

O.K. 2010 FESTIVAL

3 days of
magazines



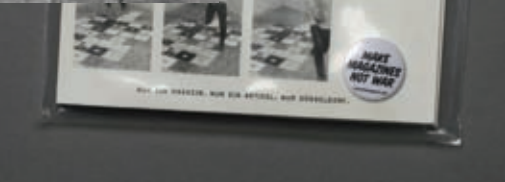
Contemporary Art Magazine - Euro 22 - February 2010

MOUSS



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Aesthetics and the Subject, m) Pavel Althamer, j) Animals in Art, Yael Barzani, e) Erica Buson, Neil Beloufa, Juliette Blythe, Etienne Chambaud, Danilo Corrao, Guy de Coosser, h) Ida ElMad, f) Ina Ganten, John Gerrard, k) Manuel Graf, Judith Laro, Lars Luomans, l) Harly Nipper, a) Postcolonial Prisms, g) Stephan Sasse, Stuart Bailey on Galerie





HERMETISCH NIEUWSBLAD

Reis naar de Laatste Wite Plek op de Kaart volbracht? Omstreden expeditie zoek

De zoektocht naar de laatste onontdekte Ploa-Ploa-gebied is nu voltooid. De expeditie heeft de laatste onontdekte Ploa-Ploa-gebied gevonden. Het gebied is nu bekend als de laatste onontdekte Ploa-Ploa-gebied.



Militair foto-De Laai
Zweh-lakend heeft een nieuw ontwerp voor de laatste onontdekte Ploa-Ploa-gebied. Het ontwerp is nu bekend als de laatste onontdekte Ploa-Ploa-gebied.

De Laatste Wite Plek op de Kaart: het laatste
Het laatste onontdekte Ploa-Ploa-gebied is nu bekend als de laatste onontdekte Ploa-Ploa-gebied. Het gebied is nu bekend als de laatste onontdekte Ploa-Ploa-gebied.

Otaku



2050: War Zone Amsterdam

Imagining the Unimaginable

With contributions by:
Frank Furedi
Gert Jan Koeken
Brigitte van der Sande
Willem Schinkel
Paul Virilio

NAI Publishers
SKOR
2000/No. 18



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A BIRD'S-EYE VIEW OF THE PROGRAMME

[The exhibition put more than 100 national and international magazines on display, like the english glossy *Karen*, the colourful South African music magazine *BruceLee* and *Sang Bleu*, a cultural magazine about tattoos. All of these magazines are made in the wake of huge publishers and usually reach a small group of readers. But they are growing in number and more people are becoming interested. A clear sign was the great deal of attention they attracted at the O.K. Festival.

According to initiators Joost van der Steen and William van Giessen, the large interest from abroad is due to the fact that magazine makers are usually reliant on the normal design festivals. O.K. Festival decided to focus on just one aspect of the trade: magazine making.

"We had quite a lively set of lectures, aimed specifically at the enthusiast. For example, the Iranian graphic designer Reza Abedini delivered a presentation about his magazine *Dabireh*, completely devoted to old Persian manuscripts. For thirty minutes he talked about Arabic and Farsi manuscripts to a stock-still full house."

Joost van der Steen

Among the highlights were the presentations of small and little known magazines like *Monday Morning Says* from London, for example, was started by three Korean illustrators who couldn't find a job and sat together every Monday morning in a London pub. They decided to bring out a magazine to show what they had in store. Writer *Martijn Brugman* explained how he avoids large publishing houses and finds his own audience of readers by publishing himself as a magazine."

"The pleasure that obviously went into making these magazines, caught the audience. Monday Morning Says from London, for example, was started by three Korean illustrators who couldn't find a job and sat together every Monday morning in a London pub. They decided to bring out a magazine to show what they had in store. Writer Martijn Brugman explained how he avoids large publishing houses and finds his own audience of readers by publishing himself as a magazine."

William van Giessen

Unfortunately, the festival was also affected by the Icelandic ashcloud. Simon Esterson and Alex Bec couldn't be present to deliver their talk. They were also supposed to take part in a discussion. Because so many different magazine makers were present at the event, Mike Koedinger (curator Colophon and publisher) and Phil Baber (Cannon Magazine) were able to fill in for them, keeping the programme mostly intact.]

KAI VON RABENAU / MONO.KULTUR

“THANK YOU SO MUCH FOR PUTTING IN ALL THE WORK TO PROMOTE INDEPENDENT PUBLISHING, THESE EVENTS + FAIRS DO A GREAT GOOD FOR TITLES SUCH AS MONO.KULTUR”

NASRIN TABATABAI / PAGES MAGAZINE
“THE EXHIBITION LOOKS GREAT, WELL DESIGNED.”

