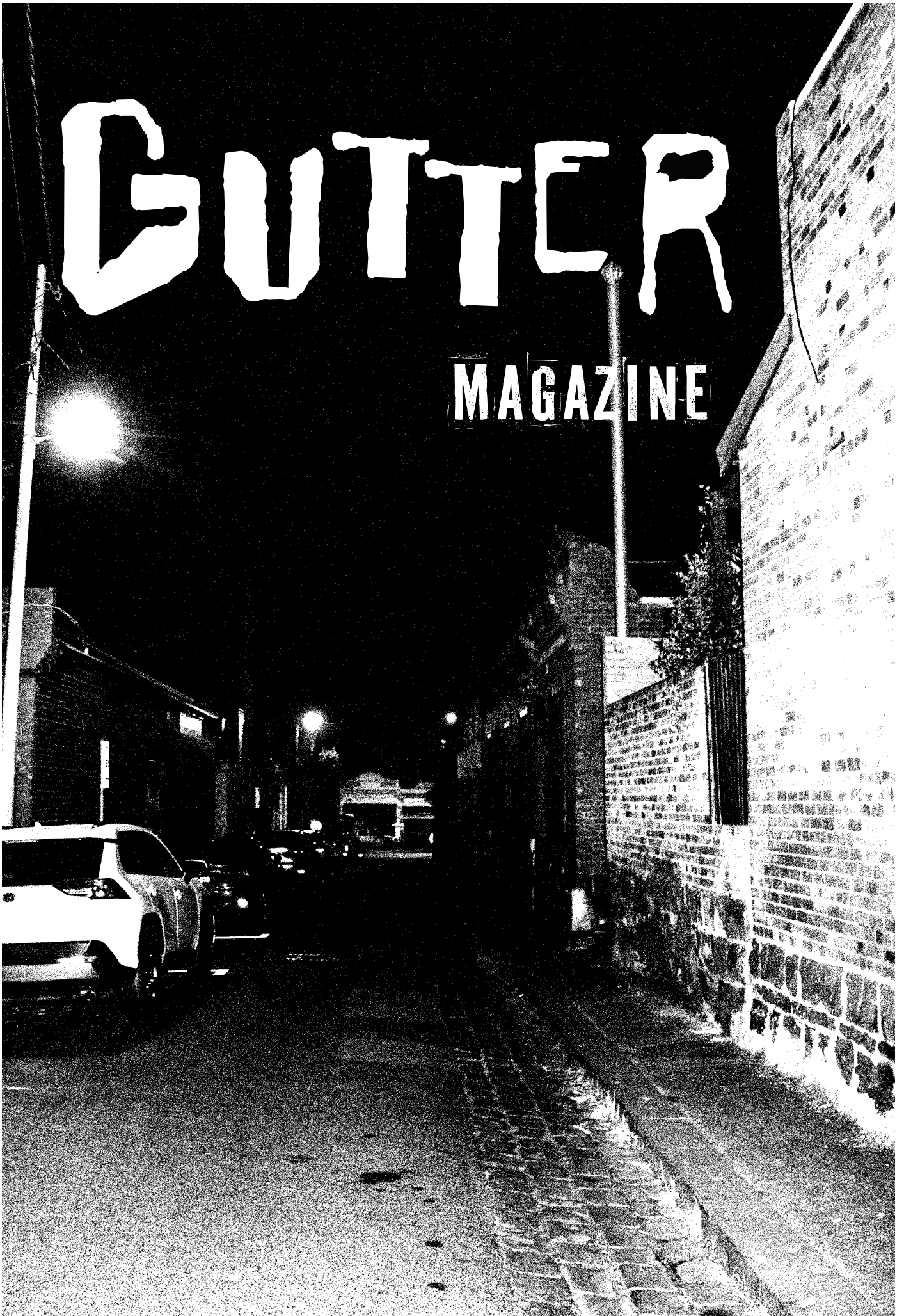


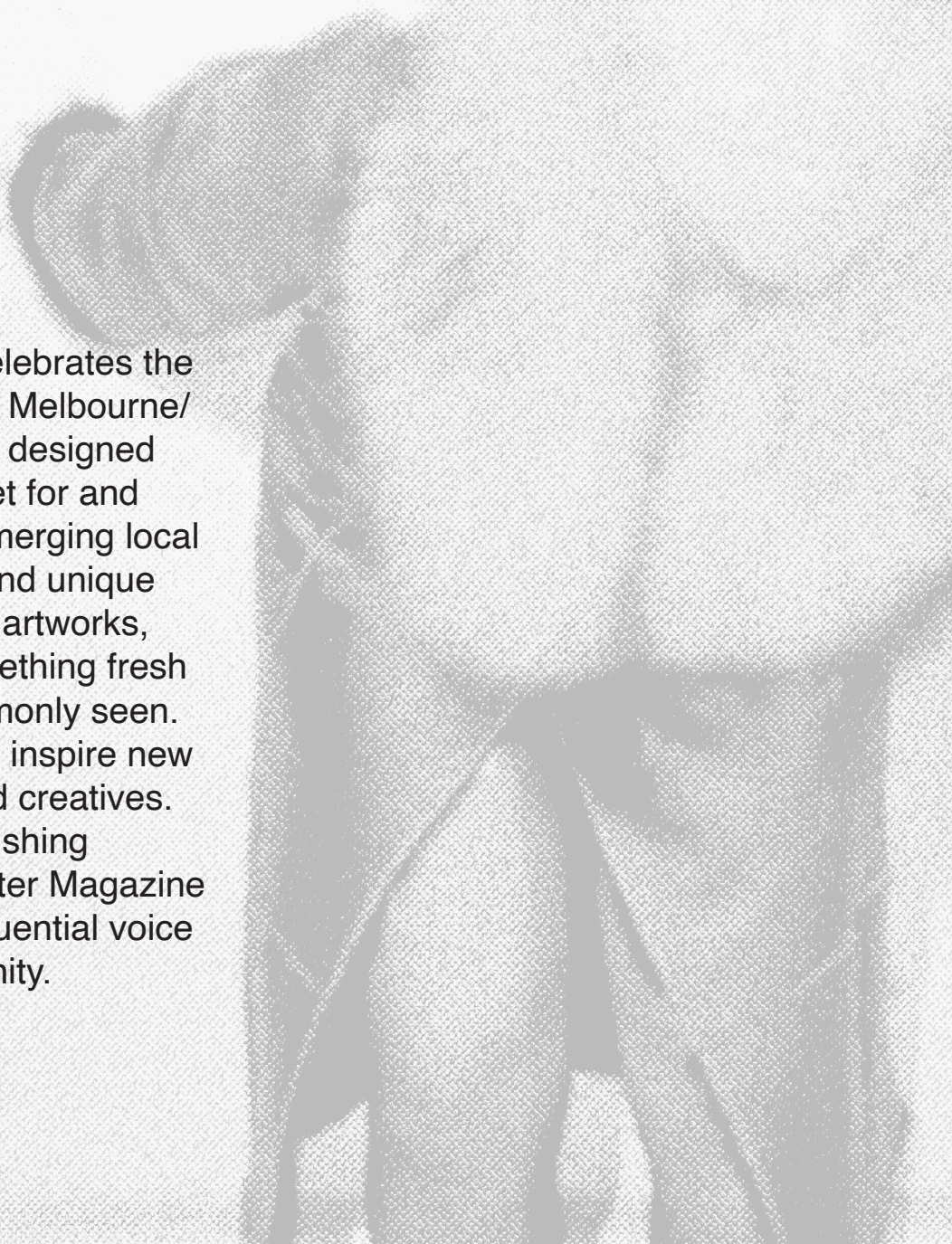
GUTTER

MAGAZINE



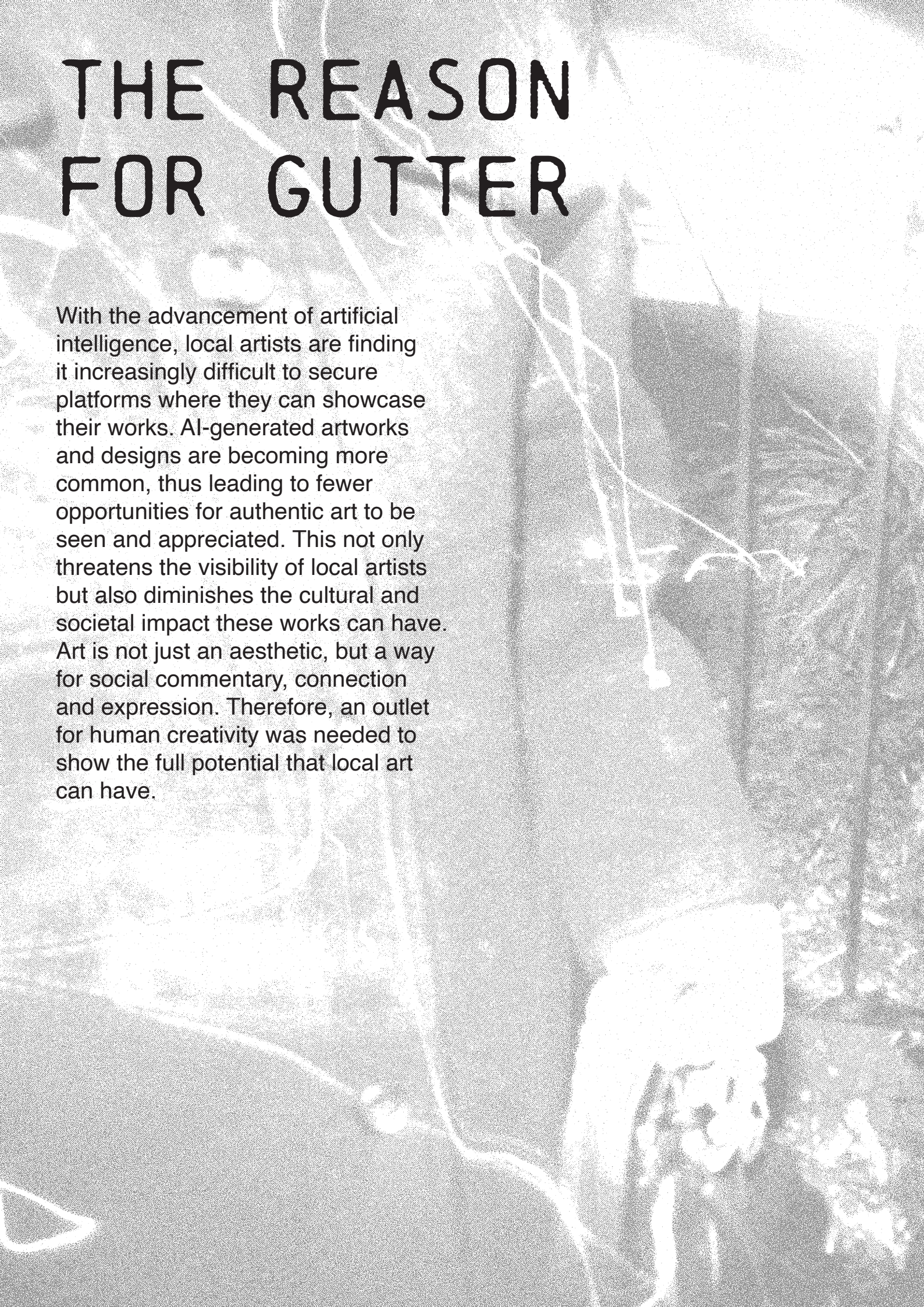
WHAT IS GUTTER?

Gutter Magazine is an celebrates the arts and culture scene of Melbourne/Naarm and provides and designed specifically to be an outlet for and highlight the talents of emerging local artists. With a dynamic and unique approach to showcasing artworks, Gutter aims to bring something fresh and new that is not commonly seen. It also aims to excite and inspire new generations of artists and creatives. With a commitment to pushing creative boundaries, Gutter Magazine strives to become an influential voice and the creative community.

