

# **PINFALL**

**a wrestling magazine**

**Mars Quave  
Editorial Design  
Fall 2017**

# Competition

# 1

# Pro Wrestling Illustrated

US-based print publication  
recaps events (wwe & indy)  
features: main eventers,  
“who to watch”  
portrait, action photos  
all in color



**HOTSEAT!**  
AN EXCLUSIVE INTERVIEW WITH ONE OF THE SPORT'S TOP STARS

**BOBBY ROODE**

AFTER ONE YEAR IN NXT Bobby Roode is about to make a name for himself in WWE. He's got the championship belt, the fans, and the respect of his peers. But he's also got a lot of questions about his future in the sport. In this exclusive interview, Roode opens up about his journey from NXT to WWE, his relationship with WWE officials, and what he has in store for the future. He also discusses his character, his training, and the challenges he's faced along the way.

**It was about going out and doing what I wanted to do my entire life, and that's to perform. They weren't doing that. I got really frustrated, I lost my passion for the business, and I just wanted to get out."**

...and when he began his training at about the same time, but he was more focused on his training. He had a lot of experience in the ring, and he was looking for a challenge. He was looking for a way to prove himself, and he was looking for a way to make a name for himself. He was looking for a way to show the world that he was the best. He was looking for a way to show the world that he was the real deal.

**Roode:** I remember the first time I stepped into the ring, it was a surreal experience. I was nervous, but I was also excited. I was looking for a way to prove myself, and I was looking for a way to make a name for myself. I was looking for a way to show the world that I was the best. I was looking for a way to show the world that I was the real deal.

**Barke:** You've got to be a performer. You've got to be able to connect with the audience. You've got to be able to tell a story. You've got to be able to make the audience feel like they're part of something. You've got to be able to make the audience feel like they're part of your world. You've got to be able to make the audience feel like they're part of your story.

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**25**  
**NXT STARS TO WATCH**

**"YOU ARE NOT HERE TO FILL A SPOT - YOU'RE HERE TO TAKE A SPOT!" SO SAYS A SIGN THAT HANGS ON A WALL AT THE WWE PERFORMANCE CENTER. THESE WRESTLERS ARE PREPARING TO DO JUST THAT.**

TEST BY LAUREN KEE

**J**UNE 2017 PROMISED to be the beginning of a new era in WWE. The company was looking for fresh talent, and they were looking for a way to make a name for themselves. They were looking for a way to show the world that they were the best. They were looking for a way to show the world that they were the real deal.

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**MOOSE ON THE LOOSE!**

MOOSE CAME TO IMPACT FOR THE REASON—TO WIN THE HEAVYWEIGHT TITLE, HE IS UP TO THE TASK.

**TEST BY SAM BRIDGES**

**L**AST SUMMER, IMPACT, a former WWE star, was looking for a way to prove himself. He was looking for a way to show the world that he was the best. He was looking for a way to show the world that he was the real deal. He was looking for a way to show the world that he was the best. He was looking for a way to show the world that he was the real deal.

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**"I'VE WANTED TO BE A WRESTLER SINCE I WAS 10, NOW I'M READY TO BE A WORLD CHAMPION!"**

**NEW JERSEY**

**NEW YORK**

**OKLAHOMA**

**PENNSYLVANIA**

**WEST VIRGINIA**

**INTERNATIONAL**

**BELGIUM**

**DENMARK**

**CANADA**

**OHIO**

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# 2

# Steel Chair

UK-based online publication

Focuses on independent circuit, as well as bigger promotions like New Japan and WWE's NXT



# 3

# The Tag Rope

UK-based online publication, inactive

Incorporates cultural theory (Barthes) and personal/opinion stories

Indies and lucha



# Project Goals

**1**

# **Present pro wrestling as something worth following**

**Most wrestling magazines are poorly designed, reinforcing negative public perception.**

**There are few competitors, so if a person interested in wrestling or considering watching looked through an existing publication, they could be turned off by the design alone.**



# Example: Eight By Eight

“the magazine the beautiful game deserves”



