ Magazine

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EDITORIAL
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ASTRONAUT MAGAZINE

So here we are now with big grins, finally ready to do a little showing off! And why? Because we're ready to launch our independent video magazine with its own unique character. In the beginning the idea was to create a print magazine with an accompanying DVD. The articles would be enhanced with videos, songs could be listened to instantly and trailers could be watched. We asked ourselves: How wonderful would it be to tell a story not only with words, but also with pictures, music and film? We decided to find an answer this question and in our free time we developed a concept, sought out and collected stories and brought them to life using all of these media. Without the help of friends old and new this endeavor would have been impossible to undertake. And then we stumbled upon the iPad and it was immediately clear to us that this medium was perfect for Astronaut. An app is accessible anywhere and anytime even without an internet connection or a DVD player. Whether on a plane, on a train, or on the beach, Astronaut and its amazing cast of characters is always there for you at the touch of a button. Prepare for ignition. Prepare to be launched into an orbit far from any you have known before. Houston, we have an app!

Mickael Brock
COMMAND PILOT

—
Sea Pools
 Filmmaker Jason Wingrove's documentary about this unique aspect of Australian culture.
 Trailer ▶ 04:02



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**The Swinging
 Coco Schumann**
 We paid a visit to the last living member of the "Berlin Swing Kids" and chatted about his moving life story. Herr Müller created some fantastic illustrations for us.
 Interview ▶ 04:30



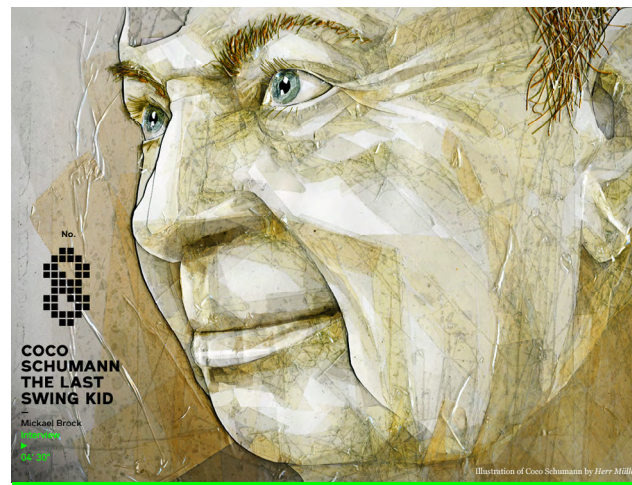
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 Cover
 N°1

ASTRONAUT
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**INDIE MAGAZINE
 FOR THE iPad.**

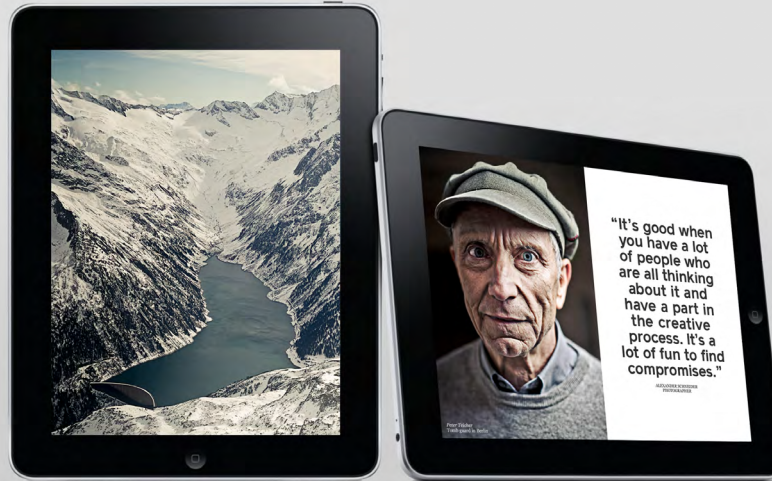


THE BEGINNING

An astronaut can tell stories of amazing journeys, great missions and epic adventures. All are part of his quest to find something in the furthest reaches of outer space. An astronaut propels himself into the vast unknown where he can float among the stars, weightless and free from the constraints of gravity. And when this cosmic traveler is successful, he returns to earth bringing with him stories of courage, risk and an unwavering belief in the endlessness of space and time. Because the astronaut knows that the stars are closer than we think...

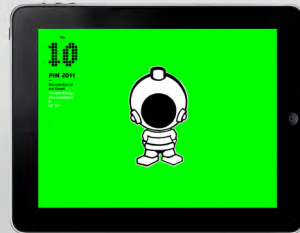


Alexander Schneider
Filmmaker Mathias von Gostomski accompanied the photographer Alexander Schneider for one year to create this epic portrait.
Documentary ▶ 21:50



THE PARAMETERS

Astronaut is a magazine developed for the iPad. In clearly structured articles and videos, it presents personalities who ambitiously forge ahead on new paths. These personalities are sometimes in front of the camera, sometimes behind it, and occasionally on either side of it. The magazine-app, featuring 80 minutes of video content, includes reports, interviews, documentaries and music videos. For fans of the traditional print format, Astronaut is presented in a classic editorial design with expressive photography and clear typography which can be expanded on several interactive levels on the iPad. Users will find text to read, photos to admire and arrange, and videos to watch. There are also some photo series that are not obvious at first glance and astute users are rewarded with pleasant little surprises upon their discovery. This combination of text and video creates an inspiring work that takes users on a voyage to the stars.



