

big

SOUTH AFRICA YEAR TEN



VISION

BIG

South Africa : Year Ten

For over twelve years now the New York-based magazine BIG has been investigating the spirit and soul of places around the globe: New Jersey, Chile, Paris, Brazil, London, Tokyo, Los Angeles. The list is always growing, and will soon include South Africa.

Photographers, writers, illustrators; this is a call for submissions, an invitation to you to participate in the realisation of BIG South Africa: Year Ten. If you are interested in being published in this award winning magazine, in being associated with a creative network of art directors, photographers, writers and editors already featured in BIG, here is your opportunity.



Photograph: Ryan O'Toole

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questions

In 2004 South Africa's young democracy turns ten. Already the local and international media are asking many questions. How? What? When? Who? Complex questions that inevitably deal with quantity and measure.

BIG South Africa: Year Ten offers South African image makers a unique opportunity to explain this country, not only to fellow South Africans but a visually aware international audience.

BIG South Africa: Year Ten is an opportunity to present South Africa in a visual language that is determinedly individual and uncompromising. It is an opportunity to playfully question our accepted visual codes and frame South Africa in a way no-one else is seeing it.



Photograph: Ryan O'Toole

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concept

This is an open call. There is no brief.

That said, here are a few concept ideas open to interpretation.

Pierneef and the Troubled Landscape: Pierneef's much debated paintings of South Africa from the 1920s once celebrated the Union, but what do his vantage points present today? What is the status of Pierneef's landscape? Is it still empty?

Reinterpreting Can Themba's *The Suit* and Sophiatown: Would you pay homage to this mythical place of jazz and drink by reinterpreting Jurgen Schadeberg, or would you rather do a contemporary urban study of Sophiatown/Triumf in the style of Lewis Baltz?

Fashion as a found object: Seydou Keita's 1950s images offer a static portrait of a period while revealing Africa's fascination with costume and personal portraiture. Shift the locus from 1950s Mali to contemporary South Africa, to a wedding, an AIDS funeral, a soccer game. How do we dress up, and how do we interact with the lens?

After Boksburg: David Goldblatt's seminal study of Boksburg offers a memorable portrait of a time gone. Or maybe not. All over South Africa a new middle class is emerging, taking title to more than simply a house. Is anyone recording this historic birth of a nation? Is there not something of Robert Adams in this subject matter?

The new baroque: Razor wire fencing, armed response signage, doll's house watch posts, suburban enclosures, surveillance. Is Kendell Geers the only person to have photographed South Africa's new laager encampments?

Hello, I'm not from here: Beit Bridge, Komatipoort, Park Station. Who are they? Why do all South Africans fear them? Why do we continue to speak of immigrants as other? Will a series of facial portraits, in the style of Togo's great photographer Cornelius Yao Azaglo Augustt, reveal anything more beyond the visible surface?



Photographs: Pireter Hugo

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edit

BIG South Africa: Year Ten will be edited by Sean O'Toole, in conjunction with creative editor and publisher Marcelo Juneman.

Sean O'Toole is a journalist, short story writer and editor based in Johannesburg. Currently editor of the online contemporary art portal www.artthrob.co.za, he has written for publications as varied as the *Mail & Guardian*, *Blueprint*, *Kyoto Journal*, *Eye*, *Art South Africa*, *Dazed & Confused* and *Soma*. He has guest edited an issue of *Design Indaba*, been a contributing editor to London-based magazines *Lab* and *Exit*, and guest wrote an entire issue of *Colors* (#43).

Marcelo Juneman is the founding editor and publisher of Big. His magazine is a free space, unbounded by the editorial traditional constraints facing many mainstream publications. The creative community recognise this. Previous issue of Big magazine have featured work by photographers as diverse as Martin Parr, Stefan Ruiz and Terry Richardson, all acknowledged masters in their respective fields. The magazine has also proven itself an attractive forum for some of the world's leading designers: David Carson art directed Big Surf, Lee Swillingham the Trans Atlantic issue. Even noted socialist architect Oscar Niemeyer has contributed to Big.



Photograph: Dave Southwood

Recent accolades for BIG:

Gold Medal in Photography, The Society of Publication Designers, New York (2001, 2000), Merit Awards, The Society of Publication Designers, New York (2002, 2001, 1999)

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Facts

Contribution Deadline: December 15, 2003 (All final material ready for review.)

Newsstands: September 2004

Print Run: 50,000

Circulation: 30,000 (USA), 13,000 (Europe), 5,000 (Asia), 2,000 (South America) – based on Big USA series. A further 5,000 issues will be made available locally in South Africa.

For further details on how to schedule a portfolio review date contact **Sean O'Toole** at:

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Photograph: Pieter Hugo