

# The Alumni Magazine Reaches Its Tenth Issue

The magazine you hold is the ten-year-old brainchild of a team of early ASA alumni who wanted a platform to voice their ideas. As the magazine reaches double digits, a look back at its history. by Patience Haggin (ASA 2013)

The idea for an ASA alumni magazine was born at the first Allianz Alumni Academy, held in Brussels in 2007. The process was put in motion when four alumni – Andreas Lorek ASA 2005, Dana Manescu ASA 2005, Ségolène Pruvot ASA 2006 and Mare van den Eeden ASA 2006 – combined their diverse professional experience in conceptualizing the magazine. Published in 2009, the magazine's inaugural issue featured the title U(net)Work4Europe.

The first four issues were produced in-house at the Allianz Cultural Foundation. Andreas designed the magazine's layout himself.

“The first name was something we came up with spontaneously that we liked, but it was very long and not very handy,” Andreas said. Later, Nad'a Kovalčíková (ASA 2009), as the magazine's editor and concept manager, came up with a new clever name: ASA European, and an editorial agency helped the team design it with a new layout. The new concept was launched with the fifth issue in July 2013.

Today, Tempus Corporate, the corporate publishing arm of the German weekly *Die Zeit*, where Andreas worked, has taken on layout and production responsibilities for the magazine.

The magazine has provided its alumni authors the opportunity to meet high-profile individuals. Its pages have featured interviews with such influential figures as Henning Schulte-

Noelle, Robert B. Laughlin, Harold James, Wolfgang Ischinger, Timothy Garton Ash, Christina Weiss, Ilma Rakusa, Fabrizio Gatti, Dirk Snauwaert and Elena Filipovic.

“I saw it as a chance to get in touch with these high-profile people,” said Andreas, who has been involved in journalism since the age of 10, when he launched a magazine for his hometown of Freiburg, Germany in his leisure time after school. “It was not new for me to conduct interviews, but it was new for me to talk to

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prominent individuals from the business, cultural or political worlds. It is always rewarding to gain insight into their careers, to have the opportunity to ask probing questions and get responses that allow one to get to know them.”

The magazine has also played host to some avant-garde proposals. Its first issue featured an essay predicting “The End of Capitalism” illustrated with minimalist sketches. The second issue featured a proposal to have European and North American powers finance the construction of a string of “charter cities” along the coast of sub-Saharan Africa designed to foster development in the region and stem the outward flows of migration. The magazine

has also published a broad spectrum of opinions in alumni editorials on topics from climate accords to EU visa restrictions. Its pages are open to any alumni seeking a platform to share ideas.

Including this anniversary issue, the publication has produced ten issues so far, focusing on subjects like migration, the Arab Spring, international security issues, European prosperity and democracy. The editorial team has gathered for two training sessions taught by professional journalists – one in Milan in 2009, and one in Berlin in 2016.

It has featured first-person accounts from alumni who have shared their fascinating experiences, like Sara-Sumie Yang, who worked as an executive assistant to a German ambassador (ASA 2006) or Agata Jaskot, who visited Minsk, Belarus, with her College of Europe classmates (ASA 2008). It has also featured more artistically inclined contributions, like Mara-Daria Cojocaru's “Eutopia” essay on why we study the city (ASA 2004) and Ioana Andreescu's fictional vignettes set at the French National Library (ASA 2009).

The ASA alumni magazine has provided a platform for ideas creative and technical, novel and traditional, concrete and aspirational. Saluting ten years of the magazine's existence, the editorial board looks forward to the contributions to come!

