

DAMN°

A MAGAZINE ON CONTEMPORARY CULTURE

Mission Statement

What is DAMN°?

DAMN° is an independent publication with an open-minded view on the interchangeable worlds of design, architecture and art. Exploring the blurred boundaries of creative forms and expressions, it is about people, products and places, tradition and originality, improvisation and inventiveness.

The support of contributors from across the world offers a diverse and expansive mix of inquisitive and wilful stories - creative responses to contemporary culture with a distinctive visual and textual attitude.

DAMN°'s starting point is where most magazines stop, bringing editorial content beyond hype or conventional academic debate. Unafraid to link the personal and the political, the economic and the emotional, the stylistic and the social, DAMN° juxtaposes beauty and decay with an approach that is both thoughtful and playful.

Well that's the general idea anyway.

Target readership

All those who want to engage in a more vigorous debate about architecture, design, art and other forms of creative expression, professional or otherwise, including architects, interior architects, designers, artists, manufacturers, agents and retailers active in the field of architecture and design, museums, gallery owners, schools and universities of design and architecture, libraries, archives, property developers ao.

**OUT
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topics on page 3

Circulation

25.000 copies

Distribution

DAMN° offers a worldwide distribution network.

A European distribution network via press and bookshops in Austria, Belgium, Denmark, France, Finland, Germany, Greece, Italy, the Netherlands, Norway, Poland, Portugal, Spain, Sweden, Turkey and the UK. Overseas in Australia, Canada, Hong Kong, Japan, New Zealand, Mauritius, South-Korea, Singapore, Taiwan, Turkey, the United Arab Emirates and the USA.

DAMN° also participates in major design and architectural events, fairs, exhibitions and conferences. Specific mailings to a target group of architects, designers, artists, manufacturers, property developers ao.

Frequency

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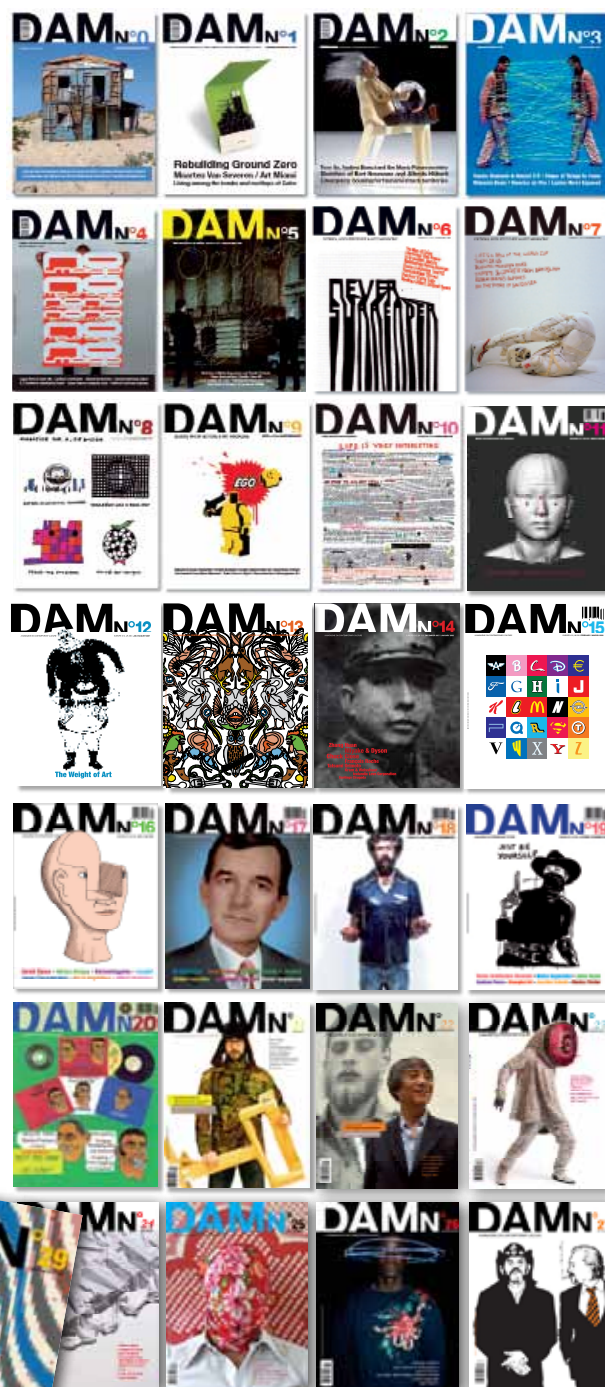
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Contents