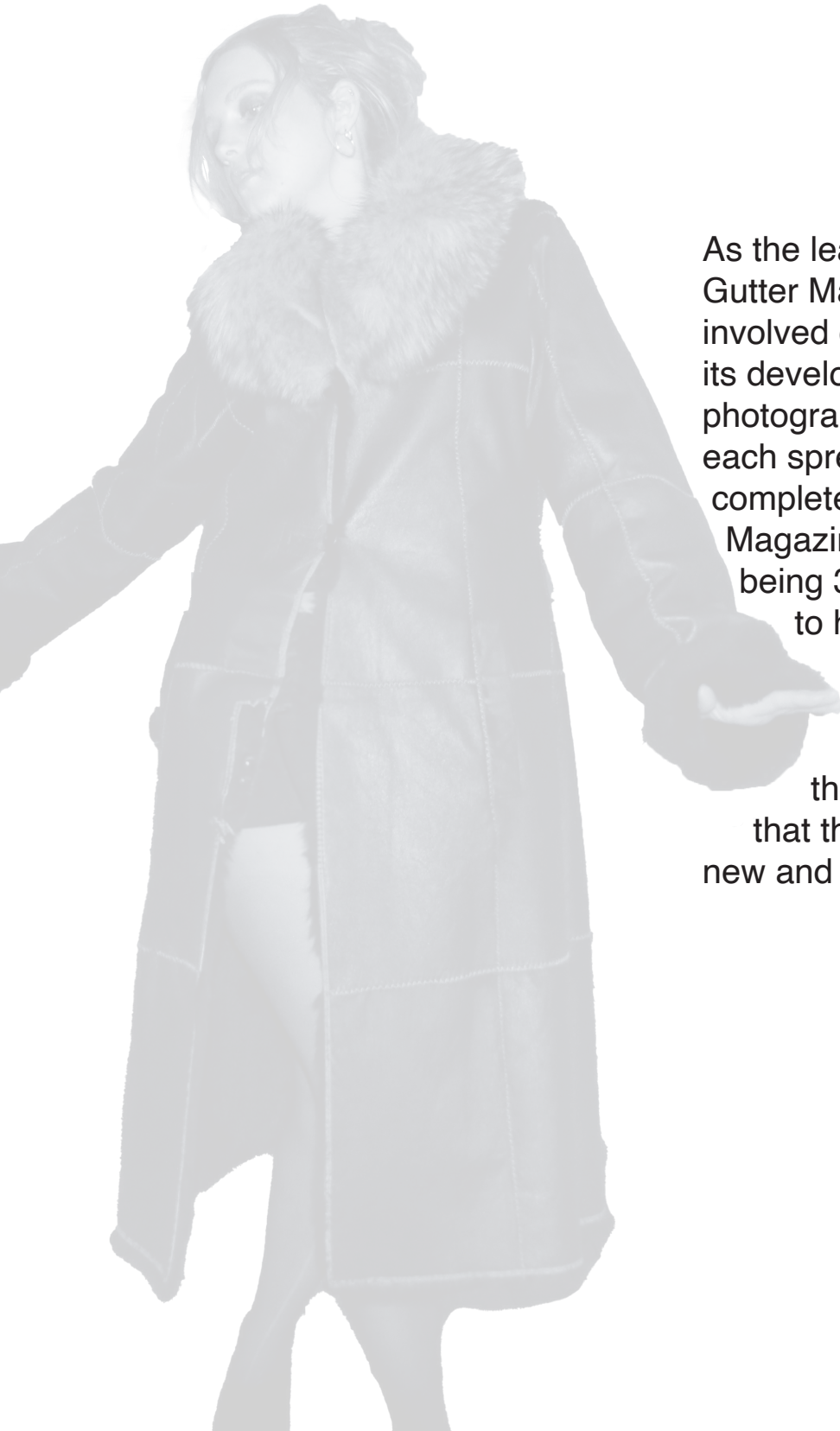


THE REASON FOR GUTTER

With the advancement of artificial intelligence, local artists are finding it increasingly difficult to secure platforms where they can showcase their works. AI-generated artworks and designs are becoming more common, thus leading to fewer opportunities for authentic art to be seen and appreciated. This not only threatens the visibility of local artists but also diminishes the cultural and societal impact these works can have. Art is not just an aesthetic, but a way for social commentary, connection and expression. Therefore, an outlet for human creativity was needed to show the full potential that local art can have.



MY ROLE



As the lead planner and creator of Gutter Magazine, my responsibilities involved overseeing every aspect of its development. Planning, Illustrating, photographing, writing, and collating each spread. Having only 4 weeks to complete the first edition of Gutter Magazine, this led to there only being 32 pages (originally planned to have 50). Despite this limitation, I am proud of the final result, as each page was carefully crafted and thought-out thoroughly, in hope that there would be something new and exciting for the reader.

EXPANDING

After completing the first edition, I felt that there could be more done to enhance Gutter as a brand and increase its visibility within the arts and culture community. Being a magazine that has a focus on streetwear, I felt merchandise would be a natural extension of the magazine. Not only would this help build a recognizable brand but also create another way for people to connection to the magazine.

For future editions of Gutter Magazine, I would want to collaborate with other more local artists (as I was the featured artist) serving as the creative hub it first intended to be.