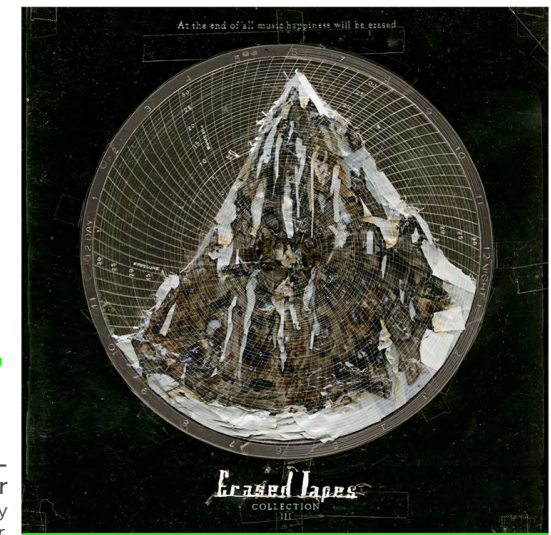
PIN 2011
With his documentary, Torsten Königs introduces us to a street artist in Berlin who, by the end of the film, can no longer avoid the great existential questions
Documentary ▶ 03:30

ASTRONAUT
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DOCUMENTARIES,
INTERVIEWS
AND TRAILERS

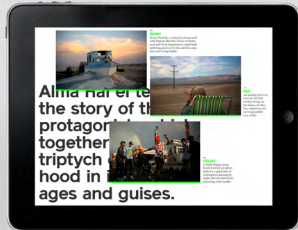


Erased Tapes Records Poster
Illustration of the label's key visual from Herr Müller.

Erased Tapes Records
Robert Rath's provided some helpful support with his music releases.
Music Video ▶ 03:53



—
Bombay Beach
 Alongside her work on music videos for Beirut and Jack Penate, Alma Har'el spent some time in a lost place to create a very unique documentary that was presented at the Berlinale.
 Interview ▶ 05:03



—
Herr Müller
 For our first edition, it was our good fortune to have the illustrator from Berlin create from tape a portrait of Coco Schumann. The perfect opportunity for him to introduce his work in *Astronaut*.



ASTRONAUT
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 ABOUT PEOPLE
 WITH A PASSION
 TO CREATE



—
The Sky May Be Falling ...
 but the stars look good on you.
 The gang from *Sleepless* in Reykjavic followed and filmed Ólafur Arnalds on his tour of England.
 Documentary ▶ 24:28

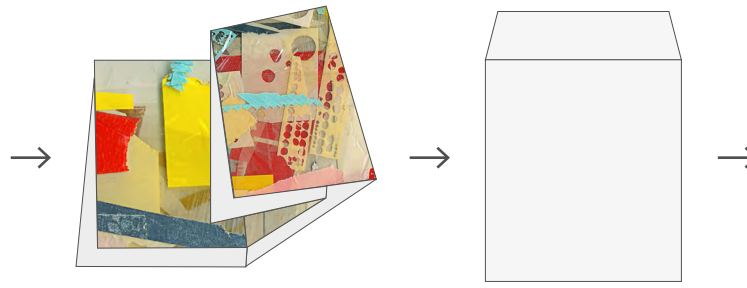
THE MISSION

Astronaut offers a place for independent filmmakers to present their documentaries and other projects that were achieved in their spare time often with minimal technical support or outside help. Up and coming music acts and photographers are profiled, artists and fashion designers are shown in their studios and people who are creating new disciplines are introduced. The user has a front row seat for all of this and gets to know these protagonists on an almost personal level. The use of film gives the viewer a deeper level of insight. *Astronaut* lives from amazing stories about people who break rules and create new realms far removed from the commercial world. *Astronaut* is a platform for individualists, for the courageous, for the unflinching and for daydreamers.

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 TO BE LAUNCHED
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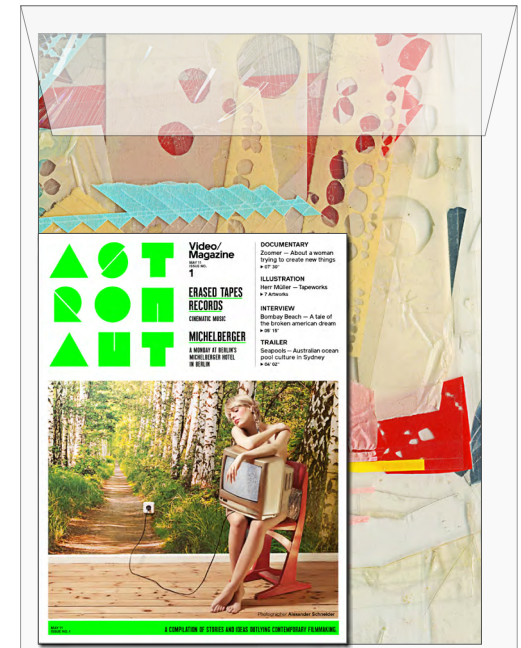


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Huge Poster Print (DIN A1)
 Tapework by Herr Müller for Astronaut Magazine
 First edition of 1000.
 Printed on Munken Lynx 120g/m²



POSTER + DOWNLOAD CODE

Astronaut will also be available as a special print package in selected magazine stores. Including a DIN A1 size printed poster illustrated by Herr Müller, a printed preview of the content, as well as a download code to get the magazine app for the iPad via iTunes store.



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Poster Package
 frontside

BEYOND DIGITAL: ASTRONAUT MAGAZINE AVAILABLE IN SELECTED MAGAZINE STORES.



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Poster Package
 reverse side, including content
 preview as well as download
 information