THE CONCEPT

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OTHER CONCEPTUAL ELEMENTS

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i-D started out as an underground youth culture zine. As its roots are embedded in the early 80's zeitgeist, it was an outlet for the punk subculture in London. Instead of critiquing this group of defiant youth, i-D celebrated them; democratising fashion and going beyond its impermeable facade. One of the first to document counterculture youth and their spirit, i-D's iconic approach is still prevalent within its relationship with young creatives and the urge to challenge fashion's standards.

Mission
Democratising fashion through the empowerment and celebration of counterculture youth

Vision
Fashion should be an all-embracing invitation to come as you are
"It [i-D] no longer seems as authentic. Maybe that is also because it has become commercial or a trend to celebrate human imperfections. Now it no longer seems as revolutionary. I definitely think the essence of the magazine has gotten lost and at times the magazine seems to feed into the mainstream."
TODAY'S CREATIVE DISRUPTORS
= GENERATION Z

If Millennials are society's wrongdoers, Gen Zers are the ones reinforcing positive change. Estimated to three-sixty our world's perspectives, teenagers never had this much power in society. Consisting of a highly diverse group of freedom fighters, Gen Z highly values inclusivity and actively shows aversion towards stereotyping. Brand and media worry, hard to fuck with and politically active; Gen Z dominates the conversation around youth culture and its place in society through creative outlets.
“IT’S IMPORTANT TO SHOW THERE ARE DIFFERENT GENDER-VALIDATING IMAGES TO LOOK UP TO AND ASPIRE TO. BUT I THINK IT’S THE PEOPLE THAT ACTUALLY WEAR THESE GENDER-BENDING CLOTHES OUT IN THE STREETS ARE THE ONES REALLY BEING SUBVERSIVE AND PUSHING THINGS TO PROGRESS. THEY ARE THE BRAVE ONES.”
Problem

Starting out as an underground zine that discarded standards set by the fashion industry and celebrated counterculture youth, i-D is currently out of touch with today's youngsters and perceived as too commercial by them.

i-D's original goal

Empower youth, celebrate counterculture

Concept goal

To make i-D's image desirable again for youth and attract a new target group of Today’s Creative Disruptors
With i-Deas of disruption i-D adopts a new viewpoint that steps away from commerciality and goes back to the core of their counterculture roots by celebrating creatives that disrupt society’s rigid standards. Whether they tackle race, gender, size or sex, i-Deas of disruption empower a new generation to creatively express themselves without limitations.
Counterculture

Instead of focusing on celebrity culture and mainstream constructs, i-D celebrates counterculture.

Today's youth has the same mindset as countercultures from the past. Being politically engaged, pushing for diversity and fighting for inclusivity, they're the generation to resurrect the spirit of counterculture.

Portfolio

As i-D wants to empower youth and encourage them to make their disruptive mark on the creative industry, i-D zine puts Gen Z's creative work on display and functions as a portfolio, a celebration of counterculture talent.

The goal

To be a platform for counterculture youth and a reminder of i-D's counterculture roots

1. Inspire
Inspire today's creative disruptors with counterculture i-Cons both established and new

2. Create
Showcase Gen Z's ability to disrupt standards with their creative skills

Both the counterculture mindset and its modern translation in one collective item
i-D ZINE
A PORTFOLIO OF COUNTER CULTURE TALENT
WHY PRINT

Generation Z shifts its attention from online to zines because:
- Step away from online monetisation to offline safe space
- Zines as the ultimate authentic and defiant platform
- Collectable item as an extension of their subversive identity
THE RELEVANCE

WHAT CAN I-D ZINE MEAN FOR THE RELATIONSHIP BETWEEN I-D AND GEN Z?

COLLABORATIVE
- Collaborative nature of the zine can work as an asset towards building an authentic product/image
- Gen Z values the collaborative spirit of brands, likes to get involved in the creative process, and appreciates brands that give back the chance for Gen Z to represent themselves
- Collaborative spirit fosters new relationship and connotations between i-D and Gen Z

DIY CULTURE
Holds authenticity factor in place whilst still operating on a larger/mainstream market
Why
- DIY culture is youth centered and often youth directed, which ties into the idea of Gen Z getting back the right to represent themselves
- The DIY aesthetic has connotations with intimate, meaningful content. Its chaotic look fosters feelings of authenticity. It adds an unusual tactile feeling to the product and enhances cultural experience

ONLINE VS OFFLINE
Offline
Offline component (zine):
- Offers an honest, supporting and inspiring experience removed from the monetisation and bombardment of messages online
- Connotations with zines (political, raw, uncensored, radical, inclusive) will work in i-D's benefit to attract Gen Z as they value these things very highly, and supports i-D's shift in image from commercial to underground

Online
Online component (Instagram):
- Builds community around brand (i-D)
- Brings across core message of the zine which is key to revival relationship youth/i-D

WHY WOULD GEN Z WANT TO BE FEATURED IN I-D ZINE?

