i-D ZINE
A PORTFOLIO OF COUNTER CULTURE TALENT
Counterculture stands for not letting yourself be defined by the mainstream image of exclusivity. To excel in the rejection of rigid standards put in place to establish dominance. It’s the uniting in non-conformity. The firm believe that acceptance of each other is not the same as acceptance of discriminating rules and regulations.

From the moment we started i-D in the abrupt climate of 80’s punk culture, we centred ourselves around this group of defiant youth, aiming to disrupt fashion’s façade and celebrate counterculture talent.

Today i-D is on a mission to pay tribute to a new generation of creative disruptors, by highlighting their creative ways of subverting standards and let them do the talking on what a future based on inclusivity should look like. Hereby we proudly present i-D Zine, a platform for counterculture youth and a reminder of our counterculture roots.

**NO BOUNDARIES. NO RULES. PURE COUNTERCULTURE.**

**FEEL INSPIRED YET?**
“When the world thinks of Arabs, they don’t think of the talented people I know and feature on my Instagram; they think of the stereotypes reflected by society.”
Who are you as an artist? How is this reflected in your work?

Living in an area where you can’t escape politics, even if you try to run away from it, eventually affects the way you think and how you see life. And thus, since my work is a reflection of myself and my thoughts, it will always be politically charged.

Right now, my work focusses on changing negative associations with the Arabic culture and pushing a different image of the Middle East.

In an ideal world, what would that image look like to you?

When the world thinks of Arabs, they don’t think of the talented people I know and feature on my Instagram; they think of the stereotypes reflected by society. I think in an ideal situation, we would be able to just remove the lens the world sees the Middle East through and look at the beauty that’s being ignored.

You have entered the creative industry at a very young age. Are there any artists that inspired you to rebel against societal norms and stereotyping?

I grew up listening to Lady Gaga. Her work really influenced me as an artist and a person. When she released her album ‘ARTPOP’, I think that’s when I got the drive to create something meaningful; something that evokes change. I interpreted her album as a call for more artists in our world to disrupt social standards.

why, out of all mediums, did you choose fashion to convey your message?

I think a shirt can say a lot about a person. I want my designs to really stand out when a customer is wearing them in the streets. I figured seeing someone wearing a shirt with three women in burqas next to a Chanel sign can probably get the same reaction as seeing three women wearing burqas in the street. I want to provoke until it becomes normalised. I try to choose more than one way to do that, and now I feel fashion is really the most powerful medium for this cause.

Your work shows a satirical take on fashion questions what is left of the image of luxury when combined with Middle Eastern stereotypes. The message you transcend is however so much deeper than critiquing the fashion industry. You for instance donate 25 percent of your brand’s profits to Syrian and Palestinian refugee camps in Jordan.

Your designs definitely have a message that goes deeper than solely critiquing the fashion industry. Fashion and art are the tools I chose to convey my message. For instance, with the burqa t-shirt I really try to make people aware of what a woman who chooses to wear a burqa feels like when getting stared at in public. As my primary goal is to help the Middle East, I am going to keep creatively expressing my activism through my work if that means I can raise awareness, and show the rest of the world what they’re missing out on here in Jordan.

You touch upon the themes of terrorism and feminism. What do these themes mean to you and your work?

Terrorism is central in my work as it is the strongest and most skewed connotation with the Middle East. I use my designs to fight against Islamophobia by combining Muslim women and Arab lettering with high fashion branding on t-shirts, to show that they too shop at Marc Jacobs.

With the feminism theme, I wanted to combine an image of a Saudi woman driving a car with a Nike logo on a t-shirt to fight against the driving ban on women in Saudi Arabia, which was finally removed a couple of months ago.

Would you ever want to trade lives with someone with background and identity if you could?

I am so grateful to be who I am and I would never trade lives with anyone else because I really value my life as it is. I love being a Palestinian and I love being Arab and all the struggle that comes with it. Because if you aren’t struggling while doing something, then what’s the point of doing it in the first place? I believe the struggle is really what gives my life meaning.
“LIVING IN AN AREA WHERE YOU CAN’T ESCAPE POLITICS, EVEN IF YOU TRY TO RUN AWAY FROM IT, EVENTUALLY AFFECTS THE WAY YOU THINK AND SEE LIFE.”
UNTITLED. (2017)

MY VAGINA IS "MINE." (2017)

DANIELLE YAOR
"I think if all genders were raised in a way that encouraged us to be open-hearted and to nurture our authentic selves, so many of our problems would dissolve. I really do hope that my art is a small contribution to help lead us in that direction."
What is your personal stance on masculine vulnerability and patriarchal masculinity?

I think the gender divide is at the root of a lot of our problems. Whereas girls are conditioned to be vulnerable and delicate, boys are conditioned to be emotionally detached and impenetrable, and our trans, non-binary and intersex youths are bullied into choosing one of those two paths. So much that our self-worth is assessed by our ability to form lasting and meaningful partnerships. It’s odious. I think if all genders were raised in a way that encouraged us to be openhearted and to nurture our authentic selves, so many of our problems would dissolve. I really do hope that my art is a small contribution to help lead us in that direction.

How does your creative work disrupt standards around society’s definition of masculinity?

I think a lot of people misinterpret my work and presume that I am challenging society’s definition of masculinity with men I choose to photograph, as if I am casting them. The subjects in my photos however are friends, lovers; I’m documenting my time with them. What I am presenting is a glimpse of an energetic exchange between two people. There is an intimacy and vulnerability in that, that is quite foreign when it is two men involved in the exchange. You see it time and time again with the opposite sex but presenting those same types of moments between two men, seems to leave a lot of people feeling rattled. In that sense, I think I do disrupt the traditional standards that are reflected upon masculinity within society.

