



SWOON
MAGAZINE

SPRING 06

ISSUE 1

Swoon Magazine is a DIY low-budget glam and photo mag.

We offer an alternative to the buzz of the big-name, big-budget fashion industry. We are not talking about trends, we do not care about the next big thing, this is not about fashion. This is about style. Style refers to the whole essence of what an individual chooses to express about their character—it is the conscious exhibition of a personality comfortable with itself. Our personalities do not begin and end with what we wear, but the clothes we choose to put on each day do represent a fragment of our character, whether or not we consciously delight in the act of dressing. Fashion can be used as a tool, one of the features which complement style, but its seasonal dictates cannot be applied like recipes to achieve instant personality and allure. An individual is stylish; the industry is fashionable.

We believe that fashion should be about using your imagination, expressiveness and playful sense of adding something interesting or beautiful to the landscapes we inhabit.

Our mission is two-fold: to showcase innovative designers as well as provide an artistic platform for interesting fashion photography unattached to particular labels, instead focusing on creative play using the elements of style and the medium of photography. We hope to promote novelty and ingenuity in the realm of fashion photography by creating interesting images which do not rely upon the conventional fallbacks of sex and youth alone.

Style is timeless, fashion is fleeting.

Letter from the editors:

Our first issue, "the cut-ups," pays homage to the early innovators of collage, such as the dadaists and surrealists of the early 20th century, legendary collage artists like Romare Bearden, and the original "cut-ups" creators themselves, cultural mavericks William S. Burroughs and Brion Gysin.

Burroughs applied a literary version of the collage technique by cutting up passages of prose and pasting them back together at random. The cut-up, he believed, was actually closer to the facts of perception than representational painting, as the workings of consciousness itself could best be interpreted as a cut-up. Explains Burroughs: "take a walk down a city street and put down what you have just seen on canvas. You have seen a person cut in two by a car, bits and pieces of street signs and advertisements, reflections from shop windows—a montage of fragments...every time you walk down the street or look out of the window, your stream of consciousness is cut by random factors." These experiments by Burroughs and others formed the basis of what would become *the* defining art form of the 20th century.

Today collage has become so ubiquitous we can hardly imagine art without it. And so in this tradition we present our first issue featuring designs that are themselves cut-ups, as well as a variety of photographic cut-ups highlighting the random factors that slice through our consciousness and color our perception.

Contributors:

Editing/Photography:

Anya Ferring

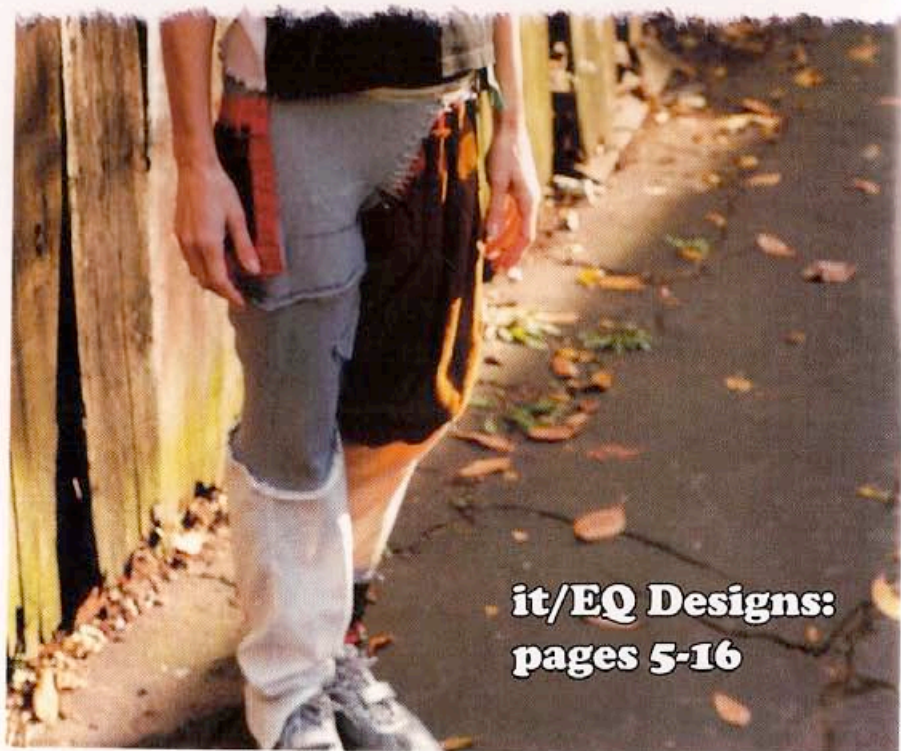
Kelly McKay (kellymckayphotography.com)

