

NO NEW ENEMIES NETWORK

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INTRODUCING BOYFRIEND MATERIAL

Today we want to introduce Introducing. Formed in May 2009 by Theresa Liang and William West as an initiative to generate a new breed of publication contextualizing artists and their practices, as well as curators and writers within wider cultural and intellectual spectrum. In collaboration with the most promising young talents, Introducing looks to broaden their audiences creating a monthly publication tailored explicitly to their concerns and their practice whilst challenging the function and format of an on-line publication.

Issue #12, Boyfriend Material, focuses on an exhibition with the same name. As their author Prem Sahib explains in the opening article: "Boyfriend Material takes as its starting point a colloquial phrase that acts as a type of shorthand, using this as a means to think through a relationship to making. We might call this expression the prerequisite

to Marriage Material- only less committal and more flirtatious. It is informal and sometimes flippant, making it deceiving at times, so it's worth remembering that one person's Boyfriend Material is not always another's. Yet, despite this ambivalence the term itself is still useful in expressing a vague but meaningful premise. After all Boyfriend Material is, all about ones attraction to something- and this varies."

Introducing is a lovely little philosophical online publication that makes full use of the potential of the online medium by adding videos, pictures and articles in a multi-layered way that makes you feel like you're on a discovery tour. It is not your everyday quick read, but offers deep elaborate inspections of art and new emerging talent.

Introducing #12



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