

# be east of borneo

Media Kit **2011**



***East of Borneo* marks the convergence of two very distinct lines of thought. What is the nature, and the future, of art magazines? And how might we give form to the sprawling history of art in Los Angeles and beyond?**

Launched in October 2010, *East of Borneo* frames a discussion of contemporary art and its modern history as considered from the West Coast.



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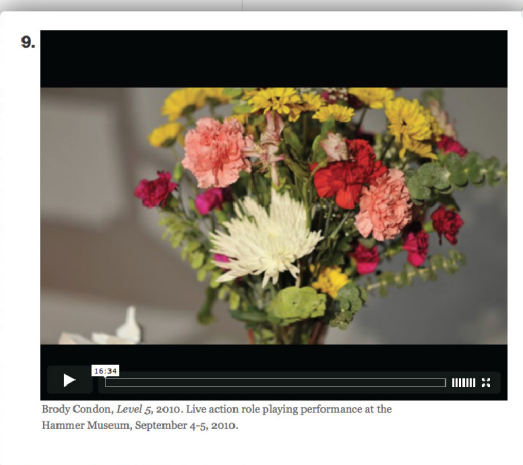
*East of Borneo* is published by the School of Art at the California Institute of the Arts and supported in part by grants from the Andy Warhol Foundation for Visual Arts and the Getty Foundation.

**East of Borneo is more than an online magazine; it's a new type of publication that rethinks the way that we conceptualize, preserve and present the various histories of contemporary art.**

to win—an unjust war in Vietnam. It is not far-fetched to think of Erhard as a masterful author who not only discovered the story his generation wanted to be told, but so perfectly constructed the story—so finely tuned his instrument—that it could echo the particular needs and desires of anyone who paid to listen.

And who still pays to listen. After closing est in 11 to what is now known as Landmark Education, v and a revenue of approximately \$77 million in 20

Sifting through the artifacts and fictions of the ba excavation; they are a generation that has prefer leave it behind, and those of us who belong to th ourselves negotiating the inherited weight of thei the grand narratives of Self, plotted along the fir actualization and aggrandizement, kinked by get the transfusion of social networking into what ha by our own hands (posts, blogs, tweets), as well designed and programmed by others). We may t audience is required to complete the lifeline, and Add to This Very Moment of the Self the harassm and collapsing chronologies of a culture that fun products—and what we begin to spin are stories trace a history—understand what has come belo



Brody Condon, *Level 5*, 2010. Live action role playing performance at the Hammer Museum, September 4-5, 2010.



Participants in Brody Condon, *Level 5*, 2010. Live action role playing performance at the Hammer Museum, September 4-5, 2010. Photos courtesy of the artist and the Hammer Museum, Los Angeles.

## A Multimedia Magazine

With thoughtful, richly-illustrated articles authored by some of today's best art writers, scholars, curators and historians, we are making the most of our online platform without sacrificing the depth and quality of print.

## A Collaborative Archive

Our featured articles are published alongside a growing “collaborative archive” of images, videos and texts added by our readers, enriching the editorial content and encouraging new lines of thought.

## An Engaged Community

Readers can create a personal profile with image and bio, add items to the collaborative archive, and connect with other users who have similar interests.

It's not just about Los Angeles, but a view from Los Angeles that reflects the sprawling nature of our city and underlines its importance within the broader international art world.

## The Film Looks Like a Licked Sunset: A Conversation with Jennifer West

by Quinn Latimer



## Do You Believe in Television? Chris Burden and TV

by Jennifer Krasinski



## The Art Lover: Galka Scheyer's Higher Calling

by Darcy Tell



[see all](#)

We publish essays, profiles and interviews that bridge the gap between historical developments and current practice. Our local and international contributors include top critics, scholars, artists and curators.

### Recent contributors:

Claire Barliant, Joanna Fiduccia, Bruce Hainley, Michael Ned Holte, Jennifer Krasinski, Quinn Latimer, Thomas Lawson, Annette Leddy, Derek McCormack, Susan Morgan, Aram Moshayedi, Saul Ostrow, Corrina Peipon, Cameron Shaw, Jenni Sorkin, Nick Stillman

**yes!** we pay writers

We feel strongly that writers and contributors should be paid for their work and our committed to providing free access to all of the writing we publish online without any pay walls, membership requirements, or subscription fees

## What the media are saying about us:



“... a multimedia magazine, a collaborative archive, and a network of engaged readers who crave rich editorial content as well as groundbreaking critical thought.”

— *Flavorpill*



“In an era of short blogs and superfluous reviews, the idea of a well-rounded and in-depth investigation that is the result of many voices is a welcome addition to the contemporary art discourse.”

— *The Huffington Post*, “*East of Borneo: A New Model for Online Magazines in Los Angeles*”



“A fantastic online visual arts magazine out of LA, and it’s one of the most visited sites on pretty much every computer in the Culturebot newsroom. Seriously, we love this site and you will too.”

— *Culturebot*



“...a real LA point of view, neither cloyingly provincial nor tiredly cliché, but poetic, intelligent and imaginative. This is realized in its admixture of art historical awareness, an emphasis on literary quality and a flexible attitude toward disparate cultural terrain. Intellectual, without any of the hang-ups of academic style, *East of Borneo’s* many voices range across diverse kinds of culture...”

— *Art Lies*, “*West Coast Love Affair: East of Borneo, Magazines and Los Angeles*”



“This fall, CalArts dean Thomas Lawson launched an online magazine with colorful artist interviews... But the site’s real reason to be: visitors can upload their own images and videos to create an evolving archive of L.A. art history.”

-- *Los Angeles Times*



“The Best Art Writing of 2010”

— *Artlog*

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