

Winner of 1995 Folio Editorial Excellence Award

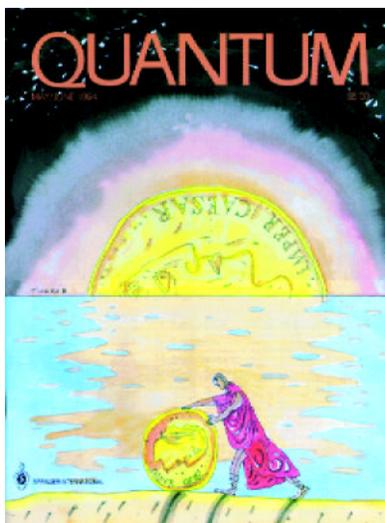
*For Outstanding Fulfillment
of its Editorial Mission*

Quantum received an award for editorial excellence from *Folio: The Magazine of Magazine Management* (published by Cowles Business Media). The award was based on *Quantum's* fulfillment of its editorial mission.

Mission Statement

Quantum is a magazine of math and science for anyone who wants more than a textbook treatment of these subjects. *Quantum* articles are not written like articles in scientific journals; by *engaging* the readers (rather than dictating *to* them), they lead the reader to work out problems on the side. Some articles are elegant expositions of sophisticated concepts, and some give an unexpected twist to a well-known idea or phenomenon; others show that there is no such thing as a silly question. In addition to its feature articles, *Quantum* introduces “fun” to the sometimes mundane worlds of science and math, with departments like “Brainteasers” (fun problems requiring a minimum of math background), “Looking Back” (biographical and historical pieces), and “Gallery Q” (an exploration of links between art and science), among others.

A large part of the reader involvement comes from the beautiful illustrations that accompany the articles; the presence of high-quality art in *Quantum* is an outgrowth of the belief that a good science and math magazine should nourish the complete person; that good art will train the visual imagination, which is important in these disciplines; and that if *Quantum* art helped students become comfortable with (and even welcome) confusion and learn to “question their way out of it,” such a habit of inquiry might



carry over into their reading of scientific and mathematical texts.

May/June 1994 Issue

- *Exposition of sophisticated topic.* The article “Follow the Bouncing Buckyball” by Sergey Tikhodeyev (p. 8) describes and explains how the atomic structure of carbon lends itself to the formation of polyhedrons known as “buckyballs.”
- *Engaging the reader.* The article “Six Challenging Dissection Tasks” by Martin Gardner (p. 26) gives readers the chance to formulate proofs using what they already know about the properties of geometry, combined with new twists from the man who for many years wrote the “Mathematical Diversions” column in *Scientific American*.

- *Fun.* The department Quantum Smiles offers “A Mathematical Handbook with No Figures,” by Yuly Danilov (p. 42). After being introduced to a charming problem book filled with amusing mathematical abstractions, readers are given a sampling to try on their own.
- *High-quality art.* Throughout the issue, most articles are accompanied by sophisticated illustrations that serve to complement, represent, and transcend the text.

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