DEREK BRAZELL / VAROOM

“IT’S FANTASTIC HAVING ENTHUSIASTS LIKE YOURSELF SPREADING THE WORD ON INDEPENDENT MAGAZINES.”

SASHA WIZANSKY / MEATPAPER

“NEXT TIME, I HOPE TO BE ABLE TO TRAVEL FROM SAN FRANCISCO TO ATTEND...”

REZA ABEDINI / DABIREH MAGAZINE

“I WAS TRULY HAPPY (LIKE YOU) TO SEE HOW PEOPLE AND DESIGNERS ARE INTERESTED IN SHOWING THEIR MAGAZINE AND BECOME FAMILIARS WITH THE OTHER MAGAZINES.”

PHILIPP LEBED

“THE BEST THING FOR OK FESTIVAL IN 2012 WOULD BE, IT WOULD BE 2011.”

PATRICK / RANG UND NAMEN

“THANK YOU SO MUCH FOR THE FESTIVAL, THE DAY PASS AND AN EMAIL CONVERSATION PAR EXCELLENCE. WE’VE ENJOYED THE WEEKEND IN ARNHEM AND WOULD BE PLEASED IF THE FESTIVAL CONTINUES!”

ATHENAEUM FESTIVALSTORE [1]

ATHENAEUM AMSTERDAM TOOK CARE OF THE FESTIVAL STORE. IT CONTAINED AROUND 160 MAGAZINES, OFFERING ITS MANY VISITORS DURING THE FESTIVAL A WEALTH OF CHOICE.



WORKSHOP EXTRAPOOL & DUF [2]

DURING THE FESTIVAL THERE WAS A WORKSHOP, ORGANISED BY EXTRAPOOL (NIJMEGEN) IN COLLABORATION WITH THE MAGAZINE DUF. IN JUST TWO DAYS TIME 12 GRAPHIC DESIGNERS MADE A MAGAZINE, PRODUCED ON A STENCIL PRINTER, IN A LIMITED EDITION OF 111 COPIES. THIS MAGAZINE WAS PRESENTED AND SOLD ON THE SPOT.



DEBATE LUX NIJMEGEN [3]

TOGETHER WITH LUX NIJMEGEN, O.K. FESTIVAL ORGANIZED A DEBATE ABOUT THE ROLE OF THE INDEPENDENT MAGAZINE. EXPERTS LIKE MAX BRUINSMA, HANNE HAGENAARS, CAROLIEN GLAZENBURG AND ALEX DE VRIES GAVE THEIR VISION ON THE INDEPENDENT STATUS OF (THEIR) MAGAZINES. THE ROLE OF THE INDEPENDENT MAGAZINE WITHIN THE FIELD OF VISUAL ARTS AND ITS PLACE IN SOCIETY WERE ADDITIONAL POINTS OF DISCUSSION.

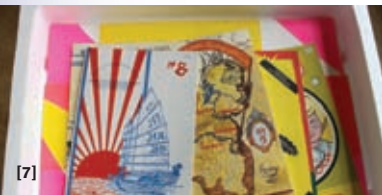
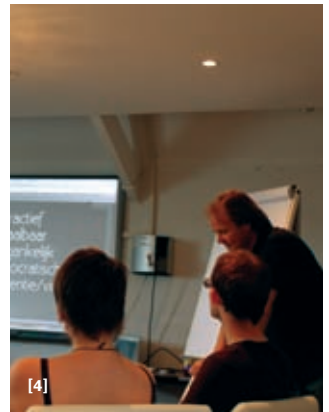


WORKSHOP SOCIAL MEDIA [4]

THE PARTICIPANTS OF THIS WORKSHOP WERE GIVEN AN OVERVIEW OF ALL THE POSSIBILITIES SURROUNDING SOCIAL MEDIA BY PAUL DE BRUIJN (COMMUNICATION SPECIALIST) AND RAYMOND WITVOET (SYNTENS).









ZINESWAP [5]

IN THE EXHIBITION AREA THERE WAS A LARGE TABLE THAT SERVICED AS AN EXCHANGE AREA FOR MAGAZINES. THE MAJORITY OF THE PARTICIPATING MAGAZINES GAVE US SOME EXTRA COPIES. MANY ENTHUSIASTS CAME TO SWAP THEIR OLD SELF-MADE MAGAZINES FOR NEW ONES.