Modeling: Shauna Cummins,
Mike Diana, Robin Goldsmith,
Rachel Haywire, Naveed Hussein,
Meiko Ishidgame, Georgia
Konstas, Carlo Quispe, Ethan
Shoshan, Miriam Songster

Webmeister/Tech Guru:

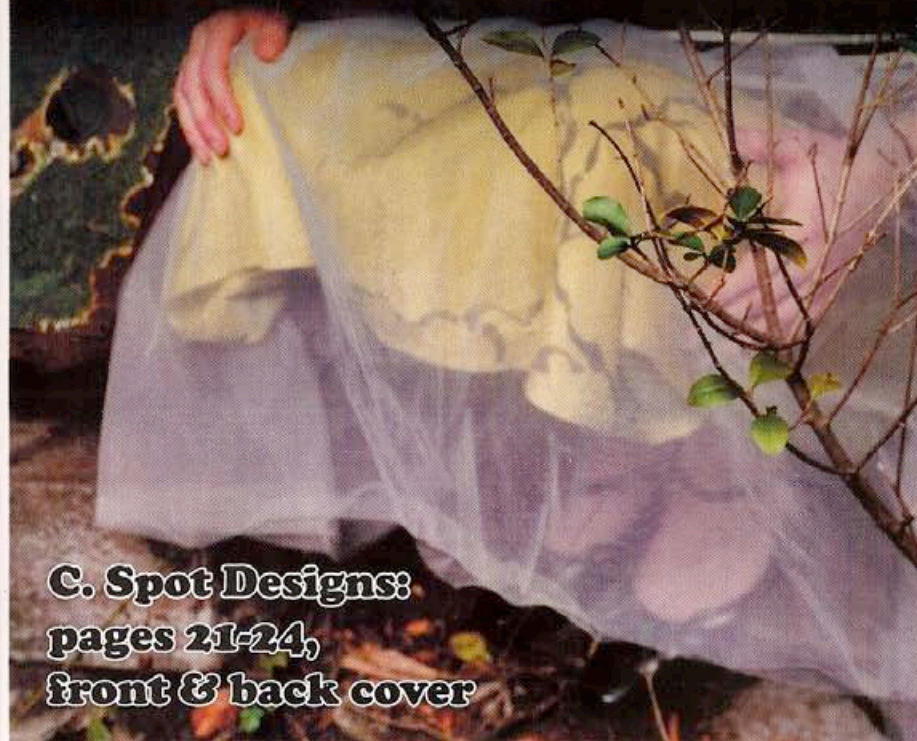
Daniel Murphy

the cut



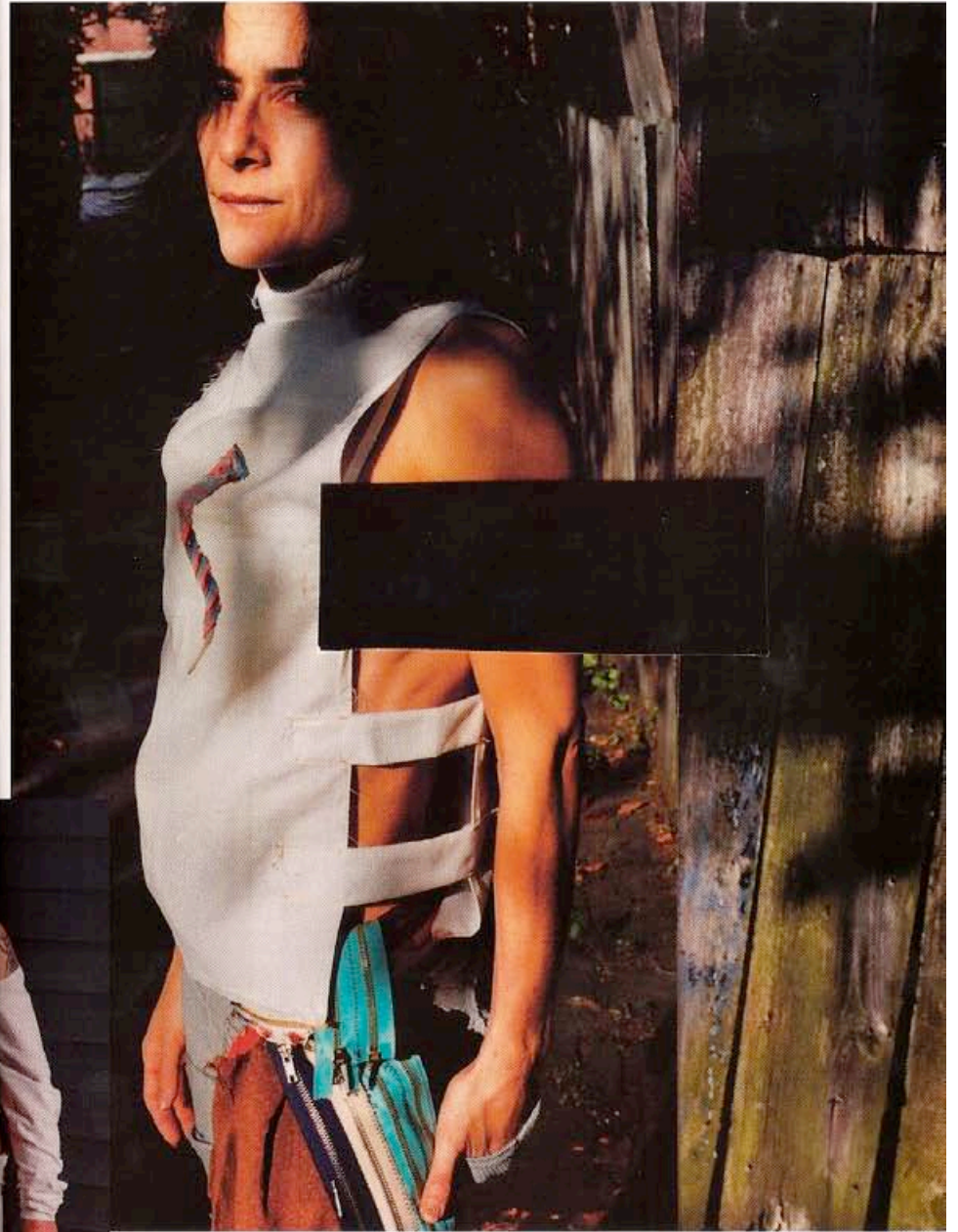
**it/EQ Designs:
pages 5-16**

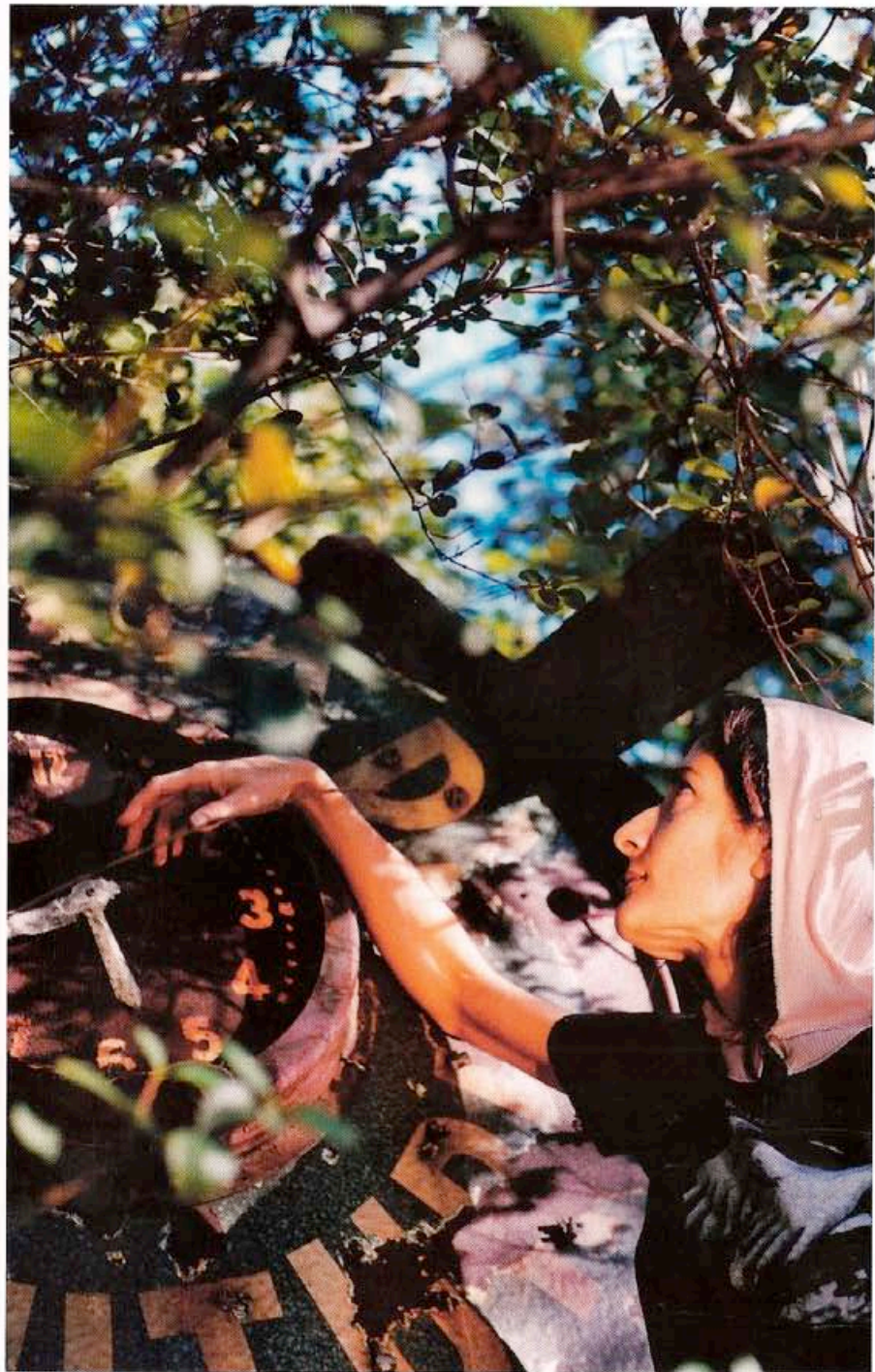
