

# Ceci n'est pas un magazine

(We've crossed oceans of time to find you...)

Comments? Ideas? Flames? *Metamute's* new forum [<http://www.metamute.com/forum>] awaits you. Or contact us at the editorial address.

## Mute's evolution in perspective

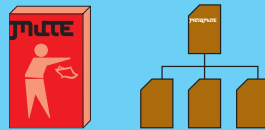
Over the last six months, *Mute* magazine has been in a suspended state of publication. During this time, we've been contemplating the implications of our magazine's content – the digital 'revolution' and its discontents – for its form and self-sustainability.

When *Mute* published its pilot issue, in 1994, the Net was anything but ubiquitous. *Mute's* original 'Financial Times' newspaper format was a deliberate attempt to debunk the information revolution's much vaunted inclusivity – hence our decision to make a printed object and our motto 'Proud to be Flesh'. Six and a half years later, we face a very different picture: the many-to-many publishing environment is now far more than a theory spouted by inspired techno-lotus eaters and our publishing gesture is dwarfed by the reality of today's Net.

So, our gawky teen phase of self-contemplation has resulted in a few structural and 'philosophical' adjustments. You might have seen the first signs of this in our fledgling e-letter *Mutella* and our recently relaunched *Metamute* website. Well, the long shadow of cyberspace has now fallen across our paper-bound and 'top-down' notion of content generation too. Like us, you'll have come across words such as 'prosumers' and 'user-generated content'. Such New Economy buzz-speak for the consuming producer (or producing consumer) often functions as an alibi for no editorial at all or, worse, a vampiric relationship to a community. Nonetheless, in sticking so monogamously to a traditional editorial model we have ignored the non-vampiric alternative.

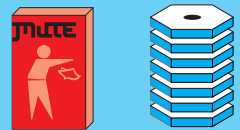
If you think this is all a very long-winded way of saying we want to be in better dialogue with our readers, you're both right and wrong. Right because we do, wrong because that's only the start of it. Part of our objective is to continue producing *Mute* as a printed magazine; the other part is to develop discussion forums, tools/files/software exchange spaces, research areas and special publishing projects. This way, *Mute* can hopefully become a more accurate vehicle for exchanges that go on between us and you. You could say the editorial centre of gravity is shifting – from offline to on, and then imagine all that that implies. 🐉

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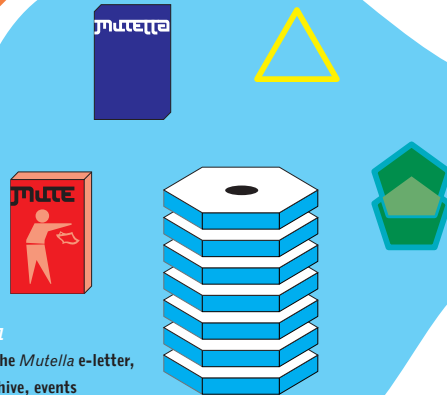
THE DAWN OF TIME, 1994-1995  
*Mute* started as a printed newspaper with a simple online version, *Metamute* v. 0

2



WHEN DINOSAURS STALKED THE EARTH, 1996-2000  
 A printed magazine with an online archive and *Metamute* v.1.0 (aka 'meta' soon to be archived on *Metamute*)

3



THE PRESENT, 2001  
 A printed magazine, the *Mutella* e-letter, *Metamute* v. 1.1, archive, events



= *Mute*



= talks/events



= research



= *Mutella*



= shop



= online/offline services



= *Metamute* archive



= code

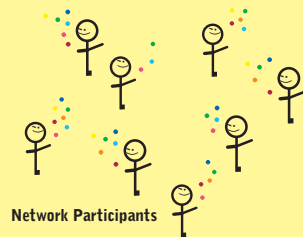
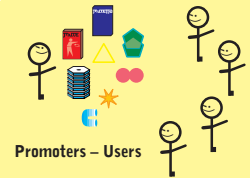
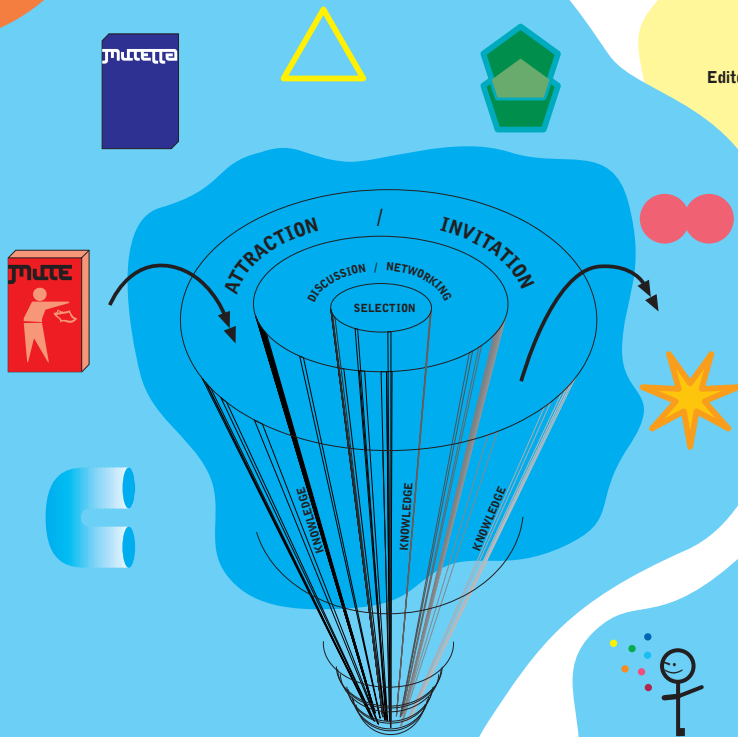
# WHO IS WHO?