Rather than smaller publications or Gen Z generated zines, i-D's credibility and influence in the market can help them to get more exposure. i-D Zine will be the foundation for a collaborative and professional community of counterculture talent
Celebrating Freedom

80s Punk culture evolved around a sense of freedom from rules set by the establishment and united young disruptors to celebrate the freedom of being young. Today, this same desire for freedom is reflected in generation Z's actions. As they receive continuous pressure from society, having the liberty to express individuality and honest opinions without being judged is seen as extremely important.

i-D captures the free spirit of youth culture and has supported the self-expression and individuality of disruptive youth since they started.

Democratising Fashion

If there is one thing i-D's counter-culture spirit stood for it was democratising fashion. Voicing a group of defiant youth that excelled in rejecting dominant culture, i-D aimed to go beyond fashion's facade and featured opposed to mainstream fashion, a style that obtained no rules or regulations, but reflected a sense of uniqueness and rebellion.

Today, this rebellion against fashion's rigid standards is led by a Generation Z, who actively push fashion's boundaries and support fashion brands that disrupt from within.

Fight for Inclusion

Counterculture has always provided a platform for youngsters to fight for what they stand for and is political before anything else.

As punk in the 80s was a reaction against celebrity culture and exclusion of working class youth, today's creative disruptors make it their priority to fight for a diverse representation of their generation and dismiss any mainstream image of exclusivity.

Amongst punks, i-D was seen as an all-embracing invitation to come as you are and highlighted imperfection as unique and badass.
COUNTERCULTURE
i-CONS

Interviews
with counterculture i-Cons

FREE
SPACE

Submissions
of Today's Creative Disruptors
COUNTERCULTURE

i-CONS

Interviews with counterculture i-Cons

- Interviews with new or established counterculture i-Cons
- Combination interviews established and new counterculture i-Cons

Examples counterculture i-Cons

The Established
- Gareth Pugh
- Vivienne Westwood
- Brian Griffin
- Sam Knee

The New
- Mila van der Linden
- Pink Kink
- Nadine Ijewere
- Claire Barrow
- Women’s history museum
- Rochelle Brockington
- Sandy King
- Chad Moore
- Isobel O’Hare
- Jheyda McGarrell
- Wasted Rita

Goal

INTERVIEW I-CONS
To transmit the counterculture spirit behind these talented individuals and develop interesting insights into their work and its meaning in society

To inspire generation Z with creative work that subverts standards in the creative industry and in society as a whole

COMBINED INTERVIEWS
To display that i-D’s counterculture spirit remains relevant through time and that the established can be inspired by the new and visa versa to continue the disruption of standards

Focus

- Counterculture mindset
- Opinion on society’s standards
- Art to disrupt and create positive change

Format

I-CONS INTRODUCTION PAGE
Page introducing the i-Con, accompanied by a quote that captures their creative vision and an image of their work.

I-CONS INTERVIEW SPREADS
Spread including the interview, a quote about the i-Con’s work/creative vision and an image of their work.
Nikki Peck destigmatises sex positive issues and empowers women through erotic illustrations.
CONTENT PER MAINSTAY


CONTRIBUTORS

Goal

To be platform for young creative disruptors to showcase their work and gain exposure within the creative industry

To give Gen Z a creative voice of their own and the opportunity to represent their generation as opposed to the inaccurate representation by the media and fashion industry

Focus

- The person and their experience with standards in society
- Their work and how it disrupts/challenges societal standards

Format

THE PERSON
Paragraph to describe back story of the artist in relation to standards in society and how this translates in their creative vision.

THE WORK
Description of their work, its goal, and its relation to disrupting/challenging standards in society.

Both paragraphs are the artist’s own words and are written informally.
I take you on a journey from thrill to peace and calm. Like a rollercoaster, you fall into the bungee chair, with its elastic seat, without knowing how you’ll land. This feeling is found in other areas of life: when you do something you’ve never done before or make a decision without knowing where it will take you.
disruption is key

i-D's i-conic pink
R241 G144 B185
cover
i-Con introductions
thank you page

Layered imagery

rips/teared imagery

Thank you

COUNTERCULTURE ICONS
Tyler Udall - Shukri Lawrence - Nikki Peck
Joep Maasdam - Dainesha Nugent-Palache
Questions

focal points
with my who's
eighty pt leading
eighty pt
align right

most important word
in i-d's i-conic pink

focal points
handwritten font

captions
handwritten font
I - C O N S
F U T U R A B O L D
4 5 P T
L E A D I N G 5 0 0
U N D E R L I N E D
A L I G N R I G H T
highlighting their creative ways of subverting standards and let them do the talking on counterculture talent.

ourselves around this group of defiant youth, aiming to disrupt fashion's façade and dominance. It's the uniting in non-conformity. The firm believe that acceptance of each exclusivity. To excel in the rejection of rigid standards put in place to establish NO BOUNDARIES. NO RULES. PURE COUNTERCULTURE.

quite foreign when it is two men two people. There is an intimacy What I am presenting is a glimpse challenging society's definition of masculinity? society's definition of masculinity? society's definition of masculinity?

