

Art movement: Postmodernism

Project statement: This publication seeks to explore the lifestyles of young men and women in contemporary times who embraces a postmodern hedonistic philosophy.

Dimensions: 8x10" pages

BACKGROUND RESEARCH

POSTMODERNISM

A reaction against the ideals of modernism.¹

A crisis of representation.²

Pluralism, fragmentation, equality for oppressed groups, popular culture, irony

HEDONISM

The ethical theory that pleasure (in the sense of the satisfaction of desires) is the highest good and proper aim of human life.

This publication seeks to include not only a lifestyle of sensory pleasures, but also that of attitudinal pleasures.

Postmodern Hedonists:

“A pioneer of a culture of experience, in which experiments and breaking moral and social conventions have become separate objectives. Post-modern hedonists are individualistic and show a strong self-determination. They also attach a lot of importance to self-improvement and personal growth. People in this milieu have an independent lifestyle and find it very important to be able to make their own decisions about the things that concern them. It is remarkable how many post-modern hedonists are self-employed. Work is important, but not sacred: leisure activities can also provide intrinsic satisfaction. Post-modern hedonists enjoy art and culture (visiting museums, cabaret and theatres), but also go out a lot and are very sporty. The traditional family pattern less often prevails in this milieu.”³

TARGET MARKET

Young Adults, 18-30

Proposed Content:

Music/Hobbies
Culture
Travel
Social Justice
Consumerist products
Upcoming events
Restaurant reviews

Persona:

Kate is a 20 year-old college student in an undecided major. She is currently unemployed and busies herself with school and social activities. She enjoys having nights out with her friends and trying out new restaurants. She believes it's more important to enjoy the moment than to worry too much about the future.

SWOT ANALYSIS

Strength - Various engaging articles within a central theme, holds multiple interests to the audience. Material easy to get and there is always more to talk about.

Weakness - The postmodern packaging of the magazine might not appeal to everyone.
Since it is a lifestyle magazine, the articles must be chosen with care, so as to not be disconnected from each other.

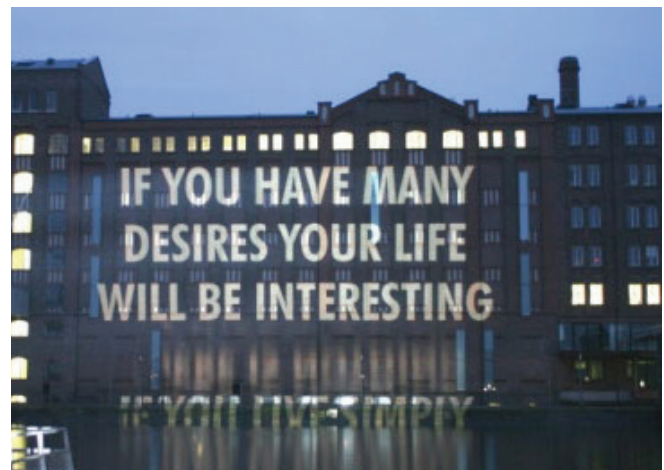
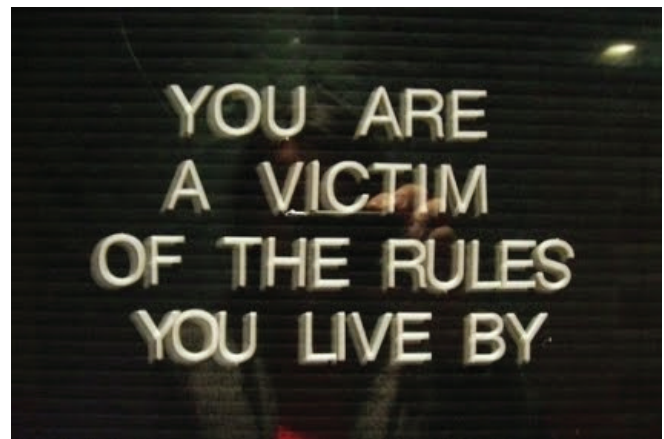
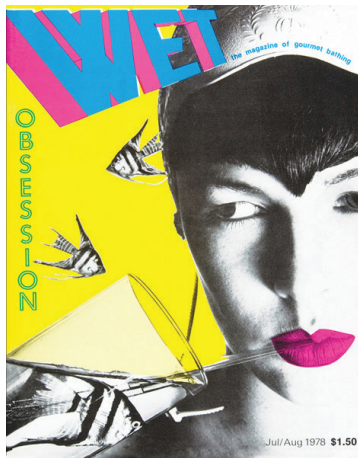
Opportunity - Content is applicable to everyday life.
The unconventional postmodern design differentiates it from other magazines of its kind.

Threat - Content should stay relevant and up to date to things the audience care about. The structure and content should stay more or less similar so that the readership will be familiar with it.

INSPIRATION



Raygun by David Carson



Jenny Holzer

WHY?

possible names:

BULLET

SONIC

DISDAIN

HYPE

TRIGGER

EUPHORIA



SOURCES

- 1 Eleanor Heartney, *Postmodernism (Movements in Modern Art)* (Cambridge: Cambridge University Press, 2001)
- 2 Arthur Kroker and David Cook, *The Postmodern Scene*
- 3 Motivaction International (research questionnaire)

Possible Mastheads

BANG²

The name "BANG2" represents a more playful approach by means of onomatopoeia. It showcases the magazine's fresh and current content and gives the impression of speed and motion through the overlapping lines.

PM

PM is short for postmodernism, but it also can stand for post meridiem in the 12-hour clock which means after midday. This gives the idea of something that is 'late' or comes after a certain thing which connects with the idea of postmodernism since it is characterized by the movement after modernism. The difference in style between the two letters represent the tendency for parody and pastiche in postmodernism.

Hedon

A hedon is someone who believes in the philosophy of hedonism, the name is chosen because the magazine focuses on a hedonistic way of life. The bar on top of the e is inspired by the greek goddess of pleasure, enjoyment, and delight, Hedone which is where the word hedonism comes from.

Cover Options