CLUB OKAY! [6]

BECAUSE A FESTIVAL IS NOTHING WITHOUT A GOOD PARTY, THE WITTE VILLA WAS TRANSFORMED INTO A HIP CLUB ON SATURDAY. THE EVENT STARTED OFF WITH THE PRESENTATION OF THE MAGAZINE THAT WAS MADE IN THE EXTRAPOOL WORKSHOP, AND WITH THE 4TH EDITION OF O.K. PERIODICALS. AFTER THAT, THE PARTY BROKE LOOSE WITH DJS AND VJS.



THE EXHIBITIONS [7]

THE MAIN EXHIBITION 'WELCOME MAGAZINES' WAS A VISUAL EXPLOSION OF STRANGE, BEAUTIFUL AND ORIGINAL INDEPENDENT MAGAZINES. THE SELECTED MAGAZINES WERE SENT FROM ALL OVER THE WORLD.



LIVE ARCHIVE IS A COLLECTION PRODUCED AT ARTEZ ACADEMY OF ART ARNHEM. EACH ZINE IS UNIQUE (ONLY 1 OR 2 COPIES MADE), PERSONAL AND EXPLORATORY.



THE EXTRAPOOL EXHIBITION SHOWS MAGAZINES MADE, PUBLISHED AND STENCILPRINTED BY KNUST AND EXTRAPOOL.



NICOLE R. KLEIN / LASER MAGAZINE

**“I UPDATED MYSELF
EVERYDAY ON FACEBOOK
HOW THE FESTIVAL
WORKED OUT...”**

BART VAN OVERBERGHE / JOURNAL ILLUSTRATIF
*“I THOUGHT IT WAS A VERY SUCCESSFUL
FORMAT, GOOD IDEA TO MAKE IT INTO
A TWO-YEARLY FESTIVAL...”*

FREEK LOMME / ONOMATOPEE
*“GOOD INITIATIVE. NICE TO SEE SO MANY
DIFFERENT GRAPHIC PRODUCTIONS
BROUGHT TOGETHER. IT'S VERY
SYMPATHETIC WHAT YOU'RE DOING :)
I'M CURIOUS FOR MORE.”*

MIRIAM VAN OMMEREN / DE OPTIMIST
*“I THOUGHT THE FESTIVAL WAS A
SUCCESS AND WAS DELIGHTED TO MAKE
A CONTRIBUTION. I'M VERY GRATEFUL
FOR YOUR INVITATION, GREAT EXPOSURE
FOR 'DE OPTIMIST'.”*

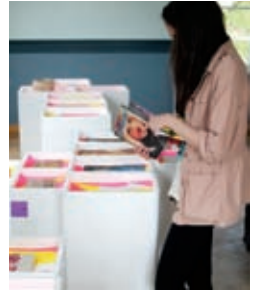
PETER BAS MENSINK / GUP

**“THE AMOUNT OF
SPECTATORS WAS
PHENOMENAL!
(SEEMS LOGICAL,
BUT IT OFTEN TURNS
OUT DIFFERENTLY...)”**

GE HUISMAN / GONZO MAGAZINE
*“IT WAS MOVING TO SEE SO MANY
VOLUNTEERS WORK FOR YOU WITH SUCH
ENTHUSIASM. NOT TO MENTION YOUR
OWN UNRESTRAINED EFFORT. NICE TO
SEE THAT SOMETHING LIKE THIS IS STILL
POSSIBLE IN 2010. TO THINK OF ALL
THOSE SPECTATORS SPENDING THE DAY
INSIDE WHILE THE SUN WAS OUT SHINING
SO BRIGHT...”*

SIMONE ESTERSON / EYE MAGAZINE

**“THANKS FOR THIS. I'M
VERY SORRY I COULDN'T
BE THERE... IN THE
END I SPENT 5 DAYS IN
MADRID AND HAD A 30HR
COACH RIDE BACK TO
LONDON GETTING BACK
ON TUESDAY NIGHT.”**



► Gerjanne Tiemens (Arnhem-direct)

O.K. FESTIVAL GIVES OVERVIEW OF BEAUTIFUL AND BIZARRE MAGAZINES

With every new spring come new sounds! In this case, a new festival.

[On Friday 16 April the O.K. Festival / 3 Days of Magazines will open, a unique three-day festival entirely devoted to the independent magazine. It offers an exhibition of special magazines, workshops by renowned magazine makers, debates, a party, and a meeting. The festival takes place in Arnhem and is the only one of its kind in the Netherlands.

