

art

## Written on the body

**Philip Macdonald  
samples a magazine  
that you can wear**

When the new art magazine *Engaged* was launched last month it took its glossy, paper-based competitors by surprise – it was printed on a T-shirt.

The intention of its 28-year-old editor Rachel Steward is to make the public change its perception of the printed word. "It challenges the idea of what a magazine can be and how you can publish it," she says.

The next issue of *Engaged* – due out in February – is printed on a poster. Issue three will be available on diskette in digital form and issue four is scheduled as a live performance.

There are even plans to expand into edible magazines. "I wanted contributors to send poems or text and then package the artwork on tins of alphabet spaghetti," Rachel explains.

Rachel, an English graduate, had the idea for the concept a year ago and went on an Enterprise Scheme in the belief that business skills were essential to a magazine's success. But despite this acumen, she refuses to carry advertising: "The T-shirt is used by commercial organisations to hype their



products. We are trying to reclaim it."

She started out by advertising for contributors in the *Artist's Newsletter* and got more than 160 responses. After choosing who to use the next step was making sure that the product was right. "I know it sounds stupid," she says. "But it took me ages to find a good-quality T-shirt."

The cost for the whole project has been just under £1,000. So far it seems worth it as she has had a positive response. The ICA snapped up 20 copies (the retail price is £15) on a sale-or-return basis, and Dillons' art store has a similar arrangement.

And after spaghetti? "I'll do it for a year, even if it is totally failing," she says. "But I'd like to reach the point where it can support me and the work that people send in determines what format it takes." Let's hope Damien Hurst doesn't contribute.

*Engaged* is available at £15 (including P&P) from *Engaged*, 334a Kennington Road, SE11. Please make cheques payable to Rachel Steward.