# Example: Volume

## architecture magazine



## 2

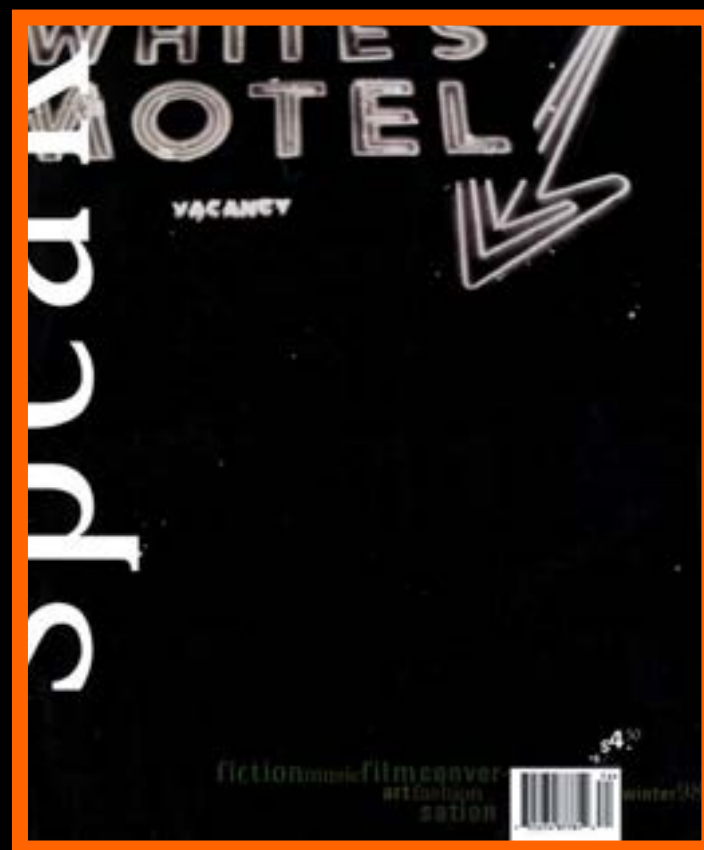
# Add artistic and conceptual content to elevate the sport

Most images in sports magazines are either portrait and action photos, with occasional representational illustrations.

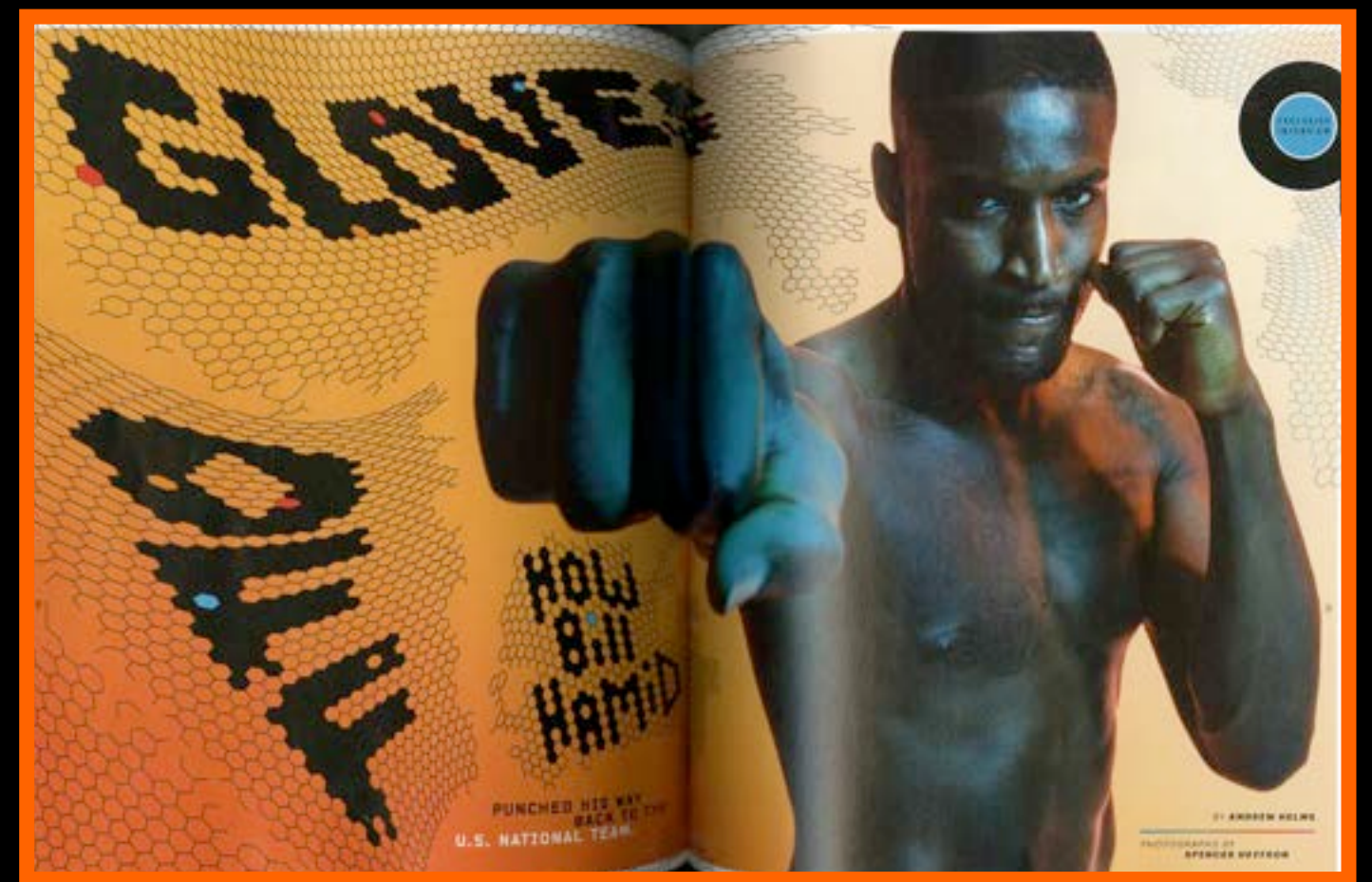
Typography is often unexplored in many sports magazines, resulting in an abundance of sans serif columns of text.

