

“Why another graphic design magazine?”

Are the first words of the pilot issue of Dot Dot Dot, published twice a year. Intentionally wanting to be a cultural graphic design magazine, but since its conception in 2000 and 15 issues further, a lot changed. So what exactly are these changes about?

Stuart Bailey, Peter Bil'ak, Tom Unverzagt and Jurgen X. Albrecht are the editors who started DDD. Without a reason of filling a gap in arts publishing, without an idea of editing, managing or running a magazine.

The first issue was based on the idea of a fundamental research where they are trying to find out what direction they wanted DDD to go into; with in the back of their heads a straight forward and a less

journalistic way of that is known in many already existing magazines. A lot of writers contributed in the first 3 issues with pieces written and designed by the contributors itself. After not much success in writing this way they closed the open-house idea and took all responsibility and did it their own way. Their approach towards DDD changed from catering for an (graphic design) audience into producing a magazine which can include anything they like and will find their audience by itself. Editors Tom and Jurgen were excluded from the 4th issue on.

DDD's editors Bailey and Bil'ak created a more stable direction around the 5th issue. Articles weren't anymore too specific about a particular discipline such as graphic design but more about a way of thinking that can be applied on anything.

The 10th issue can be seen as a logical next step 'best of DDD' compiled out of issues

2 to 9 as a sort of response to the cover of the 1st issue. Recent issues are a continuous research that is constantly developing throughout each issue. Contributions are only present when a story is asking for one interested or specialized in a particular field. Subjects are always open for discussion and will lead to such a broad field of interests that vary from design to punk and from graffiti to libraries and distributions of publications. Historical and contemporary subjects are treated the same way. An approach like this gives us a magazine that is not too time-specific and has in that way more the characteristics of a book than a magazine that goes out of date.

I think DDD is a great research and result of acting on own interest, the possibilities of writing and discussion. Thinking too much about how it has to look, how it will be received and if it is going to last

would be striking for the research and would have turned out in

“a magazine in flux ready to adjust itself to content”.

My research was based on • Dot dot dot issues 1, 10 and 14. • DVD “Touching Graphic Design”, (12 films of 15 minutes by Janna Meeus, Werkplaats Typografie production 2006.)

<http://www.touching-graphic-design.nl> • An interview done by the School of Visual Arts MFA Design in New York.

<http://design.schoolofvisualarts.edu/weblog/guestlecture> and the DDD website <http://www.dot-dot-dot.us>

Quotes are taken from Dot dot dot issue #1, ISSN 1615-1968.

Daphne Jonas, Basicyear Design research 2007.