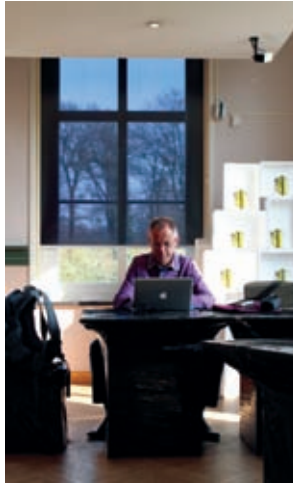
In the wake of the large publishing houses more and more magazines are issued independently. There are thousands of independent magazines worldwide with millions of readers. Hidden behind them is an active scene of magazine makers, whose products are usually released in limited numbers. During the O.K. Festival the most peculiar specimens will be put together in an exhibition.

There will be room for Dutch art, design and architecture magazines like Mister Motley, Items and O.K. Periodicals, and especially for 'art-zines' like the extremely thin One Page Magazine from the Netherlands, the magazine +Rosebud, which takes a wonderful new shape for every issue, the Finnish A4 Casino, the South-African periodical

BruceLee, the English magazine/diary Karen and lifestyle glossies for carnivores like Meat Magazine and Yummy.

Creative director William van Giessen sees the independent magazine as the answer to the uniformity of the mass media:

"The printed media are increasingly overpowered by rigid formats. How many copies they sell is the only thing that matters. The independent magazine fills the gap they leave behind. This is where everything excluded by the mass media finds its place. The independent magazine is a refuge for designers, illustrators and writers. It is largely unruly, sometimes headstrong, but always made with energy and pleasure. Readers from across the globe are finding their way to its variety, originality and creativity. The independent magazine flourishes, whereas the printed media are struggling to find a solution for their diminishing advertising returns. One of their keys to success is their openness to the new media and 'social networking', concepts that many large publishers haven't come to terms with yet."]



► *Jildou van de Bijl (Villamedia)*

MAGAHOLICS

[In April I visited the O.K. festival in Arnhem. It was a festival about independent magazines, hosted by two young men from the design studio O.K. Parking. There were workshops, lectures and an exhibition featuring the most unusual publications from all over the world, in sometimes very limited circulation (200, 100, 5) - at least, for a commercial magazine designer like myself. But this was obviously not the point. All of these magazines were made out of love and passion for creativity, without concessions to the public or commerce. A true candy store for "magaholics". At the festival I also came across the magazine of the guys at O.K. Parking: O.K. Periodicals, a "disruptive" biannual publication in beautiful format about design, photography, illustration, art and new media. It boasts many different themes, like Failure, Repeat, or Collections. The last issue, bearing the title *Curiosities*, was launched at the festival and shows a both frightening and fascinating cover that captures your attention. Inside is a fantastic photo-reportage by Austin Hargrave about the inhabitants of the tunnels below the Las Vegas strip. The section "I wish I'd made That!" is simply brilliant, keeping in tune with the overall content: an overview of enviously good ideas and inspiring work by artists.

The O.K. Festival is held once every two years, so it's still a long wait for the next edition. The *Curiosities* issue is available at Athenaeum in Amsterdam, and make sure to check out the blog: www.ok-blog.nl. Finally, creative souls can submit work at submit@ok-periodicals.com.]

► *Kristine Blason*

EVERYTHING WILL BE OK.

[Blame our lack of organisational skills or our unjustified assumptions, but even though we've known about the independent magazine's 3-day weekend extravaganza at O.K. Festival for months — we didn't get tickets! I found out on Tuesday, once Eva sent an e-mail titled, "Nothing is O.K. anymore! fuck fuck fuck!" that the event had in fact, sold out. But, hey, everything will be OK. Ticket-less or not, the Herznote team are still going. And we've got a plan.

I won't go into too much detail since spies are everywhere. But it involves tight ropes, lycra body suits, some sneaky dance moves and a little bit of Beyonce playing on an old-90s boom box. ►



We've only had three days to plan it, but we're sure it'll be a success. We even organised a skype conference call with MacGyver, just for a few extra tips. Seriously though, we will be there to soak up some creativity and enjoy the festival's atmosphere. If you happen to be in Arnhem tomorrow and can ignore the mysterious tools we'll be carrying and the lycra outfits – you'll find we're not so crazy and would love to have a chat! At least we've scored tickets to the party! Yeeeah.]

