

Part 1

Interview with Neo Rauch: <http://bombmagazine.org/article/57851210/neo-rauch>

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Bomb Magazine is branded as being a publication for those interested in less stilted conversations revolving around current artists, another source for reading about contemporary art that isn’t from critics.

Miriam Katzeff, co-founder of *Bomb Magazine*, states that

“For us, our target audience isn’t collectors who are dominating so many other parts of the art world. It’s our peers: artists, students, historians. I don’t think that books are meant to sit on somebody’s coffee table and never be read. I think that they’re meant to be consumed and lent to other people.”

The age of *BOMB Magazine*’s audience would seem to range widely from those still studying in college to an older viewership concerned with keeping up to date on the contemporary art scene. Therefore, it would be better to define the audience as having a shared rigorous interest not only in the milieu of preeminent artists, but how the artists themselves talk about their work.

The interview itself is relatively short and sizeable images of the artist’s (Neo Rauch) work segments the writing in smaller and equal parts. This may be done for a younger audience who are more interested in a synopsis and more immediate information than a longer and more extensive interview.

Another indicator that this is for a younger audience is the fact that Rauch is at the forefront of the zeitgeist surrounding painting. This isn’t an esoteric artist that someone with greater knowledge of the art scene may be interested in. It’s a cursory glance at someone who could easily serve as an introduction to other large figures in the art scene, especially who paint figuratively.

Considering this is an interview, the size and frequency of the images elevates their importance from simple visual supplements. It’s a picture that introduces the interview. I think this emphasis on the visual demonstrates that this is for an audience who access other information visually. The typeface is considerably large as well and set in bold. When paired with the minimalist navigation bar and site layout, the reduction of elements to their simplest and most purely visual becomes apparent.

