

## **Unit 3: Projections<sup>1</sup>: Bibliography First Five**

# Bibliography

## Academic

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UNIT 3: WEEK 3  
PROJECTIONS<sup>1</sup>

**Cybernetics**, Academic, Theory / Conceptual

**New Materialism**, Academic, Theory /Conceptual

**Editorial Design**, Academic Practical

**Oswin Tickler**, Conversation / Project

**Civilisation (Inque, Adbusters)**, Project

**Hurry Up We're Dreaming (Seed, Tree of Codes)**, Project

**Additional References Index**, Academic, Digital, Immersive, Industry

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UNIT 3: WEEK 3  
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### Cybernetics

“Should one name one central concept, a first principle, of cybernetics, it would be circularity.” Heinz von Foerster.

Cybernetics is the “field of study concerned with communication and control systems in living organisms and machines” (Oxford English Dictionary). The core principle of cybernetics is that once a system is identified, and the input produces an output and the output is fed back in as input created what is termed ‘feedback’ creating a ‘circular causality’. Magazines are very much output as input. The system of creation is circularity based on the frequency of the magazine, the content is circularity with the same recurring themes, the design is circularity often with certain pages remaining the same issue after issue, the fonts, colours, size and format is circularity for every issue. Magazines are recursive, partly due to the physical features of the magazine and content, but also the wider systems and structures of magazines such as the publisher, advertisers and marketing teams who also narrow the corridor in which a magazine can exist within.

What would happen if you put a magazine back into a magazine?

American Society for Cybernetics (2003)  
Pre-History of Cybernetics. Available at: <https://asc-cybernetics.org/foundations/history/prehistory7.htm> (Accessed: 28 January 2024).

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### New Materialism, Outline

New Materialism - is a term which refers to several theoretical perspectives within contemporary philosophy that attempt to rework the conventional ontological understanding of the material world.

#### New Materialism Rejects

Essentialism - view that objects have a set of attributes that are necessary for their identity. Early Western thought Platonic idealism said all things have an 'essence' - an 'idea' or 'form'

Representationalism - Mental representation (in philosophy of mind, cognitive psychology, neuroscience and cognitive science) is a hypothetical internal cognitive symbol that represents external reality or its abstractions

Anthropocentrism - from Ancient Greek 'human' and the belief that human beings are central or most important entity on the planet.

Boundaries - between nature/culture; subject/object; human/non-human

Concept at the moment: To explore further:

<https://newmaterialism.eu/almanac/s/situated-knowledges.html>

Situated Knowledges

Monika Rogowska-Stangret

22 March 2018

Donna Haraway

Situated Knowledge

Karen Baard

Meeting the Universe Halfway

Jane Bennett's

Vibrant Matter

New Materialism: Interviews & Cartographies

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### Oswin Tickler

Initially setting out to explore what an algorithm looks like in print, Tickler's experimental and innovative work led to experiments with creative code and digital printing. Combining print and digital in this way is an interesting provocation to my project. Tickler worked with HP Indigo to create a piece of software called HP Spark which seems to have possibilities, as well as limitations, for a new way of printing that warrants further investigation. How can creative code enhance, build on or deliver new ways to print magazines?

Tickler, O. (2023) Oswin Tickler. Available at: <https://www.oswintickler.com/> (Accessed: 23 January 2025).

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### Civilisation

Richard Turley's large scale magazine was initially meant to be a contemporary reflection of New York, but by issue 6 the intention was to no longer be a magazine, but to be an object. Intentionally unreadable, Turley wanted to create a 'dead-end' with this issue to be unpredictable and challenging. His intention to create an object, not a magazine, opens up a whole debate of what a magazine is and how it is/or isn't, different to an object. Switching from 'voices' in New York to tell stories, this issue is mainly created by AI - essentially inverting its ethos and becoming one voice. Connect New Materialism and Cybernetics

Turley purposely didn't delete anything from the making of the issue for two months, which leads to a layered, messy, interactive piece that exposes the process of magazine making that is often hidden from the reader. Does this make the magazine more honest? Does the 'process' enhance or mislead the reader? Draws attention to the editorial team's conscious and unconscious role in construction.

Civilisation (n.d.) Civilisation. Available at: <https://www.civilizationnyc.com/> (Accessed: 15 January 2025).

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### Inque, Adbusters

Adbusters is an acerbic Canadian magazine that challenges the design, content and what a magazine is by being a magazine that intentionally parodies all of that. I particularly like Adbusters acerbic take on culture, its design and content are purposely anti commercialist, anti capitalist and anti everything ist. Clever design creates a very familiar looking magazine, that is subverted through feature content, text and small unfamiliarities that ridicule convention of magazines and popular culture.

Adbusters (2012) Issue 24.

Inque (2023) Issue 2.

Magazines that experiment with size, shape, frequency, design, anything really. Pushing the boundaries of what a magazine can be.