► *Maarten Reith (de Gelderlander)*

PASSION FOR THE INDEPENDENT MAGAZINE

[When you think of magazines, the walls full of covers at Bruna and AKO immediately come to mind. But the world of periodicals is much bigger. Thousands of independent magazines are appearing across the globe, with circulations ranging from ten to a few thousands. Once they've been read, these beautifully designed specimens usually find their way to the bookcase instead of the paper basket. During the first edition of the O.K. Festival, due to open next weekend in Arnhem, over a hundred of these publications will be put on display.

Visitors can leaf through them and marvel at the variety, ingenuity and creativity with which the responsible magazine makers have shaped their passion at their own expense. There will also be lectures and workshops.

The idea for the festival was developed by Joost van der Steen and William van Giessen, two graphic designers from Arnhem that started their own agency, O.K. Parking, in 2005. From the very beginning they wanted to make time for their own projects as well. Whereas many graphic designers only work on commission, this dynamic duo wants to maintain the freedom to express their own artistry. As a result, van der Steen and van Giessen have decided to publish twice a year their own theme-driven magazine, O.K. Periodicals. ***“When you do something for yourself, it's OK to fail”, says van der Steen. “As a result, we experiment a lot in our magazine. This leads to much inspiration and many ideas, which in turn influences our commissioned work.”***

To illustrate this van Giessen refers to their latest issue, aptly titled 'failure'. Many of its pages are covered in a mottled bluish haze. ***“We told the printer to mess up the printing process, by tam-***



pering with the ink flow. To him, this usually means the destruction of his entire edition. We, on the other hand, are curious to see whether the effect might be useful to us some day.

Not all makers of independent magazines work in such experimental ways. But a passion for the trade is a common trait. There is a lot of diversity. Some are about art, architecture, graphic design, literature, photography, cats or even meat. And next to very simple executions, consisting of only a single printed page and a paper clip, you can also find very luxurious examples. Take for example Nico from Luxemburg. This fashion magazine devotes much attention to photo reports, but also places ads for world famous cosmetics and fashion brands. Due to their relatively small circulation, fine design and beautiful printing, most independent magazines are fairly expensive.

Van Giessen: ***“The price of our magazine is fifteen euros. That’s three times as much as Linda. But you get something exclusive in return.”***]

► *Paul de Bruijn*

FACEBOOK AND TWITTER AS “LIVE” INFO CHANNELS FOR O.K. FESTIVAL

[The O.K. Festival of ‘independent’ (graphic) magazines, held between 16 and 18 April 2010 at the Witte Villa in Arnhem, was a huge success. One of the major reasons was the long and substantial period of activity on the internet, or to be more precise, the social media.

More foreign visitors than Dutch

William van Giessen and Joost van der Steen are two Creative Directors of the Arnhem-based graphic design agency O.K. Parking. Ever since the early days of their business, they have paid much attention to a strong presence on the internet. For years they have been running the O.K. Blog, which has been visited by creative people all over the world. But what is even more remarkable, is that they use this blog to share their inspiration and work with each other. This has made it into a junction for creative energy and a powerful network. Therefore, it causes little surprise that the majority of its visitors came from abroad. Conversations must have been held in at least ten languages. ►



Social Media explain huge interest

Setting up an online community doesn't happen overnight. For years, O.K. Parking has been active in various channels on the internet. Especially their will to share and their ambition to become exchange point of ideas has made it possible for them to gradually build up a strong community.

When they announced that they were going to organize the O.K. Festival, the news spread very quickly over the internet, even though the practical matters of this 3-day event were picked up rather late. But the loyal group of O.K. fans made sure to speed the news using their own online networks as well.

Facebook turns into micro-blog

The three days of the festival were covered 'live' on the special Facebook and Twitter fanpages of the event for its more than 1.000 followers. Their passion is one and the same: magazines. Short messages on Facebook, photos and video reports kept enthusiasts around the world informed. They also had the possibility to react on the posted material. The Facebook updates were immediately transferred to the festival's Twitter channel. In addition to the actual festival at the Witte Villa, its

online equivalent can also be called very successful. It is their goal to establish a permanent connection between this group of enthusiasts and O.K. Parking, but also the city where so much can be found in terms of dance, fashion, architecture, art and (graphic) design.

Taking action works

O.K. Parking has proven with its festival that much is possible in Arnhem. The local authorities and sponsors are willing to take part whenever there is a good plan on the table by people who want to take a risk. Because, in the end, the organization took full responsibility for the event. The creative city finally becomes possible when the authorities leave room for this kind of initiative and provide a small financial contribution, the familiar 'pat on the back'.

The visitors felt certain there would be a repeat. Upon leaving, they shouted: 'see you next time,' but then in one of the ten languages spoken at the festival.]



K. ITZ
LUPA

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