

Q&A Jade George Co-founder, Love Print Collective Lebanon/UAE



Launched towards the end of 2014, Love Print group brings together the creators of four of the most evocative independent magazines to emerge from the Middle East in recent years: The Carton, an experimental magazine about food and culture: The Outpost, a self-described "magazine of possibilities"; The State, a journal of cultural criticism with a transgressive slant; and WTD, which casts a thoughtful look at architecture and design in the region. Behind them is a group of young media entrepreneurs.

How did the idea for Love Print come about?

We liked each other's work, got in touch and pretty soon friendships developed. We get together and pick each other's brains about what is happening in the industry.

How does the collective work?

Each of us is in a slightly different ball game but we share a lot of common values. We give each other leads and we do a lot of collaborations on events and products. It's a nurturing environment to work in.

What is the regional outlook for independent magazines?

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Publishing is one area in which the Middle East has not lagged behind. What we realised is that people here need these kinds of magazines more than anywhere else; they need creative, nonconformist outlets. That is probably why the Love Print community has grown so fast.

How do you deal with the issue of censorship?

In Dubai you can get in trouble for saying anything, even if you try to be careful. The State is probably the most independent out of all of us and The Outpost could also easily get into trouble because it is published out of Beirut and not afraid to cover taboo issues. The Carton and WTD have it easier in that respect because the topics [food and architecture, respectively] mask a lot more risqué coverage.

What are your next goals?

We will try out new ways to establish partnerships with media companies and we are also planning on running joint booths at art fairs and hosting dedicated Love Print events. — LR

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