Inque is an annual publication that is large format and hefty weight costs a cool £55. With a life span on 10 years, it will be a capsule of a decade through a very large magazine reflecting on contemporary culture. The magazine doesn't have editorial format or guidelines but relies on trust in its contributors and collaborators. A refreshing approach to magazine curation, that in commercial world is very prescriptive, and restrictive. I have had the pleasure of working with some brilliant people who put trust and freedom into my work which allowed us to create some our best work together through mutual trust, respect and creativity. **Question:** What would commercial magazines look like if they took this approach? Something I am personally really interested in.

# Bibliography Project

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## Hurry Up We're Dreaming, Anna Gerber

Gerber is interested in pushing a medium to the edges of its boundaries. Asking what can be done in this medium that cannot be done in another? Hurry Up We're Dreaming is challenging technology to be more "compassionate, human and heart-felt" (2024). Exploration of indigenous cultures to challenge technology is a human centred approach to nonhuman object. Gerber has previously pushed the form of book in Tree of Codes, that explores die cut and bookmaking. Both are innovative examples of pushing material, form, process and concept, that challenge my position of finding similarities between the mediums of print and digital within magazines, to see what is possible by blurring, combining and smooshing material, form, process and concept.

Hurry Up We're Dreaming (n.d.) HUWD. Available at: <https://hurryupweredreaming.com/> (Accessed: 22 January 2025).

Jonathan Safran Foer, Sara De Bondt and Schulz, B. (2011). Tree of codes. London: Visual Editions.



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## Hurry Up We're Dreaming, Anna Gerber

A platform with the “desire to shape and inspire technology that is more compassionate, human and heart-felt.” Indigenous cultures are used as inspiration to explore technology which shows a human centred approach to nonhuman object. This is reflected visually as the edges of the screen schlerp inwards, revealing something underneath the flat surface. The shapes are organic and the colours natural, hinting at nature beneath, all be it abstract. A series of articles on spirituality and technology follow in what Gerber calls a ‘magazine.’ In this instance a collection of features on a given topic, with images and text, which begs the question what is a magazine? And what are the boundaries of ‘magazine’?

Hurry Up We're Dreaming (n.d.) Of Moonshots and Starshots. Available at: <https://hurryupwere-dreaming.com/> (Accessed: 22 January 2025).

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### Seed, Joanna Walsh

A story told digitally enhancing the wandering nature of memory and writing.

The navigation and narrative are intentionally fluid, allowing the reader agency in where to go, what parts to read. Although the story is a single narrative its notion of memory and remembering being blurry and incoherent allows the narrative to read in the same way, which is articulated through the design and navigation.

Question: How can magazines explore alternative narrative arcs? Magazines are dipped and flipped anyway, often from the back, navigation is by what catches the eye and movement of hand. How can this be articulated in digital? Should it be articulated in digital? The very medium itself asks to be a less structured narrative, but how can digital have that perusing aspect of print magazines that is an inherent pleasure of its printed form?

Editions at Play (2017) Seed. Available at: <https://seed-story.com/> (Accessed: 22 January 2025).

# Bibliography

## Additional - On Blog

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### Acadmeic

Post Digital Print, Alessandro Ludovico  
Tons

Revivals, Seb McLachlan  
Experimental narrative in storytelling through unordered dates

Aesthetic Inheritances: History Worked by Hand,' Yearning : Race,  
Gender, and Cultural Politics, bell hooks  
Non-eurocentric knowledge - Generationla knowledge as learning /  
sharing through traditional making methods of quilting

Imperfect Index, Abbie Vickress and Laura Parke  
Non-linear and omperfect guide to graphic designs discriminatory past  
and present.

Extra Bold, Ellen Lupton,  
A feminist inclusive anti-racist non binary guide for graphic design  
challenging binaries

### Digital

You Can't Trust Music, Knoth and Renner  
Experimental navigation, time, sound, long form content, experience

Common Canvas, Knoth and Renner  
Perspective of text and language

BOOOK.LAND  
Experimental digital book design and creation

Seed, Joanna Walsh  
Experimental storytelling, narrative, navigation

Studio HYTE,  
Cyclical homepage, intersection of graphic design, interaction and  
emergent communication

Psychic Refuge, Sophie Hoyle  
Foregrounds accessibility, text size, contrast colour and language  
options

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## Additional - On Blog

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### Industry

BSME Event, The Cover Is Now!

BSME Event, Bridging the journalism and advertising divide

Conversation with Shem Law, Editor, Radio Times

Conversation with Jacob Hoard, Art Director, Radio Times

Stats, circulation figures for print and digital

### Digital / Print Magazines

New York Times, Snowfall

New York Times, It was the best gelato I ever tasted

New York Times, The Interview with Tilda Swinton

New York Times, The Lives They Lived

Harpers Bazaar, Butter Up

Financial Times, Bring on l'eau

Eye, Mental As Anything

Creative Review, The Merging of Technology and Spirituality

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## Additional - On Blog

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### Immersive

Moonwalking, The Lightrooms

Vogue, The Lightrooms

Second Hand Reading, Reverb, 180 Studios

Screenshare, Reverb, 180 Studios

Present Shock II, UVA, Synchronicity, 180 Studios

Ensemble, UVA Synchronicity, 180 Studios,

## **Unit 3: Projections<sup>1</sup>: Bibliography End**