How does your creative work disrupt standards around that direction. ally do hope that my art is a small our authentic selves, so many of and meaningful partnerships. It's that our self-worth is assessed one of those two paths. So much youths are bullied into choosing whereas girls are conditioned to be emotional-

I think the gender divide is at I want to provoke until it becomes

What is your personal stance on masculine SHUKRILAWRENCE

I think I do disrupt the traditional
time and time again with the

Brassai, as a young girl, I was surrounded by likeminded people. a boy, I have been in very open ty. I'm very fortunate that way as I had many professional battles in in a difficult space to navigate. a girl who is in a position where I found myself in a position of power and worth as a child. But with the dawn of my
career, I had to navigate the industry and I was
to escape politics, even if you try to

right now, my work focusses on politically charged. is a reflection of myself and my

come up with a different image of the Arabic culture and changing negative associations with the same reaction as seeing three women wearing burqas in the street. I fig-

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To a Chanel sign can probably get

whether or not a woman chooses to wear a burqa feels like when getting

fashion and satire are the tools I want to provoke until it becomes

Mary kate Olsen has expressed a satirical take on fashion questions powerful medium for this cause. My designs definitely have a mes-

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CALLING TODAY'S COUNTERCULTURE DISRUPTORS

On a mission to celebrate and challenge standards within the creative world, we are seeking submissions for our subversions. Help us build a community that excels in talent whose work actively disrupts and fights for a diverse future for the arts.

For guidelines on the submissions, visit submissions@i-d.co.

Submissions can be sent to:

SUBMISSIONS
CALL FOR
representation in the creative world

Thank you for your contribution to the cultural revolution.
TONE OF VOICE

Disclaimer

i-D Zine is a collaborative platform and mainly contains the words of others. Therefore every small element that holds the tone of voice of i-D is extremely important. These elements consist of interview questions, introductions to the artists, the editor’s letter and the “Call for submission” page. Apart from this, the tone of voice is made apparent in the editing, graphic elements and image choices.
KEY MESSAGE

1. Read i-D Zine and get inspired by counterculture talent

2. Get your disruptive work published in i-D Zine

COMMUNICATION MEDIA

i-D Zine Instagram

Alongside a physical space, i-D Zine will also give its contributors an online platform to showcase their disruptive work and share their creative vision. This will allow the target group to get inspired by like-minded creatives and encourage them to send their work in to be published in the next i-D Zine issue.

i-D Portfolio Nights

To connect with our target group on another level and make them affiliated with what i-Deas of Disruption for, i-D Zine will host i-D Portfolio Nights; an event dedicated to educating, inspiring and encouraging our target group towards entering the creative industry.
Criteria

Different creative disciplines come together to communicate the concept.

Both space and event elements need to evoke creativity, inspire to be disruptive, and challenge standards in society.

The event serves as a platform to help Today’s Disruptive Creatives towards a career in the creative industry, and make connections with other disruptors.
I - D
ZINE
SPIRATION

I-D ZINE ON INSTAGRAM
I DAY 1 YOUNG DISRUPTIVE CREATIVE

- Instagram posts about the contributor’s work and the story behind it

- Instagram stories about the contributor’s world, their work process and their personal relationship with their art
Get inspired by the contributor’s work

1 contributor 3 images a day
Their work accompanied by
- Name
- Why they're a disruptive creative
- Their social media/platform where they promote their work
- Story behind the specific piece of work
**INSTAGRAM STORIES**

Submerge in the thought process of the contributor

The behind-the-scenes of a young disruptive creative showed by

Their work in progress

Talks about their creative vision/work

**Their inspiration**

- Artists they look up to
- Work with the same message/a message they admire
- Work that inspired their work

e.g.
- A song
- An exhibition
- An artist
FINANCIAL PLAN

GENERATING REVENUE

THE EVENT

Entrance fee Counterculture Archive

As the Counterculture Archive is open to the public and serves as a mini-exhibition with unique and one-of-a-kind elements, i-D Portfolio Nights will ask an entrance fee for this element of the venue.

Sponsorships

of governmental/educative programs, NGO’s that support creatives

i-D Zine will seek funding from platforms dedicated to supporting creative talent in order to cover the costs of the i-D Portfolio Nights.

Partners include:
- The Dots
- Fashion East
- Arts Council England
- All walks behind the catwalk

THE ZINE

Advertisements

Instead of traditional advertising for the sake of funding our platform, i-D Zine will create more space to support and promote disruptive platforms/brands/artists and inspire our readers.

The disruptive platforms/brands/artists will be selected upon already having a Generation Z following and will be in line with what Generation Z finds inspiring and aspirational.

Creatives i-D Zine will promote:
- Mediazona x kultrab (Pussy Riot’s political clothing brand)
- Claire Barrow (subversive and inclusive fashion designer)
- Killer and a sweet tang (sex education platform breaking taboos)
- Women’s History Museum (female sexuality activist fashion brand)

VICE

Investment

In order to benefit from catering to a powerful and relevant new target group, i-D’s umbrella company VICE will invest a part of its budget in i-D Zine.
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 off her youth.

https://www.clairebarrow.com/