

syntax, 144

RadicalDemocraticLocalFashionMagazine

>Syntax/144 is a method for a radical democratic fashion magazine. It is breaking the interpassive communication syntax of the fashion system. It is a channel for free speech and visual multitudes subverting the hierarchical structures in fashion's transmissions of meaning.

>Syntax/144 is a symbiotic method embracing a synergetic and open programming of fashion activism. It is an exploration in how other modes of production might create wider multitudes of fashion promoting local talent, flows and expressions.

>Syntax/144 is not an anti-fashion statement but instead contributing to complementary paths of fashionable existence supporting local skin close activism and a free code of social identity interface production.

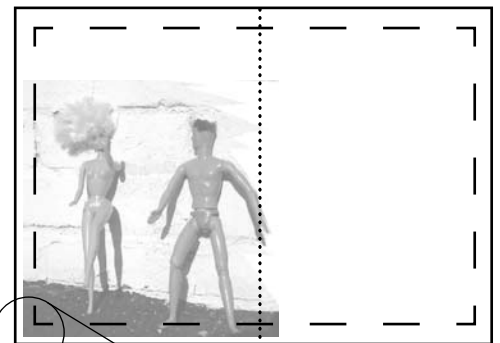
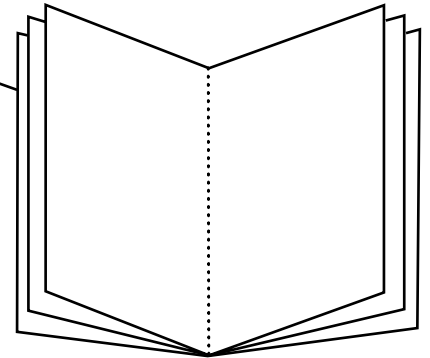
>Syntax/144 is a copyleft production opening a field of free expression in fashion media.

Method:

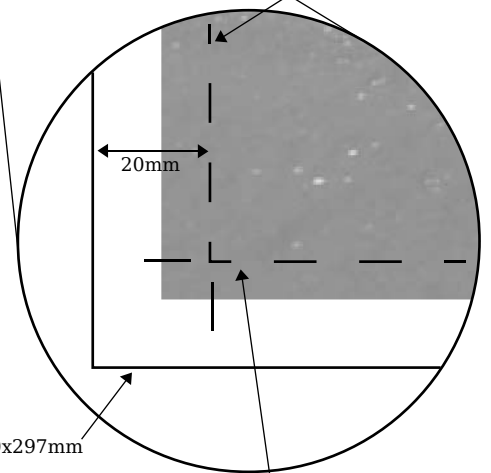
- > Gather a group of local actors in fashion.
- > Let all participants make a double sided, A3, black and white fashion statement (have a 20mm marginal at edges to be cut away later, but let pictures flow over this marginal!).
- > Set a deadline when all participants should bring their contribution in 144 copies.
- > Gather for assembly; shuffle the pages for every magazine except the cover. Every copy will be different!
- > Cut the magazines 20mm from the edge to erase white border on paper from the copy machine.
- > Number each copy.
- > Divide equal amount of copies between participants.
- > Parasite on other magazines and lines of distribution by placing your copies inside other magazines in local shops, boutiques or libraries.

Syntax/144 is a >self_passage< method and part of a strategy for subversive fashion.

every participant makes a double sided A3 black and white.



let pictures flow over this line!



A3=420x297mm

syntax/144=380x257mm
(and folded and stapled to make a magazine)