



Why another graphic design magazine?

This is the pilot issue of ...

(a graphic design / visual culture magazine)

hope to answer itself

being an encyclopaedia of previous attempts
with extended articles on a select few

During this field trip we hope to plot the next few issues

i.e. how?
 where?
 when?
 who?

based on the experiences of those who
tried already

Those 3 dots were chosen the title for being
something close to an internationally-recognized
typographic mark

but not they seem even more appropriate as
a representation of what we intend the project to become:

A magazine in flux
ready to adjust itself to content

and here is the first list of our aims to date:

(to be) critical
 flexible
 international
 portfolio-free
 rigorous
 useful