INVADING NEW TERRITORIES / SIGGI EGGERTSSON

Enthusiastically, Soggi Eggertsson goes forth with the aim of designing as many kinds of things of as many different ilks as may be possible, using whatever medium is called for. And to do so, most especially, when it involves exploring entirely new frontiers. It would seem that his Icelandic roots have factored favourably in moulding his appreciation of all of life's facets, generating his tendency to reach out and grab all that was otherwise unavailable (cover)

A WASH ON EUROPE'S SHORES / HUMAN BEHAVIOUR IN TROUBLED TIMES

Tales of woe are trumped by stories of goodwill and compassion which are in turn trumped by bad politics and poverty, in the current heartrending situation on the obscure little Italian island of Lampedusa. With an influx of migrants arriving en masse and literally out of the blue, the locals have demonstrated extraordinarily generous gestures of help and hospitality. Meanwhile the media have done their utmost to paint the pretty island as an undesirable place full of Africans. So much so that tourists have virtually ceased to visit. Alas, the coffers have now run dry and Berlusconi has thus far failed to deliver. (1)



BLINDED BY THE LIGHT / THE 54TH VENICE ART BIENNIAL

With a biennale as world renowned as that of Venice, it is naturally difficult for it to live up to its own reputation time and again. This 54th rendition typifies this inability rather well, offering the obligatory differences with former versions but not coming across as highly magnificent overall. However, within this general level of terrific averageness, some gems are certainly to be found. This year, the more classical bent has had an interesting effect, if even it's not exactly in keeping with what the artistic director would have intended. (2)

QUEST FOR MEANING / ART TO THE NTH DEGREE

Tempting the nickname two-men-and-a-boat, these artists have a plan. As an artwork related to this year's Venice Biennial, or rather, the Collateral Event thereof, they have crafted a boat, which they will carry with them for a full month, on a long trek from Munich, across the Alps, and finally to their destination in Venice. Willingly confronting the obvious pitfalls this journey is likely to bring, the two gents are determined to make a statement. (3)



LIVING LARGE/ NILS HOLGER MOORMANN'S ALPINE UNIVERSE

Perhaps it's all that fresh mountain air that imbues Nils Holger Moormann, the founder of the furnishing label that bears his name, with his successfully contradictory manner. A relaxed air and a soft spot for gardening, along with a practical attitude to production and even to money, provide an unusual approach to business. Though not a designer himself, he rather stumbled into it in the 80s and from there things have rolled ever forward... (4)



WORLD-CLASS IDEAS/ NECESSITY BREEDS KNOWLEDGE

'Design with the Other 90 Percent: CITIES' is a mighty exhibition, currently staged by the Cooper-Hewitt National Design Museum of the Smithsonian Institution. And it is high time for such. Proving that there is much to be learned from the world's majority poor population to solve the many problems of our modern world, projects are presented that show how very simple solutions can essentially be. (5)

BRICK BY BRICK / FRANCIS KÉRÉ PAVES THE WAY FOR CHANGE

Having since accrued the title 'architect for humanity', Francis Kéré remains intent on applying the technical skills he has learned in the West to improving conditions in his African homeland. His approach is to construct buildings that are cost-effective and suitable to the climate, utilising local labour and materials. Through this kind of community effort, new skills are acquired and lasting transformation is established, which is Kéré's utmost intention. (6)



ORDINARY PEOPLE/ THE ART OF SIMPLE LIVING

Refuting the idea of one's time being devoted to the pursuit of money, this artist duo has opted instead to prioritise the importance of living. Ordinarity has thus become their focus, the way they choose to live and to thereby practise their art. To this end, they have recorded numerous video performances, taking a long time and investing huge amounts of energy into carrying out actions that are apparently minimal and ephemeral. Beautiful stuff. (7)





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OBJECTIVELY SPEAKING / LIEVORE ALTHERR MOLINA'S DESIGN

This design trio, based in Barcelona, have proven that it is in fact possible to work in a pure and honest manner, in a business overly concerned with trendiness, bling, and generally lots of showing-off. With rock-solid values and a decided disinclination to blow their own trumpet, they have pursued a long and buoyant career in that most ubiquitous area of contemporary interest: design. (8)

COOL BOXES / FISHERMEN'S HUTS ON CANADA'S LAKES

From dark, windowless huts to mini trailers with curtains, the living quarters constructed on frozen lakes all across Canada for the sole purpose of conducting some serious ice fishing, are not to be sneezed at. Photographer Richard Johnson has an earnest interest in representing each sort of vernacular structure that this occupation has spawned. Scanning the provinces, he has already documented more than half of the country and won't rest until he's done.. (9)



