



powerHouse magazine

Media Kit 2007



Photograph by Harvey Wang



ABOUT powerHouse magazine

Fusing the worlds of art, photography, design, fashion, pop culture, advertising, music, dance, and film into a glorious magazine unlike anything you've ever seen, **powerHouse Magazine** showcases artists and writers who share our collective vision about culture and its place in our world.

Whether collaborating with the establishment or conspiring with the counterculture, whether presenting the classics or sharpening the cutting edge, **powerHouse Magazine** provides dynamic inspiration and peaceful meditation on high and low culture alike—because who we are and what we do is based on our passion for exploring truth and beauty, evoking emotion and excitement, and provoking thought and conversation.

A twice-yearly publication launching in October

2006, each issue of **powerHouse Magazine** will have a single editorial focus inspired by a central group exhibition at The **powerHouse Arena**, located at 37 Main Street, Brooklyn. But the magazine is more than an exhibition catalogue: it is a stand-alone publication designed to complement the show by featuring never-before-published art and texts, as well as highlights from **powerHouse Books'** landmark monographs and the archives of exhibiting artists (who have been selected by powerHouse because of their innovative approach and enduring relevance to the scene), **powerHouse Magazine** presents a deeply informed collection of work providing unparalleled insight into the world in which we live.



Photograph by Larry Fink

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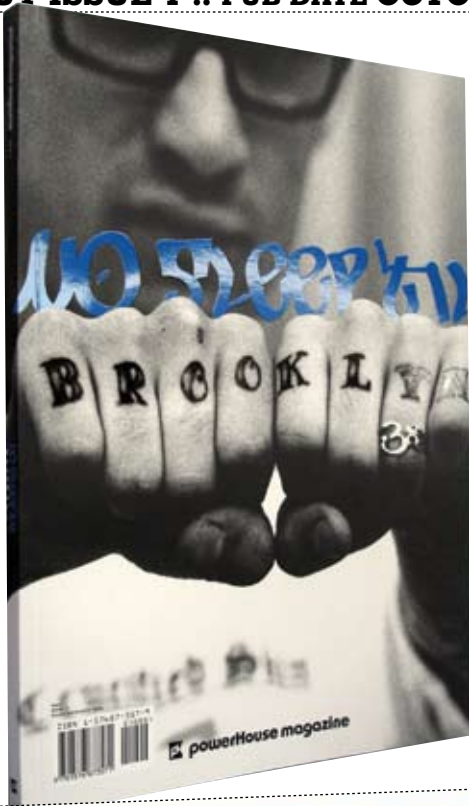
OWERHOUSE ARENA

In Fall 2006, world renowned independent art book publisher, gallery, and bookstore **powerHouse Books** launched The **powerHouse Arena**, a laboratory for creative thought: exhibitions, installations, presentations, displays, viewings, performances, readings, and retail therapy—all drawing upon photography and popular culture as sources of inspiration. Located at 37 Main Street in the DUMBO section of Brooklyn, the 10,200-square foot marquis showroom and retail space is unlike any other in New York City, featuring a soaring 24-foot ceiling on the 5,000-square foot ground floor, and an equally impressive 5,000-square foot mezzanine, with over 175 feet of glass frontage, designed by esteemed architect **David Howell Design**. This year, powerHouse launches the **Bo Concept Skylounge**, a second gallery from Bo Concept, featuring furnishings exclusively from Bo Concept. In 2007, we will offer a series of sizzling exhibitions and cultural events. Step into The Arena!



©Martha Cooper





The premier issue, **No Sleep 'til Brooklyn**, is a 30-year retrospective of hip-hop culture documenting its humble beginnings in the South Bronx through its glorious rise to global domination. But this is by no means a story of celebrity, fame, and mass-market names. As **KRS-One** said, "Rap is something you do, hip hop is something you live." And so we dedicate **No Sleep 'til Brooklyn** to the people and to the streets, paying tribute to the founders, the innovators, and the next generation with works by **Charlie Ahearn, Patti Astor, Janette Beckman, Peter Beste, BL. ONE, Boogie, Martha Camarillo, Henry Chalfant, Vincent Cianni, Claw Money, Martha Cooper, DAZE, DG, Martin Dixon, DR.REVOLT, Delphine Fawundu-Buford, Carol Friedman, Hamburger Eyes, JA, JERMS, Lisa Kahane, LADY PINK, Helen Levitt, MISS 17, NATO, Chris Nieratko, Charles Peterson, Mark Peterson, Ricky Powell, Doug Pray, QUIK, Carlos "MARE 139" Rodriguez, Joseph Rodriguez, Randy "KEL 1st" Rodriguez, Rokafella, Thomas Roma, Q. Sakamaki, Jamel Shabazz, SLASH, Peter Sutherland, TOOFLY, QUIK, Craig Wetherby, and David Yellen.**

