

# XY Publishing<sup>3</sup>

## What and where is place-based publishing?

The graphic is the event.

### How do you use a place as a graphic event?

Yellow road in Black Lives Matter protests

Reading: Taking posters from the environment they were created within and placing them in a book changes their meaning as they lose their context and gain another context. They are recontextualised that alters their original intention.

Place based publishing is where the graphic is the event and therefore its context is key to its value and meaning.

### What is gained or lost through place-based publishing?

How is place-based publishing relevant to editorial design and magazines. Place-based publishing in the context of magazines, thinking of environment and reading. Magazines are found discarded on trains, in waiting rooms, at friends houses, in hotel lobbies, in your bedroom, on the pavement, on a newsstand. How are these environments affecting the reading of the magazine and its meaning? And ultimately its value?

Find place-based publishing in and around CSM and add to the map

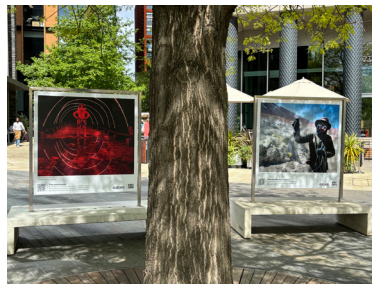
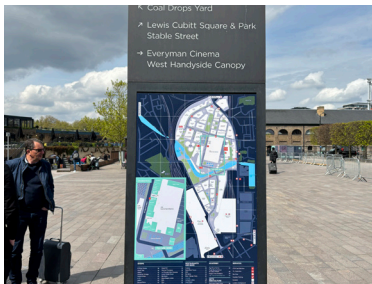
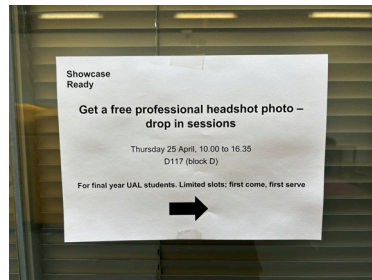
<https://tinyurl.com/placepublish>

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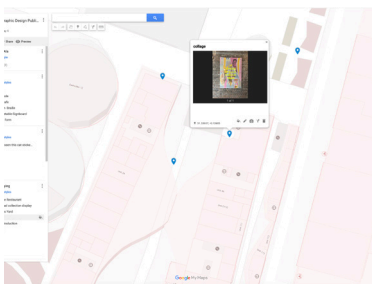
*Grounded Encounters with the Unplanned* from James Dyer and Nick Deakin, *Graphic Events, A Realist Account of Graphic Design*, 2022

Mathilda Della Toore, *Conversations from Calais*  
Led by Donkeys, *Instagram*  
Why Not Associates, *The Comedy Carpet*  
APFEL, *What is the city but the people?*  
Daily Tous Les Jours, *Heart of Angus*  
Fieldwork Faculty, *Museum of US*

Looking for place based publishing around CSM:



My good example of others' place-based publishing



1. This was such an effective piece of place-based publishing. The visuals gave clues to what the subject matter was (the now redundant venue of the 90s) and the typography so simple yet so meaningful, the literal walls housed these events, but also alludes to history, depth, meaning and value of the place where the image is placed.

This example not only is a good example of place-based publishing, it is also a great example of how every part of this graphic communication design is communicating something integral to its content. This really resonated with me in communicating meaning through my own work.