PINEALL a wrestling magazine

Mars Quave Editorial Design Fall 2017

<u>Competiton</u>



Pro Wrestling Illustrated 1

US-based print publication

recaps events (wwe & indy)

features: main eventers, "who to watch"

portrait, action photos all in color





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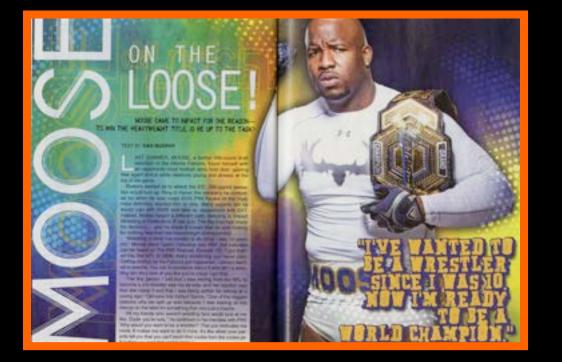


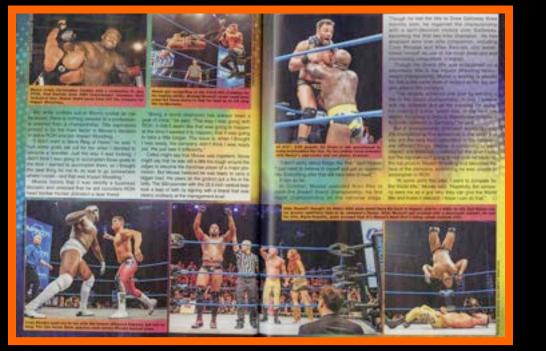


"It was about going out and doing what I wanted to do my entire life, and that's to perform. They weren't doing that. I got really frustrated, I lost my passion for the business, and I just wanted to get out."













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Anna Anna Statut At



2 Steel Chair

UK-based online publication

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





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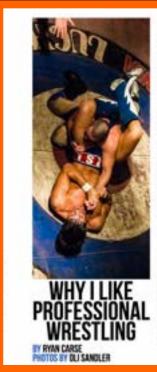


3 The Tag Rope

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"



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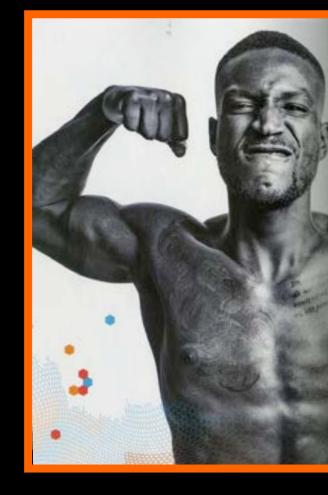
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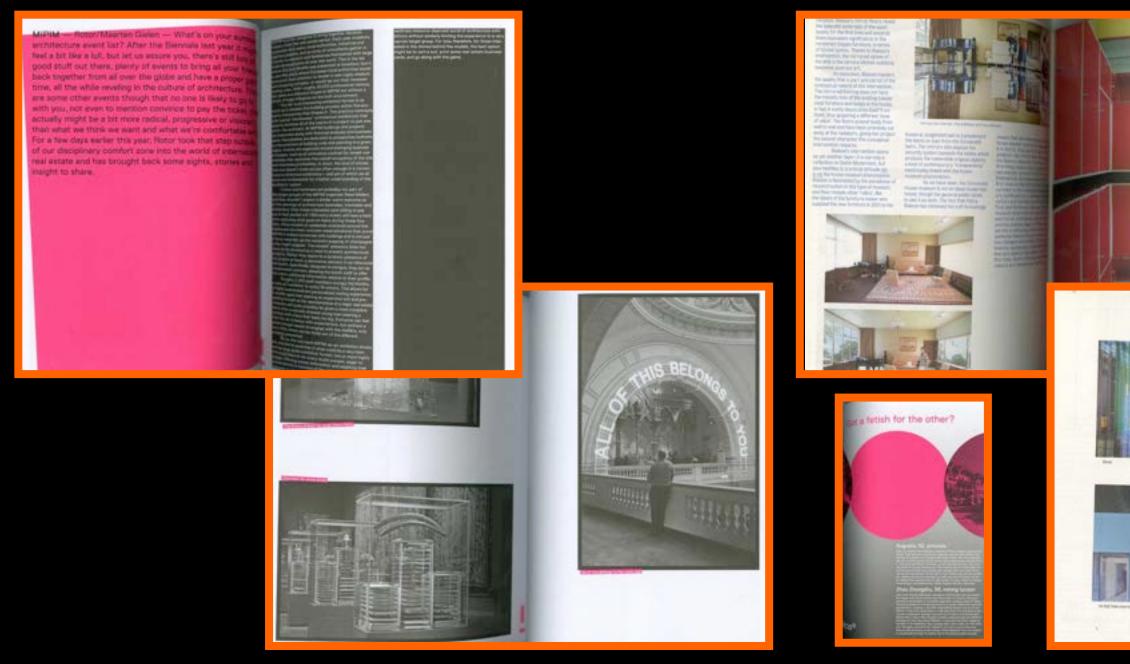
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Example: Volume

