

LOOFY MAGAZIN #5 **OPEN CALL 2013**

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Subject: *The Fiction Of American Landscape Fiction*

You wonder whether the world itself isn't just here to serve as advertising copy in some other world.

- Jean Baudrillard, America

The reality of the U.S. American landscape can be found in pictures, thus turning the actual physical landscape into a mock up version of its version. It seems as if the originator of the American scenery has turned inside out, making the simulation in the form of imagery the primal source of how the build environment is perceived. The actual landscape has accomplished to turn itself into a mirrored agent by ways of pushing its multiple versions in a constant logic of reappearing. The most powerful image of this universe; the endless scene of a Cadillac relocating to the golden highway in order to approach the void of the desert or its vertical brother (or horizontal in the case of LA), urban America!

General Guidelines & Info:

Though LFY is generally interested in text based material in connection with images, we welcome every approach that is formally possible within the mode of printed matter (and at best is devised for it) rather than a documentation of a work which originates in forms such as video, object or performance. The material should have a general focus on the natural and man-made built environment of the USA. Contributions in all possible fields from groups and individuals are of interest, such as architecture, journalism, philosophy, freelance writing, science, design, poetry, history, art, blogging etc. > We only accept electronic submissions. > Include the author's name(s), e-mail addresses, as well as a short biography, included in the first page of the text. > Texts can be up to 1,500 words. (A maximum of 2 spread pages will be granted, though exceptions are made for projects exceeding this amount.) > Images should be in TIFF, GIF, or JPEG format. Max. size per attachment is 3 MB. > Texts should be submitted as an attachment in Microsoft Word or a file format that can be opened with Word. > We will only contact you if we can use your submission. If you have not heard from us within 6 weeks, assume that we were not able to use your submission. > As LFY is a very small non-profit project based on volunteers, we are unable to pay author's that contribute in issue 5. > Deadline for all submissions is on the 1st. of March 2013. Please send your application material to akvbooks@gmail.com.

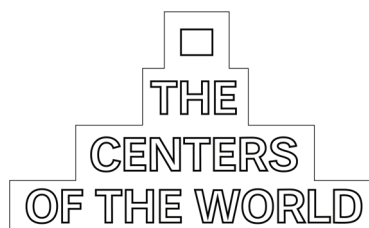
About Loofy Magazin:

Loofy Magazin is an ongoing project in the form of a periodical magazine focusing on anecdotal accounts provided or triggered by terrestrial landscapes, its natural and built environment as well as the entanglement of both agents. Initially based on expeditions and field trips into urban and rural landscapes the magazine worked in the spirit of a travel log book, capturing phenomenon and occurrences of specific sites in the form of text-image combinations. The project has broadened in approach and style, which has varied as submission material from contributors like artists, designers, architects, historians, theorists, philosophers, bloggers and journalists has been included. The editors of LFY (Donwood Bricks, Max Stocklosa and Andrea Kiesling) work under the mandate of non-disciplinary knowledge production and open curiosity. Their duty is to provide a broad spectrum of thought developments beyond constitutional and academic concepts of architecture by revisiting the contemporary physical and metaphysical world designed by humans anew.

This Project is supported by:



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