Working in fashion for more than a decade now, an industry that in certain ways transfers and reinforces stereotypes around masculinity, I wonder if you ever experienced any difficulties on a personal or professional level whilst circling in this world?

When I was a teenager, I had a brief stint working as a male model. That wasn’t particularly warm and fuzzy in the feelings department, but I think any adolescent who is in a position where their worth is being based solely on their appearance is probably in a difficult space to navigate. I can’t honestly say that I’ve had many professional battles in regards to my gender or sexuality. I’m very fortunate that way as I know that in this industry this is often not the case. Since I was a boy, I have been in very open minded and creative communities so, more often than not I have been surrounded by likeminded people.

You’re currently teaching as a Fashion Director at the Blanche Macdonald Centre in Vancouver. Do you notice a change in your student’s perspective on gender-specific stereotyping?

I do actually, deeply yes. It’s not just with my students though. So many people in their early teens and twenties are aggressively embracing a non-binary existence in regards to the gender and sexuality nowadays and I think that is such a fresh concept in contemporary times. I believe this is the generation who will melt the binary walls our predecessors have built for society.

Do you have any creatives that have inspired you in the past or inspire you today to creatively rebel against societal norms and expectations?

Mark Morrisroe was truly ahead of his time, in my humble opinion. The way he embraced traditional masculinity and femininity; It’s like he put those ideals in a bottle, shook it up, mixed in a very irreverent secret sauce, then barfed it on a photo of himself. Truly brilliant. It’s sad to think how he never lived to see this moment in time.
“THE WAY MARK MORRISROE EMBRACED TRADITIONAL MASCULINITY AND FEMININITY; IT’S LIKE HE PUT THOSE IDEALS IN A BOTTLE, SHOOK IT UP, MIXED IN A VERY IRREVERENT SECRET SAUCE, THEN BARFED IT ON A PHOTO OF HIMSELF.”
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“Women and LGBTQ should not feel ashamed or guilty for exploring themselves or others sexually. I think it should be celebrated.”
You started drawing erotic illustrations as a reflection of your own sexual issues. How did you experience growing up in a society that has very restrictive and often oppressing standards for women?

It was not easy. I was in relationship after relationship that confined and oppressed my sexuality. I felt caged and ashamed of what I truly wanted to explore— which was myself.

Did you ever associate your own sexual experiences with shame?

Of course. I have always bounced back and forth between feelings of shame and sexual exploration. Having drawing as a creative outlet has given me the opportunity to understand and explore feelings towards empowerment and sexual liberation. I find that when I can replicate a feeling or an experience, I can go through it again and understand it, which is enjoyable and cathartic for me. I want to embrace that—I don't want anyone to be tontalized or ashamed by exploration.

Why do you choose to tackle the stigma around sexual experiences and desires with humour and directness?

Because I like to be cheeky :)

Your work deals with taboo topics that in our current society are very relevant, such as the objectification of the female body; you once made an illustration of Christy Clark making out with John Horgan. Do you ever see your work as activism? Do you see yourself as an activist?

Yes, I can see my work as political. Especially when the work is targeting specific leaders in government, and female reproductive rights. My interest is to create images of female relationships and visually juxtapose them against themes of sexual predation, power and control.

I assume the messages you get are not solely from women or girls but also from men. Do you ever think of expanding your scope to male sexual experiences and issues as well?

I have drawn from the male gaze as well. Many of my commissions have been from males, wanting me to draw the portrait of their significant other. I have drawn my male partners, and friends. However, I have been more interested on focusing the female nude in popular culture through painting erotic and intimate interactions.

Do you have a favourite drawing derived from your own experiences?

I have many drawings that are meaningful that come from my own experience. However, there is one in particular that I did recently about my ex-boyfriend and I. It was incredibly emotional for me to draw as it depicts us having sex in a way that was very empowering for me. In the image, I am taking our selfie stating “Thank you for the memories 😊”. I really loved him.

Your Instagram was the start of your exposure and developed into an empowering and safe platform for women from all over the world; do you have any other plans to spread sex positivity through different mediums?

Well right now I intend to explore in the area of painting and the historical development and progression of the female nude and form within the current social commentary of sexuality through the treatment of structure, colour, and symbolism. I also have plans to finish an ongoing autobiographical graphic novel and to connect with a couple female friendly sex boutiques by promoting their message through sexual education.

If there’s one message you want people to take away from your work, what would it be?

Women and LGBTQ should not feel ashamed or guilty for exploring themselves or others sexually. I think it should be celebrated.

So, Basically “LIVE YOUR TRUTH”!
“I FELT CAGED AND ASHAMED OF WHAT I TRULY WANTED TO EXPLORE – WHICH WAS MYSELF. I DON’T WANT ANYONE TO BE TANTALISED OR ASHAMED BY EXPLORATION.”
Women's History Museum is a fashion focussed platform discussing and subverting myths of femininity and sexual difference.

@womens_history_museum
Claire Barrow is a fashion designer and multidisciplinary artist drawing from her own experiences and DIY culture to address modern identity and social issues within her work.

Her new collection Xtreme Sports is a homage to everything deemed cringy in the 90s and a culmination of her youth.

https://www.clairebarrow.com/
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On a mission to celebrate and empower counterculture youth, i-D is looking for young creative talent whose work actively challenges standards within society. Whether it’s through photography, poems, essays, installation art, song lyrics or fashion design; help us build a community that excels in subversion and fights for a diverse representation in the creative industry.

Submissions can be sent to: submissionszine@i-d.co
For guidelines on the submissions visit: https://i-d.vice.com/submissionszine

CALLING TODAYS CREATIVE DISRUPTORS