

WORK MAGAZINE

WORK magazine is a monthly online journal of art, design, photography and culture. In each issue we showcase the experiments, sketches, work, energy, ideas, thoughts, artifacts, mistakes, frustrations, successes and failures of artists from around the corner and around the globe. Our contributions come from freelance and professional designers, painters, illustrators, filmmakers, musicians, etc. We explore all forms of creativity. We have featured artists from various cities in the United States, Italy, Germany, Spain, Portugal, the UK, and Sweden.

It doesn't matter where you are from or what you're background is, because creativity and new ways of looking at the world exist everywhere and in everyone. That's what our magazine is. There are no limits. We push the potential for communication and interaction that the internet creates. We feel that the Internet is an ideal medium to distribute our magazine and the ideas in it. We look for work and ideas that are visually stimulating, interesting, and content driven.

WORK is distributed free of cost. Each issue is released on the first of each month. Issues can be viewed over the web and also can be downloaded directly to your computer to view at anytime. We can be found at www.workmag.net.

WORK magazine's offices are based at Space 1026 in Philadelphia. The publication is edited by two young artists with backgrounds in the visual arts, Anthony Smyrski and Melissa Farley. Anthony Smyrski graduated from the University of the Arts with a major in Graphic Design in 2002, and is currently a freelance designer. Melissa Farley attended the Art Institute in Philadelphia and will be continuing to pursue a degree in photography at the School of Visual Arts in New York City starting this fall.

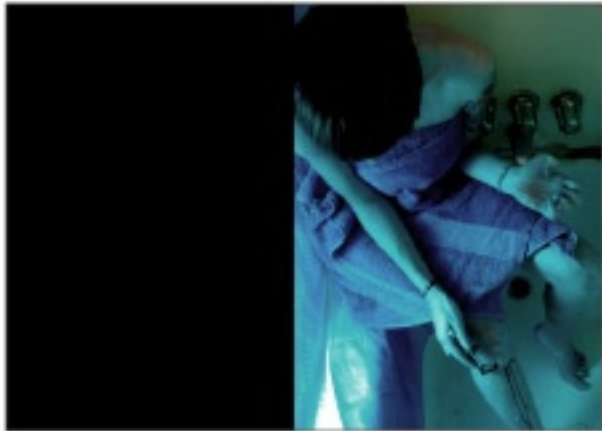
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WORK Magazine screenshots - samples from issues one through three



MANNERS ARE FREE AND SOAP IS CHEAP



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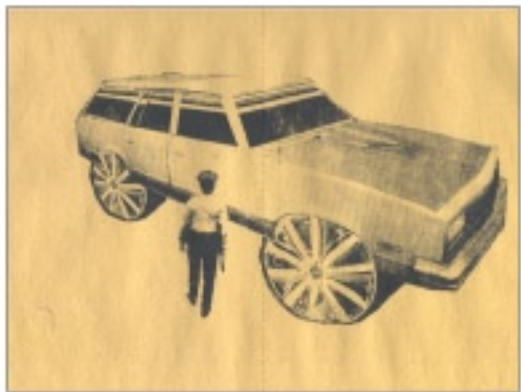
MANNERS ARE FREE AND SOAP IS CHEAP



WHAT'S THAT GUN FOR?



MANNERS ARE FREE AND SOAP IS CHEAP



THE PUBLISHING REPORT

Philadelphia's three new independent publications all have promising content, miniscule budgets and online origins. But besides being produced in the same city; the online art journal *Work*, the online fashion and culture magazine *Pbiltb*, and the socially committed *B.Informed* have almost nothing else in common, which is probably as it should be, as all are driven by their staff's desire to present material that isn't available anywhere else.

Work was launched by co-editors Tony Smyrksi and Melissa Farley in March. "I hate going to stores and looking at magazines and seeing all the same stuff," Farley said. "Whether it's art magazines or entertainment magazines, it's the same artists and the same people. It's just whatever's trendy at the time and who you know. We want to give people the opportunity to show their work in a painless, harmless way."

Work's first two issues are full of fine art submissions from places as far-flung as Germany and San Francisco. Recurring tropes include signage (both commercial and personal), housing, portraiture, and moments of decay, where the man-made and natural worlds begin to mix and blur. The two issues have a light touch that's more curatorial than editorial, beginning with open-ended titles ("You're Either In or You're Out," "Manners Are Free and Soap is Cheap.") and proceeding straight to the art. No big preface, no clumsy or fancy frame. A new issue of the screenzine comes out on the first of each month at www.work-mag.net, and they're strict about the deadline. "It was a couple of hours

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Three New Magazines

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late this month," Smyrski admits with a laugh. The screenzine is free and contains no advertising.

Like *Work*, *Pbiltb* is exclusively online, at www.philthmagazine.com. *Pbiltb* debuted with a "soft launch," that made use of the material that ex-Last Drop manager and current Bean Café barista Greg Collins and photographer Stefan Bernarsky had accumulated over a period of a few months. The magazine plans to release a formal first issue online in early June, and perhaps have enough resources to debut a print version in the fall. *Pbiltb*'s strongest suit is its photography, which already looks like a professional glossy.

B.Informed, a quarterly magazine of urban culture and lifestyle, is at once the most community-oriented and nationally-minded of the three. *B.Informed* runs two events: RocRite, a breakdancing night at the First Unitarian Church, and Funky Drummer, a deejay night at Siam Lotus. The magazine plans to work with a branch of Congreso de Latinos Unidos to produce an eight-page community newsletter.

B.Informed began online in March of last year. Their first print issue was released in January. For the new April issue, publisher Amani Olu cut the magazine's price from \$5 to \$3 and threw in a CD compilation of 1970s funk and soul. The magazine became the first hometown publication to finally run a full-length feature on the Hollertronix dance party, all but ignored by Philadelphia's larger media outlets while racking up gigs in Canada and France and acclai

sketches

WORK of Art

WORK, Philadelphia's four-issue-old online art and design magazine, keeps it simple. From the straightforward cover page to the easy click-through gallery of images, the publication proves again that less is more. Edited by locals **Anthony Smyrski** and **Melissa Farley**, *WORK* solicits art from artists around the world then juries it—by a loose theme—into an online group show. That's it. No raving art-speak, no other agendas—just the art, packaged smartly with a pinch of Flash and a soundtrack. And the art's good. I've looked at the May and June issues, and the work is youthful and energetic with a nice Philadelphia presence. (All four issues are available online.) June's issue, devoted to identity and displacement, has several poignant entries, including snapshots of Fallujah by PFC **John Fuchs**, which are antidotes for the Abu Ghraib mess, and **Florian Toperngpong's** photo and word-memoir about living in Germany. *WORK's* a great addition to the Philadelphia art scene—and to the increasingly borders-free online art community. (R.F.)» *WORK Magazine*, 215.300.7391. www.workmag.net