

Alaska

Contemporary photography seems to be continually emerging as one of the key mediums of the modern age. Contemporary art in general is now so diverse in practise, methodology and execution that no medium is considered the lesser for its ubiquity or facility of use, indeed this is what perhaps defines it as 'contemporary'. With this in mind, Alaska has evolved to best illuminate and showcase this current medium in a thoughtful and beguiling way.

'Not another magazine!' may be the cry of many, especially as magazines are establishing themselves with self-mocking irony with the likes of Another Magazine. So in these media saturated, cynical times launching a new publication is a precarious undertaking, especially to distinguish your publication in an over subscribed portion of the market. With these factors in mind Alaska has evolved into what it is today: a premium brand proposition, limited edition, hybrid 'bookazine', dedicated to showcasing contemporary photography in a new and subtle format and designed to 'exhibit' work with great sensitivity, near print quality reproduction with a 'no expense spared' ethos.

As a contemporary photography publication we have to operate with a strict code, which excludes the inclusion of fashion, advertising, editorial, journalistic photography. We wanted to keep true to an original idea to create a 'pure' platform for new, contemporary photography. There is no advertising, except for a single DPS on the inside back cover, so there is nothing to take away from or distract the viewer on their journey through 208 pages and 21 international artists work. When we use the term 'exhibit', it was always deliberate that the bookazine came close to the feel of an exhibition space, with large white walls where work can stand alone and breathe. It's also deliberate that production was taken to Italy, where tradition has dictated for centuries high quality printing values with a traditional balance. Alaska was the perfect conduit for their skills of bringing about the completion of the cycle of idea to design to finished product. The quality of this bookazine far surpasses anything else in this market.

Published twice a year, with no two issues being the same in design and layout, Alaska aims to establish itself as a respected, credible, collectable and opinion forming publication, whilst always remaining true to its core values. Challenging new boundaries and urging a continued exploration of new and unfamiliar territory in the contemporary photographic landscape.