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WHEN A CHAIR IS NOT A CHAIR / THE CRAFTINESS OF JOCHEN WEBER

The sculptures that Jochen Weber crafts, steadily, by hand, one at a time, look very much like pieces of furniture. But you would be wrong to think that the resemblance goes any further. Having established early-on that things like tables and chairs would provide the format for his work, he has proceeded to create a series of individual sculptures that are each original while being intrinsically related. (10)

TOY TOWN / CONSTRUCTING ANOTHER LIFE

Perhaps we all harbour a desire to rebuild our own reality, to rejig the past and create a whole new history, in absolute essence. At least that's what some 25 artists have done in flamboyant fashion for an exhibition at the Museum of Arts and Design in New York. 'Otherworldly: Optical Delusions and Small Realities' is a fantastical show, in the sense that any figment of reality, as each artist knows it to be, is ignored in favour of something much more splendid. Photos of these handmade miniature settings bridge the abyss and document another story, and who's to say that one isn't every bit as true? (11)



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GOING UNDERGROUND / NAPLES' NEW ART STATIONS

Especially for those who think that Naples is only about underhanded wheeling and dealing, this will come as a welcome pick-me-up. Having allocated its underground metro stations to places resembling an art museum, and commissioned big name artists and architects to reconstruct or revise the metro stations, Naples is boldly revising its physical appearance, eager to direct attention away from its less-than-desirable reputation as a place that's not exactly straight-up. (12)



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THE TROPHY / A WORD ON DESIGN AWARDS

Not wishing to burst anyone's bubble, at least not unnecessarily, but on closer inspection, it would appear that the business of design awards is in some cases not all that well-intentioned. Various prize-giving systems are explored here and certain facts brought to light that are cause for caution for eager designers and companies under the impression that they have nothing to lose, let alone something to gain from entering their product for recognition. (13)

INS AND OUTS / WURM PLUS VAN BEIRENDONCK

These two characters of note, the artist and the fashion designer, share a distinctly similar approach when it comes to creating, hinging primarily on distortion. Whether applied purely to fashion, as in the case of Walter Van Beirendonck, or to every kind of physical form, as per Erwin Wurm's artworks, elements of playful deformation are involved. By collaborating on Wurm's latest project, this extravagant tendency has been given wings. (14)



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LAND OF TULIPS / THIS MUST BE HOLLAND

For better or for worse, this cherished flower has known worldwide glory for hundreds of years. German photographer Julian Faulhaber has exquisitely captured the physical reality generated by the serious business of growing tulips, accurately lending insight into the industry by way of landscape views from high altitudes. Revealed is an exquisitely dispassionate, systematised topography, hereby providing an aesthetically immaculate representation of a distinctly unnatural and less-than-healthy phenomenon. (15)



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UNANSWERED QUESTIONS / A HAZE IN VIENNA

Determined to demonstrate just how far-reaching fashion is today, Spanish curator Lliure Briz has chosen 21 young talents to offer their interpretations, and to do so within a wide, creative context. Participants are highly varied in terms of origins and some have art backgrounds. Proving that there is more to fashion than ready-to-wear, the works presented here take the form of installations and photographs, video art and textile sculptures. (16)



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POWER MAD / MITCH EPSTEIN'S AMERICA

American photographer Mitch Epstein has traversed his native country with a passion to depict the sorry state of the power industry and, by implication, he has presented a sobering portrait of America as a whole. His images of power plants, coal mines, petrol refineries and pipelines, clearly reveal the situation at hand, profoundly testifying to an ugly and unfit reality in the so-called powerful nation. Winning this year's Prix Pictet testifies to the potent message conveyed in this meaningful photographic series. (17)

THE POLES ATTRACT / FANTASY AT THE ESSENCE OF POLISH ART

A timely and worthy endeavour by the Bozar in Brussels, the exhibition 'The Power of Fantasy: Modern and Contemporary Art From Poland' delves deeply into artworks emanating from Poland since the beginning of the 19th century. In so doing, the many fantastical cultural characteristics of this historically battered country are revealed. If anything can shake off the blinkered views of the outside world hitherto, it is likely to be this show. (18)



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DEAD BUT NOT BURIED / DESIGN IN THE AFTERLIFE

Rituals, myths, even mere customs, are matters people tend to take to heart. Design on the whole has been pretty quick to find ways into most aspects of our daily lives, some of them more obvious than others. One of the more peculiar of the current trends, falling bang in the middle of the 'death design' category, gives cause for reflection. Hands-up all those who fancy wearing their deceased loved one as a piece of jewellery.