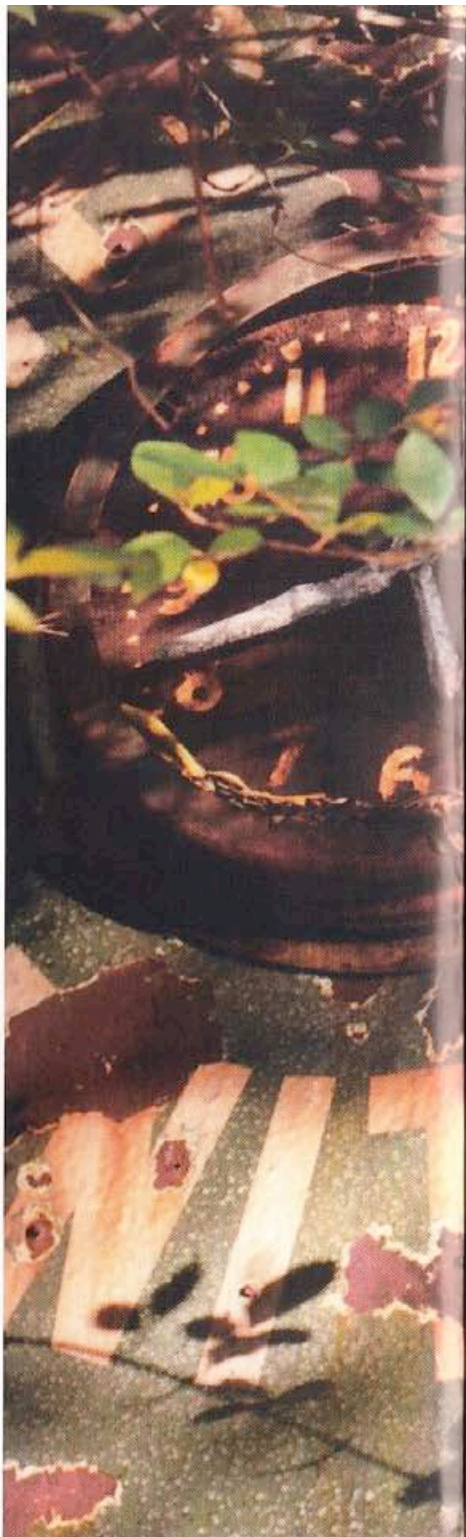
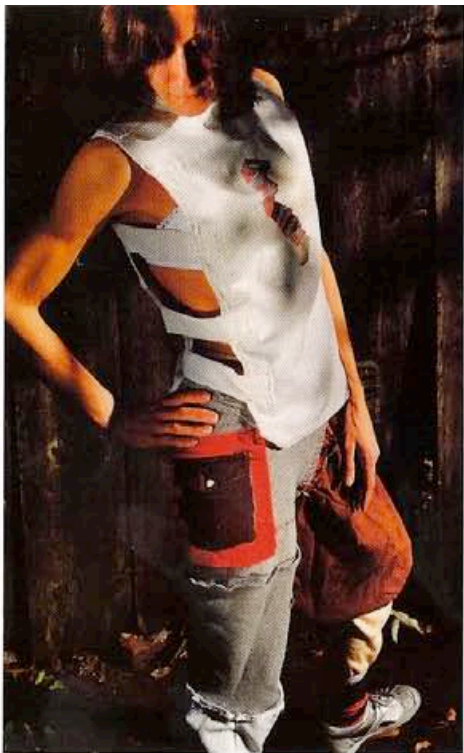
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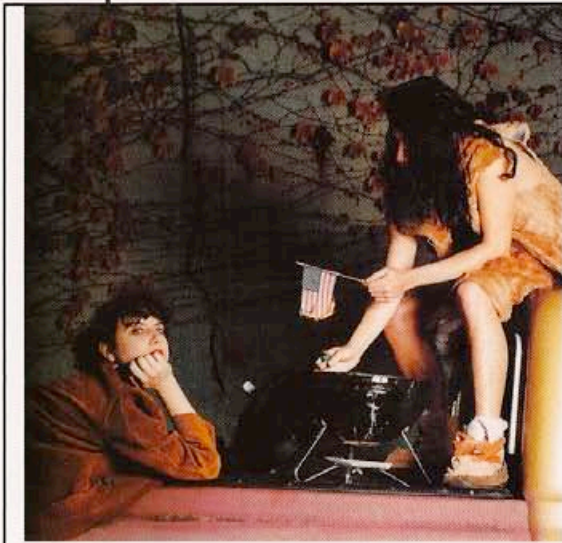


