

*New content, new contacts*  
*Pop culture*  
*Sixty indie magazine editors all across Europe*  
*Three Days*  
*30-40 Degrees Celsius*

## Europe, North Africa and the Middle East Casablanca

*Dear Editor,*

In September 2006 some two dozen magazines from the United Kingdom to Morocco and from Spain to Poland met in the heat and buzz of Istanbul with a willingness to create a European network of indie magazines and to find ways how to share ideas and content with like-minded editors.

It was clear from the start that there is an eagerness to continue the work. Ideas kept popping up during dinners and lunches and concrete article exchange and new collaborators have been direct results of the event. Therefore with great pleasure we invite you to join the second edition - this time in the Moroccan economical capital of Casablanca.

The goal of the workshop is to exchange ideas on the present state and future of European indie magazines and offer new insights on pop culture across Europe. We will also dive deep into the night and day of Casablanca. Experiencing diversity will be done with a hands-on approach in workshops, clubs, over lunch or on the streets. We guarantee that you will not go home empty handed or without new ideas.

Merheba.

Tommi Laitio  
The European Cultural Foundation

Nabyl Guennouni  
L'EAC-L'BOULEVARD

## PROGRAMME

### Tuesday 5 June: WELCOME EVENING

19.00 Welcome reception

Welcoming words

Programme Officer Tommi Laitio, The European Cultural Foundation

Nabyl Guennouni, General Secretary, L'Eac - L'-Boulevard

20.00 Dinner

22.00 Performance - HOBA HOBA SPIRIT [www.myspace.com/hobahobaspirit](http://www.myspace.com/hobahobaspirit)

### Wednesday 6 June: CASABLANCA DAY

9.30 Departure from the hotel

10.00-13.00 Morning session: Popular culture in Casablanca and its links across the Mediterranean, in the Arab region.

Five 30-minute sessions in small groups: music, film and documentary, fashion, graphic design, photography

13-14.30 Lunch

14.30-18.00 Exploring Casablanca: Time to see the old centre of Casablanca.

Assignment: Photograph one interesting person during the day and interview them about their style (the material will be made available for every magazine to use)

18.30-20.00 Evening session: Popular culture in Casablanca

20.00-22.00 Buffet Dinner

22.00 Concert/Club: Moroccan electro and hip hop with Frederic Galliano from France will play a session with Kuduro music during the evening [www.myspace.com/fredericgalliano](http://www.myspace.com/fredericgalliano) at La cigale Bar / Restaurant.

### Thursday 7 June: WORKSHOP DAY

In your registration please prioritise three workshops you find most interesting.

#### Cross-Mediterranean Hip Hop :

How do musical influences cross the Mediterranean and within Africa particularly in the case of hip hop? What do we know about African urban cultures? How do the European specialized media and mainstream media cover new musical movements such as Kuduro from Angola and what's the importance of this movement in a multicultural European context? What's new on the Angolan hip hop compared to the European one? Special attention is given on one hand to the link between Portugal and Angola and on the other hand France and Morocco.

Artists and DJs both from Europe and North Africa are invited to join the session.

Moderated by: Carla Isidoro, DIF (Portugal)

#### ePop :

What is the role of the Internet for a magazine - same content online, new content, more participation? The session looks into innovative practices for using the Internet to broaden the concept of a magazine.

Moderated by: Zuzanna Ziomecka, Eksklusiv (Poland)

## Trends in magazine design :

What are the current trends in magazine design? What is the difference design-wise when doing a mass market or a niche magazine? The editors and designers of the British film magazine Little White Lies ([www.littlewhitelies.co.uk](http://www.littlewhitelies.co.uk)) share their views on magazine trends. A session also works a platform for peer review on magazine design.

Moderated by: Aylin Güngör, Bant (Turkey)

## Gender :

The session looks into the question of women and men as target groups and as makers of magazines. Are the readers of indie media both men and women? Are indie magazines still catering for a male audience? Is a non-macho magazine for men still a utopia? Do men's and women's issues exist in popular culture? How could popular culture magazines offer a space for a wider set of views and contributors?

Moderated by: Maria Seppälä, photographer-journalist (Finland)

## Role of illustrations :

Is illustration making a comeback? What are the current trends in magazine illustration? Are there regional or cultural differences in illustration styles? How could the participating magazines share illustrations?

Moderated by: Rojo magazine (Spain)

## Print magazines in 10 years :

What do magazines look and feel like in 2017? Is the Internet the final nail in the coffin of independent magazines? Does the generation born in the 80s make different magazines?

Moderated by: Julien Bovy, Voxer (Belgium)

## Writing styles :

What makes an article interesting? Is there a difference in approach to reviewing a subject when tackling it for the mainstream or the slipstream? Is it better to be subjective or objective as a critic? Should record reviews be graded? What are the main differences between a journalist and a critic? Whatever happened to the cult of the personality writer? Is it better to conduct interviews with written questions, or as a conversation? How does an editor discover new writers?

Moderated by: Everett True, Plan B (UK)

9.30 Departure from the hotel

10.00-13.00 Morning session: Parallel workshops

13.00-14.30 Lunch

14.30-17.30 Afternoon session: Parallel workshops

19.00-21.00 Dinner : Free to dine

21.00-01.00 Bring Your Playlist Club. Be a DJ for 15 minutes. Bring your music on a CD or on an iPod.