the slogan 'Stop spending money, generate your own value!' In effect, can that badly maligned entity known as a 'community' generate an economy of its own.

Illustration: originated by Quim Gil <qqgil@metamute.com>  
Executed at dawn by the fine hand of young Damian Jaques  
NB you are approaching a simplification of Reality!

In the classical editor-reader relationship the roles are simple: editors edit and publish, readers read and pay. What we are more interested in is a variant of

4



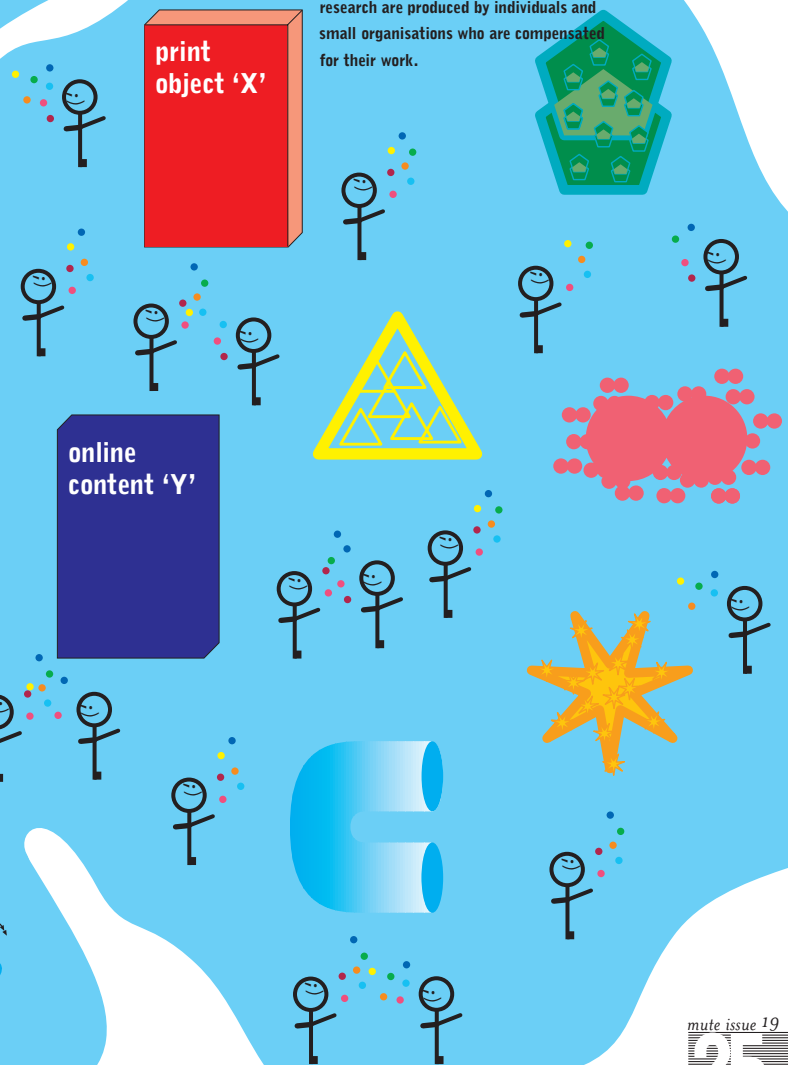
## OBJECTIVE ... Oh God, why am I here?

To contribute to the strength of independent media projects – enabling them to compete with institutional, governmental and corporate driven ones, and to create information spaces where high quality tools, content and research are produced by individuals and small organisations who are compensated for their work.

### THE NEAR FUTURE

Metamute: a space of exchange – of editorial, opinion, information, tools, services and products, one of which is Mute.

6



5

### THE SLIGHTLY MORE REMOTE FUTURE

A decentralised space which increases the networking capacity of complementary independent projects – to share experiences, practices, tools, services