THIS WAY AND THAT WAY / BENJAMIN GRAINDORGE, ACTIVE CREATIVE

A young designer who puts his entire heart and soul into his creations, instilling in them the selfsame sensitivity and openness of perception that he summons when designing them. Graindorge has been blessed with the capacity to attract many clients of the desirable variety for whom to exercise his skills as someone who can design objects of all sorts in continually fresh and sincere ways. (19)



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OUT OF TIME / ANOTHER BUNKER STORY

Bosnia and Herzegovina is the setting for this substantive international art manifestation organised by Sarajevo artists. Located in a jumbo sized underground bunker, formerly secret and never before open to the public, this remnant of Tito's reign and shelter from nuclear war have inspired 44 artists to contribute works that resonate with both the specialness of the place and the enormity of the space. (20)



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ART WITH A PURPOSE / PLEASE DO TOUCH!

Amidst the most recent group of new works to be produced by D&A Lab are Jan De Cock's flooring system and Jonathan Monk's chairs. Relating their designs to their oeuvres, these artists have conceived products that have a definite function and a seriously long lifespan, and, contrary to the way in which their artworks are normally treated, these works are destined for an environment where wear-and-tear is the name of the game. (21)

CALL FOR ENTRIES / A MANIFESTO BY VOLKER ALBUS

An important protagonist of new German design as from the 1980s, Volker Albus has excelled in his career. His views on what makes a designer and who is therefore suited to the task are not wishy-washy. With heartfelt conviction he delivers a manifesto that aims to either shoot you down or recruit you into the fold, depending on whether you can step-up to the stringent requirements he has laid-out. (22)



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EVENTS

Travelling high and low in order to spice up your life, DAMn° endlessly endeavours to satisfy your curiosities, however farfetched. Here you will be swiftly enlightened with the roundup on conferences, festivals, road shows and other fun stuff. (23)

PRODUCTIVITY

DAMn° aims to furnish your day with much delight, by offering glimpses of things delectable or otherwise peculiar, gleaned from places of note. Amongst others are succulent morsels gathered from the recent rendition of the Salone del Mobile fair in Milan and the DMY festival in Berlin. (24)



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AGENDA

If you find yourself in dire need of knowing just what kind of marvellous things are happening in the worlds of design, fashion, art and architecture, you've come to the right place. It's all laid out for you here, in all the colours of the rainbow. (25)

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The average DAMN^o magazine readership are design and art-related professionals in their mid-thirties. Their annual household income is 85,000 Euro. Their personal annual income is more than 50,000 Euro. They have been loyally connected to reading DAMN^o magazine for 1,6 years.

DAMN^o's print run is 25,000 copies. Our current readership (January 2010) is approx. 60,000, where the average issue is read by 3,1 individuals.






Education

Completed Higher Studies	62,3%	
Attended Some Higher Studies	19,0%	
Completed High School	3,2%	
Students and Other	15,5%	





Gender

Female	43%	
Male	57%	











Annual household income

Over 140,000 €	8,6%	
Between 100,000 Euro and 140,000 €	11,2%	
Between 60,000 Euro and 100,000 €	27,1%	
Between 30,000 Euro and 60,000 €	36,3%	
Under 30,000 €	16,8%	

Age

-30	32,3%	
30-40	44,2%	
40-50	18,3%	
+50	5,2%	

Professional Profile

Architects and Engineers	11,2%	
Interior Designers and Landscape designers	14,7%	
Graphic Designers	6,1%	
Industrial Designers	12,3%	
Photographers	5,7%	
Artists, Curators, Galleries and Museums	13,5%	
Manufacturers, fairs, agents and retailers	10,2%	
Building and Property Developers	3,6%	
Students, Teachers, Universities and Libraries	12,1%	
Others	10,6%	

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DAMN ^o 32 (Winter 2012)	beginning of February
DAMN ^o 33 (Spring 2012)	mid April (Milan furniture fair)
DAMN ^o 34 (Summer 2012)	end of June
DAMN ^o 35 (Autumn 2012)	end of September
DAMN ^o 36 (Winter 2012)	end of November

5. Deadline for Advertising

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10 June 2012	for issue DAMN ^o 34 (Summer 2012)
10 September 2012	for issue DAMN ^o 35 (Autumn 2012)
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