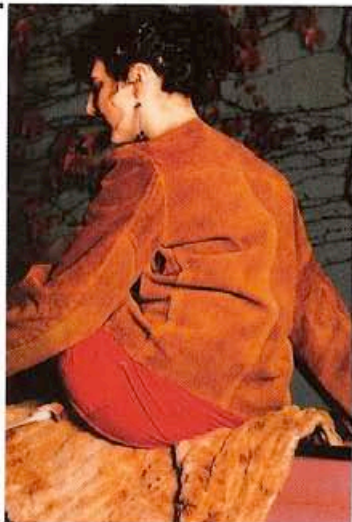
**C. Spot Designs:
pages 21-24,
front & back cover**














C.Spot Designs: Charlotte Gaspard

As the director of C.Spot Designs, Charlotte Gaspard is committed to the ideal of wearable art: original one-of-a-kind fashion pieces that not only complement, decorate and celebrate the individual, but also bring thought-provoking, evocative images and ideas onto the streets and out to the parties. In this way the art interacts with the world thus creating a life of its own.

Charlotte is a fashion & costume designer, filmmaker, poet and visual artist. Born and raised in the Lower East Side, she currently resides in her self-converted studio in Brooklyn. Above all things Charlotte values art community and thrives in creative and collaborative ventures.