architecture magazine













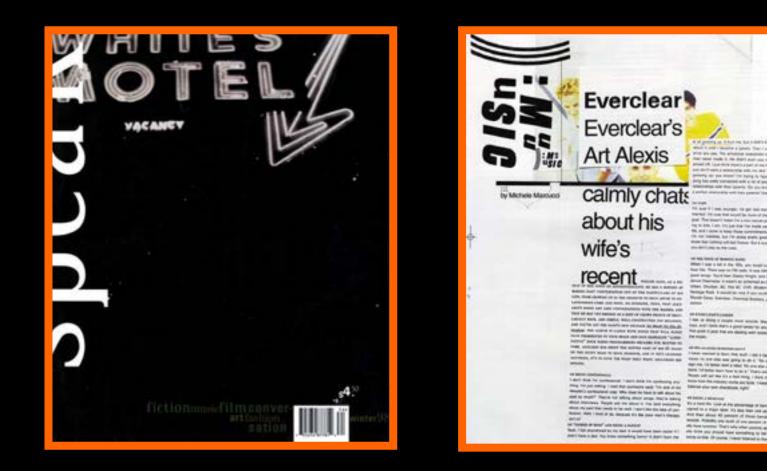
2 Add artistic and conceptual content to elevate the sport

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



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By Lily Moayeri

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Example: Eight By Eight soccer magazine





Include relevant content 3 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

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 Kuwalt native, Fatima Al Qadri, seems to have always been In routing inserve, resists in Custors, serving to have an egy other available of how different needs (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 8 clear that even those in the West, Partial intolling allocate makes a clear that even research in the interfa-who think they can speak theely, are side captives of their institute democracies. The understanding that ready is not fait and homogeneous, but complex, layered, and heisted is maintested in Al Caladris conceptual inusit and artwork.

norance is not biss. And although it might not be the task of n artist to educate, it is surely their mission to reflect and be onest about what currently matters to them. A member of Future Brown and GCC collective, Fatima does not insist on defining genres but inbues namative into her work while leaving it open o interpretation. Her second solo album Shute is a reflection on votest, and the actions each of us could take in order to debate he limitations placed on freedom of speech and assembly

Photo by Dannel Sammanic, 2016





In persuit of elegant solutions with Robert Henke

Everybody seeks elegant solutions in their work, trying to create an argorithm of beauty and meaning. The mastery of an artificic expression comes with the feeling of things done effortiessly, the biggest rewards for either an artist, an engineer or a solentist who dedicate 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 Borshoft about his vision behind Prapile 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 Ableton Loop at Berlin's Funkhaus

Prints (), Michael Bright, Barley, 2016







Example: double dot

split issue on seoul and paris





Audience

Wresting 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.

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

lan Party for **Swiss Typefaces**

Text face in the style of **Times New Roman**

Main Use: body copy



magery

Action Shots





2 Close Ups





Conceptual Photos



MOCK-UDS

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. 77

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





Toronto is the Nerdiest Wrestling City in the World Corey Erdman

Psicosis Jr. at LuchaFest 2 in Toronto, September 2017 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.

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Carter Mason "The King in the North" at LuchaFest 2