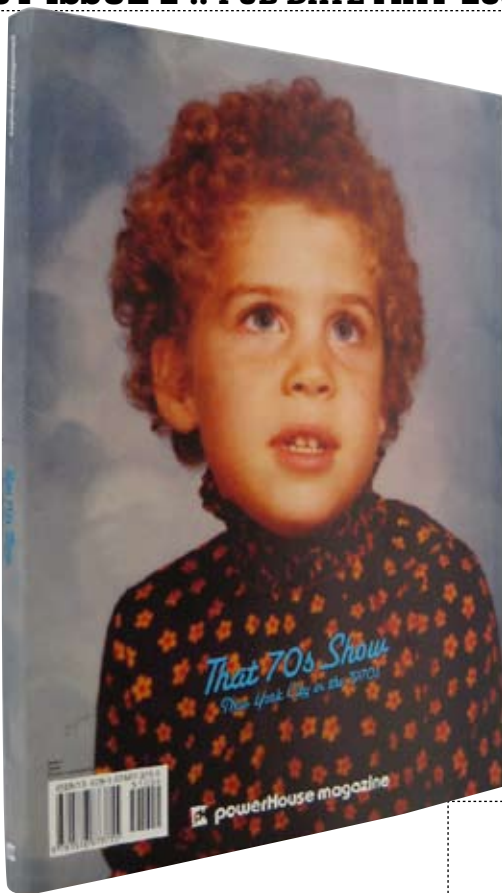


POWERHOUSE ARENA: NO SLEEP 'TIL BROOKLYN
OPENING RECEPTION FOR VH1 HIP HOP HONORS WEEK 2006





ABOUT ISSUE 2 :: PUB DATE MAY 2007



Issue 2 of **powerHouse Magazine** will premier in May 2007 with *That 70s Show*, an ode to a city long forgotten, a city on the brink of bankruptcy, rife with anarchy, simmering insanity and extraordinary originality: New York City in the 70s. To celebrate an era that has long since passed, **powerHouse Magazine** pays tribute to the people of New York—from the pimps and the pushers to the police and the politicians, the musicians and the artists to everyday citizens—whose perseverance during these lean years reveals the insurmountable spirit intrinsic to this city. Featuring work by photographers, artists, and writers including **Charlie Ahearn, Patti Astor, Afrika Bambaataa, Roberta Bayley, The Black Tarantula, Stephen Blackwell, BLADE, Joe Conzo, Martha Cooper, COPE 2, Diego Cortez, Misha Erwit, John Fekner, Jill Freedman, Carol Friedman, Larry Fink, Ron Galella, Godlis, Arlene Gottfried, Larry Grobel, Richard Hell, Graeme Jamieson, Lisa Kahane, Seth Kushner, Builder Levy, Christopher Makos, Carlo McCormick, Maripol, Susan Meiselas, Glenn O'Brien, Joseph Rodriguez, Thomas Roma, Bobby Seale, Jamel Shabazz, Stephen Shames, Harvey Stein, Straightman aka LAVA, Helen M. Stummer, Allan Tannebaum, James TOP, Maureen Valdes Marsh, Harvey Wang, Nicholas Weist, and Dondi White**, as well as photographs from the archives of the *New York Daily News*, *That 70s Show* takes us back to a time of crisis and creativity, anxiety and artistry, madness and majesty—when genius burned up the sky like the Bronx on fire.



POWERHOUSE ARENA: THAT 70S SHOW
OPENING RECEPTION WITH HALCYON, MARIPOL, THE ROYAL, AND CHOCOLATE BAR





A tribute to capitalism in action, *The Hustle* is about the art of selling—anything. Selling sex, selling drugs, selling clothes, selling souls, selling dreams, selling schemes, selling anything 'cause this is America, baby. Featured artists and writers include Patti Astor, Chris Ayres, B+, Christoph Bangert, Janette Beckman, Joanne Carolino, Claw Money, Roberta Bayley, Juliana Beasley, Stephen Blackwell, Martha Cooper, Monique de Latour, Amy Eckert, Ron English, Enid Esmond, Ron Galella, Roger Gastman, Lawrence Grobel, Jeff Jank, Chris Kitze, Gregg LeFevre, Rachel Loischild, Maripol, Jeff Mermelstein, Slava Mogutin, Bruce Neuman, Chris Nieratko, Amy O'Connell, Jake Paine, Mark Peterson, Tracy Quan, Joseph Rodriguez, Marsha Valdes Marsh, Teri Woods, Charlie White, and Joy Yoon, as well as advertising masterminds Kevin Roberts, CEO Worldwide of Saatchi & Saatchi, and Alex Bogusky of Crispin Porter + Bogusky.



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DEADLINES

	Reserve Date	Artwork Due	On Sale Date
Issue 3 The Hustle	5/25/07	5/31/07	10/1/07

For advertising inquiries please contact Miss Rosen
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