# Example: Speak

designed by Martin Venezky



# Example: Eight By Eight soccer magazine



**3**

## **Include relevant content to Ontario and the GTA**

**Some magazines notify readers of Canadian events, they don't cover those promotions as much as like they do for those in the US.**

# Example: BORSHCH

magazine about Berlin's music scene

Interview

## The ongoing protest of Fatima Al Qadiri

The world is a big place and our perceptions of the "other" is mirrored through our own cultural context. It can be very different for those on the other side of the mirror.

A Kuwaiti native, Fatima Al Qadiri, seems to have always been aware of how different reality can be, depending on one's life perspective and decisions, though sometimes it is mostly about circumstances and the ability to reflect on them. And only Fatima's moving around made it clear that even those in the West, who think they can speak freely, are also captives of their relative democracies. The understanding that reality is not flat and homogeneous, but complex, layered, and twisted is manifested in Al Qadiri's conceptual music and artwork.

Ignorance is not bliss. And although it might not be the task of an artist to educate, it is surely their mission to reflect and be honest about what currently matters to them. A member of Future Brown and GCC collective, Fatima does not insist on defining genres but imbues narrative into her work while leaving it open to interpretation. Her second solo album *Drugs* is a reflection on protest, and the actions each of us could take in order to debate the limitations placed on freedom of speech and assembly.

40 Photo by David Sarnecki, 2016



Interview

## In pursuit of elegant solutions with Robert Henke

Everybody seeks elegant solutions in their work, trying to create an algorithm of beauty and meaning. The mastery of an artistic expression comes with the feeling of things done effortlessly, the biggest reward for either an artist, an engineer or a scientist who dedicates years of practice and patience to their craft.

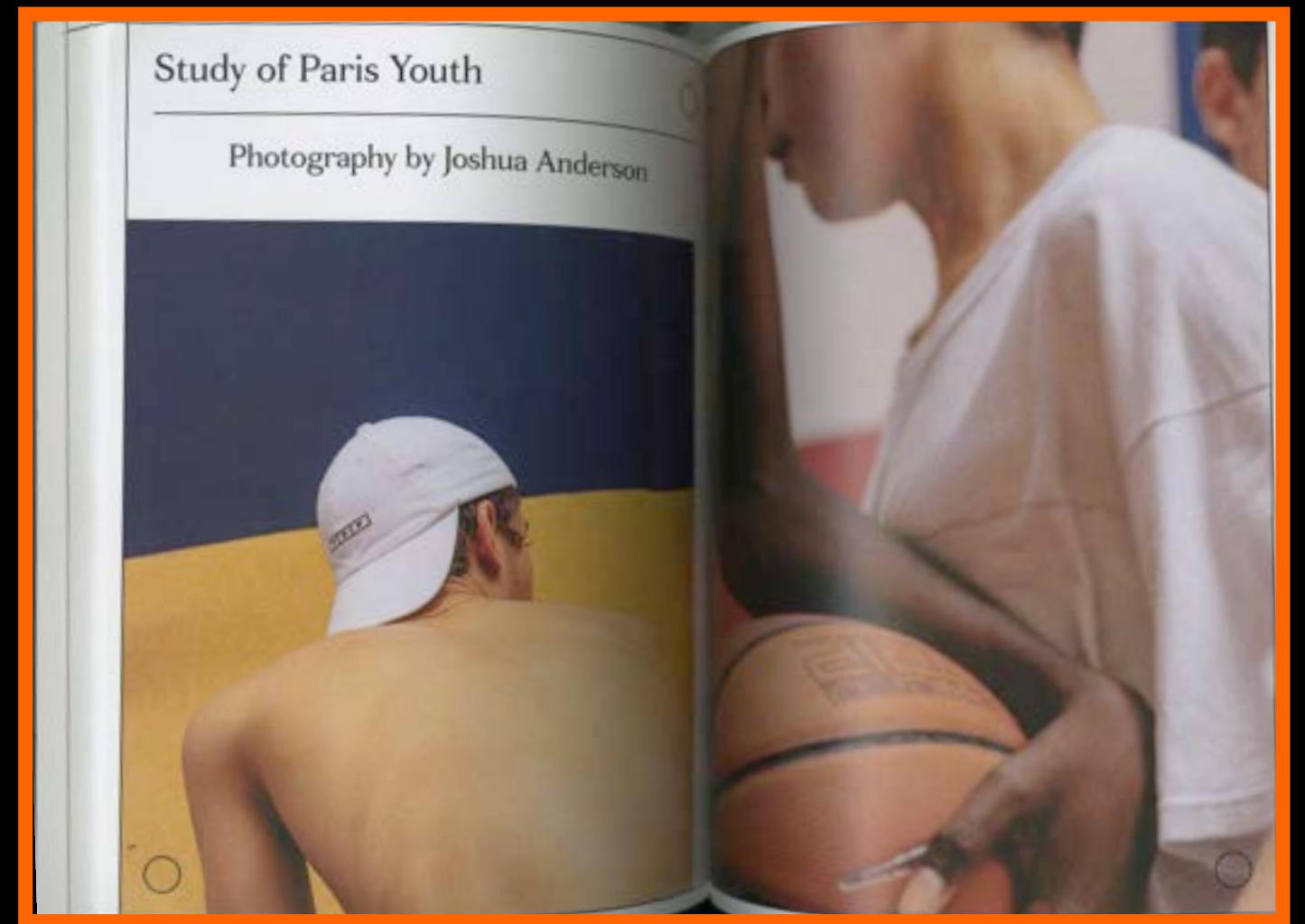
Sound and light architect Robert Henke, also known as Monolake for his music productions, talks about finding his artistic language with laser as a material and tells Borshch about his vision behind *Fragile Territories*, a laser installation which won the International Laser Display Association Award in 2013 and was shown to the audience for the third time in November 2016 during the Abstrak Loop at Berlin's Funkhaus.