## Friday 8 June: ADVERTISING DAY

9.30 Departure from the hotel

10.00-13.00 Morning session: Advertising now and then

- Print advertising - a historical glance
- Inventing the needs of a client, new ways of advertising with Sven Ehmann, Creative Director Gestalten Verlag (Germany)
- Case study: Global company in a growing market: Nokia
- Case study: Voxer magazine's partnerships with Carhartt and Fred Perry, Julien Bovy Editor in Chief, Voxer (Belgium)

13.00-14.30 Couscous Day

14.30-16.30 Afternoon session: Not just a magazine - what other magazines do than publish periodically a print issue? Case studies in smaller groups.

16.30-18.30 Box and article Bazaar

Magazine bazaar of funky stuff and articles you brought with you in a traditional bargaining manner. Go home with a set of funky stuff and minimum one new article.

18.30-19.00 Concluding session: Next steps

Moderated by Tommi Laitio, Programme Officer, The European Cultural Foundation

19.00-21.00 Dinner

## Saturday June 9 : DEPARTURE DAY

Hope to see you on the next steps.

## **BOULEVARD FESTIVAL**

The outdoor festival in Morocco for Alternatif Music – [www.boulevard.ma](http://www.boulevard.ma) takes place in Casablanca, on the weekend before the workshop (Mai 31 - June 3).

The organisers have agreed to provide the interested participants with press passes to the festival.

Please let us know when registering whether you would like to stay for the festival as well.

Accommodation for these days would be on your own expense.

## PARTICIPATION

The workshop is meant for editors and publishers of independent magazines which: - are published by independent small publishers

- have a critical and ambitious take on popular culture
- have a curiosity to broaden their perspective across the national borders
- have a willingness to share ideas and content with fellow publications
- have a high level of ambition in their graphic design

The workshop is mostly targeted for the people responsible for the concept and content of the magazine.

There is no participation fee in the workshop. The European Cultural Foundation supports all participating magazines with flights and accommodation (5-9 June) for one person. If the magazine wishes to more than one person, the ECF will cover the price difference for a double room.

## HOW TO SIGN UP?

1. Inform Tommi Laitio of The European Cultural Foundation (tlaitio@eurocult.org) of the willingness of your magazine to join the workshop with short information on your magazine in addition to the name and position of the participant. This information will be used in the participation list.

Indicate also in the email the workshops you are interested in joining (choose three in a prioritised order. We will only run the workshops which raise interest among the participants.) (The organisers reserve the right to choose the participating magazines so that they fit the overall goals of the project.)

2. Select an article, photoshoot, series of illustrations etc. from your magazine that you are willing to share with some of the other magazines free of charge. (The material needs to be available in English and in a digital format.)

3. Pack your T-shirts, sunglasses, camera, set of your magazines (there will be approximately 60-70 participants in the workshop) and your box of cool stuff from your city (CDs, flyers, T-shirts, bags, caps etc.) and get on the plane. (You may also send your magazines in advance to Casablanca.)

Expected outcomes All participants are asked to bring to the event one article to share with the others. The material needs to be available in a digital format and in English. This organisers will also reserve the rights to use this content in the communication of the event. Authors will be credited in all cases.

Photographer Anna Schori (Wire, Art Review, Another Magazine, the Observer Magazine) will cover the event and take portraits of all the participants. The images of Schori will be available for the participating magazines.

All the discussions of the event, new suggestions and so forth will be documented into a report after the event and will be available online for the participating media. The best outcomes, however, are all up to the participants and their exchange of ideas. Looking back at the results from Istanbul, there is a great element of surprise involved.

## INVITED MAGAZINES

A4 (Poland)  
Aktivist (Poland)  
Bant (Turkey)  
B East (Estonia)  
Blend (the Netherlands)  
Clark (France)  
Code (the Netherlands)  
Dazed & Confused (UK)  
DIF (Portugal)  
Eksklusiv (Poland)  
Intro (Germany)  
Jaffa (Latvia)  
Kasino (Finland)  
L'Etendard (Morocco)  
Telquel (Morocco)  
Soukultur (Morocco)  
Selwane (Morocco)  
L'Kounache (Morocco)  
Lelahel (Algeria)  
Zanzana (Tunisia)  
La Mono (Spain)  
Little White Lies (UK)  
Lodown (Germany)  
Läs (Finland)  
Odd at Large (Sweden)  
Omagiu (Romania)  
Pep (Hungary)  
Pig (Italy)  
Plan B (UK)  
Prestup (Serbia)  
Rodeo (Sweden)  
ROJO (Spain)  
Sexo (Sweden)  
Skin (Jordan)  
Sobaka (Russia)  
Soul (Greece)  
Spex (Germany)  
Swindle (US)  
Voxer (Belgium)  
..More to be confirmed

## ORGANISERS

### The European Cultural Foundation (ECF) :

Is an independent foundation supporting cultural cooperation and advocating strong cultural policies for Europe. The ECF believes in the enriching experience of diversity, and in the power of culture to promote mutual understanding and respect. The ECF was founded in 1954, is based in Amsterdam and The ECF is grateful for the core support - made possible by the Prince Bernhard Cultural Foundation - of De BankGiroLoterij, De Lotto and De Nationale Instant Loterij.. The workshop is part of the ECF's youth and media programme. [www.eurocult.org](http://www.eurocult.org)

### L'EAC-L'Boulevard Association general secretary :

Nabyl Guennouni was born in Casablanca in 1979. Since 2002 he is the lead singer in the Moroccan Metal band Reborn. Manager of the Marock'n'Roll band Hoba Hoba Spirit. Member of the 'Festival l'Boulevard' festival committee. Has worked on a British Council 'Connecting Future' project management programme in Tunisia and UK. Rock Consultant on L'Kounach (Urban cultural creation magazine) and Editor in chief of the national weekly newspaper L'Etendard.

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