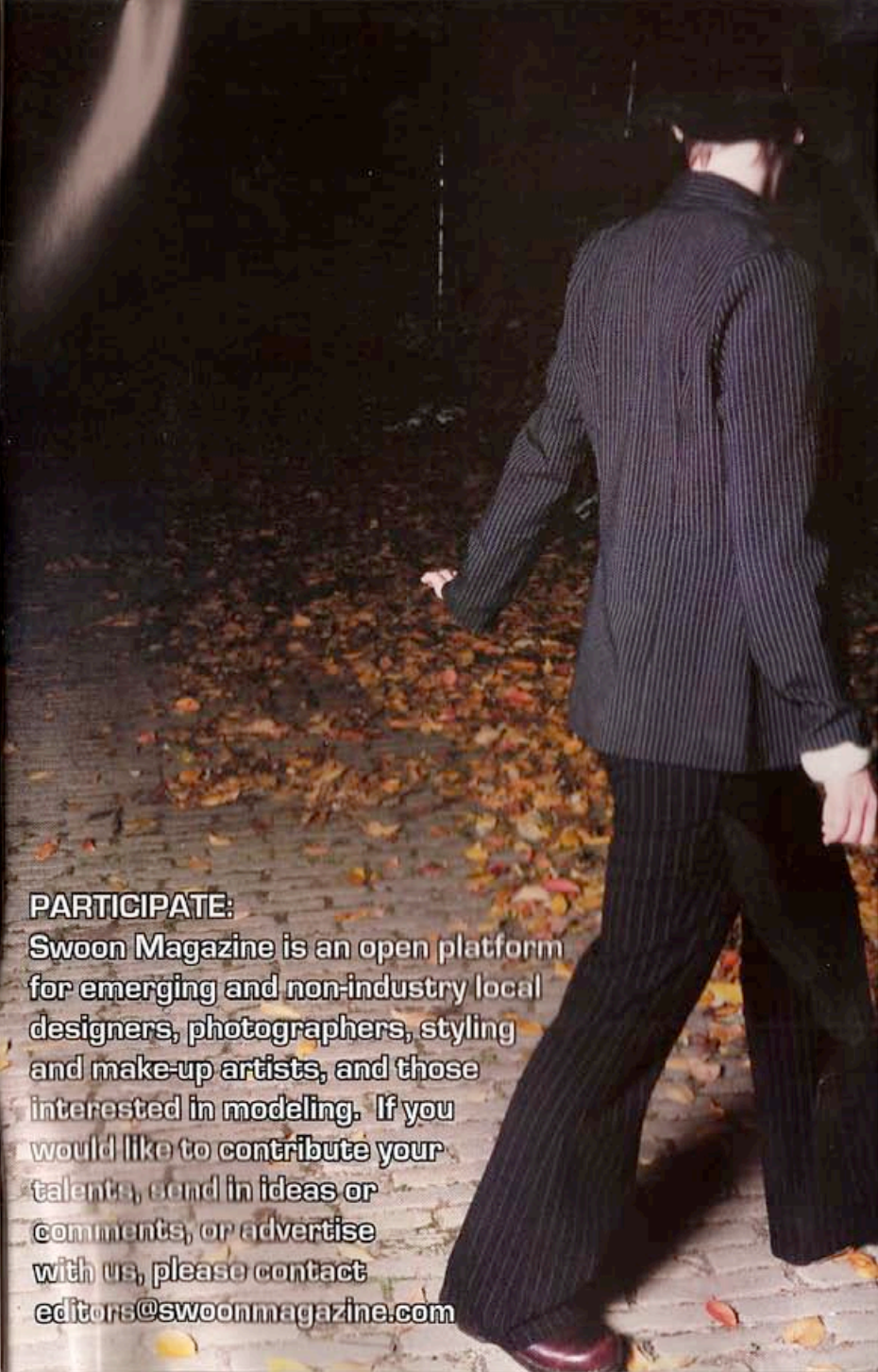
www.cspotdesigns.com



it/EQ: Ethan Shoshan and Carlo Quispe

it/EQ is a collaborative formed by Ethan Shoshan and Carlo Quispe whose projects are based on a principle of shamanism that imbues meaning onto objects, people and places. Their clothing is designed with the ideas of healing, spiritual transformation, and social consciousness in mind. The pieces featured here were created from recycled materials found on the streets of NYC and beyond. Each piece is a synthesis of old and new representing found and used identities.

Born in Brooklyn, Ethan studied Astrophysics and Visual Arts at Rutgers. In addition to clothing and costume design he has facilitated workshops in book arts, and taught in supplementary arts programs. Carlo Quispe is a Peruvian-born designer, cartoonist, activist, and filmmaker who studied at SVA.



PARTICIPATE:

Swoon Magazine is an open platform for emerging and non-industry local designers, photographers, styling and make-up artists, and those interested in modeling. If you would like to contribute your talents, send in ideas or comments, or advertise with us, please contact editors@swoonmagazine.com