22 Photo by Marcel Bogen, Berlin, 2016



# Example: double dot

split issue on seoul and paris





# Audience

**1**

# **Wrestling fans unsatisfied with current offerings**

**Most wrestling news and commentary is often delivered audiovisually through youtube and podcasts. While those are great, print media still has a role to play in pop culture.**

**2**

# **Young adults interested in sports and entertainment**

**Younger people tend to place significant value on the presentation and design of visual media.**

# Typefaces

# Px Grotesk

Nicolas Eigenheer  
for Optimo

Geometric simplification  
of a classic grotesque

Main Use: headlines, pull  
quotes, captions, folios

# Suisse Works

Ian Party for  
Swiss Typefaces

Text face in the style of  
Times New Roman

Main Use: body copy

# Imagery

**1**

# Action Shots



2

# Close Ups





3

# Conceptual Photos



# Mock-ups

# Toronto is the Nerdiest Wrestling City in the World

Corey Erdman

**THE ONE THING** that doesn't waver in Toronto is the city's passion for professional wrestling. It has been one of the sport's major markets since the 1930s. Sports fans in Toronto are a passionate bunch. The fans of each of Toronto's major sports teams are known to be among the rowdiest in their respective leagues. From the Raptors' Jurassic Park den, to Leafs playoff sensation Dart Guy, to TFC supporter group Red Patch Boys, to a baseball fan base so drunk and obnoxious that babies aren't safe in the stadium, when residents of Toronto get into something, they go way over the top.

Understandably, fan hysteria is commensurate with the team's success. All of Toronto's major sports teams are playoff contenders at the moment, but we are not far removed from Jurassic Park being just a walkway, Leafs tickets actually being affordable on the secondary market, and \$2 promo nights designed to fill the seats during Tuesday night Jays games.

The one thing that doesn't waver in Toronto is the city's passion for professional wrestling. Over the course of four weeks in May, wrestling organizations with origins in Japan, Mexico, and the United Kingdom presented shows in Toronto, all of which were rousing successes. Ring of Honor and New Japan Pro Wrestling sold out Ted Reeve Arena, ditto for Lucha Underground in conjunction with local outfit Smash Wrestling at Lee's Palace, while WhatCulture Pro Wrestling packed The Phoenix.

**“ THEY’RE GOING TO CHEER FOR IT, THEY’RE GOING TO LOVE IT, AND THEY’RE GOING TO COME BACK. ”**

This wasn't just general enthusiasm, or curiosity about outfits that rarely tour outside of their home bases, either. At each event, the fans knew the idiosyncrasies of both the product and audience participation so well that it felt like each event was happening in its country of origin.

When New Japan legend Hiroshi Tanahashi stepped onto the top rope during his entrance, fans threw streamers into the ring, just as they would in Korakuen Hall in Tokyo. When the action between luchadores got particularly heated, fans pistoned their arms skyward with fingers in the air yelling “lucha!” just as they would at Lucha Underground Arena. And when the ring announcer prepared to





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