

GRAPHIC EXCHANGE

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YOU THINK

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GRAPHIC EXCHANGE

25 ELM AVENUE

TORONTO ONTARIO

CANADA

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BLURRING THE LINE

Re: *A New Medium* Oct/02

The difficulty in associating graphic art with contemporary art lies in that contemporary art is created to ask people to open their minds and think, whereas graphic art is generally created to influence behaviour or thought processes for an ulterior gain.

If you look beyond the well-publicised art contests to the primarily government-funded artist-run centres and parallel galleries across Canada, you will see that a large proportion of contemporary work is based in digital technology. There is a great deal of interest and enthusiasm in the contemporary art milieu for this digital technology, and new grants created specifically for it. Interestingly, few of the artists who make professional use of this technology in their artistic practice would label their work graphic art, although many of them work in the graphic design industry.

I really enjoyed the issue, it gave me much to think about.

FELICITY TAYLER, PROD. MANAGER/ARTIST
GRIFFINTOWN MEDIA
MONTREAL, QC

HONEST DRAW 11 REVIEW

I'm a new subscriber to GRAPHIC EXCHANGE and am pleased to see a publication coming out of Canada that deals with the graphics and digital art field with a uniquely Canadian point of view.

I was absolutely delighted to find a review on the latest CorelDraw Suite (CorelDraw 11). I've been a Corel user for the past three years now and you would have to pry my copy of Draw from my cold dead hands before I'd give it up!

I found the article to be well written with a great humorous slant that's refreshing to see in an industry that sometimes takes itself a little too seriously. Steve Aykroyd's explanation of the new features, both good and not so good, were of great interest to me as I am considering upgrading to version 11 from version 10. It was great to read an honest and frank review that both entertained and educated me in the same stroke!

A great article and a great magazine, keep 'em coming!

FRANK PIZZACALLA
OWNER/DESIGNER, PIXEL LIGHT MEDIA
ST CATHARINES ON

COLOUR ME CANADIAN

I have just received my latest issue of GRAPHIC EXCHANGE and I can maintain my silence no longer.

Before I begin, let me compliment you on publishing a consistently readable product.

I must admit though that I am beyond appalled when it comes to your choice of spell checkers. It is interesting that many of the "Survey Snippets" you chose to include this month comment on the fact that yes, you are a Canadian publication. Why then do you insist on using a U.S. English spell checker? I could not believe my eyes when I turned to page 34 and saw the word "color" jumping off the page at me. I don't know why it sent me over the edge this time, you do it ever issue. There isn't much these days that sets us apart from our neighbours to the south, but I'm a proud Canadian and choose to spell words the way I was taught, not incorrectly in order to appease a larger target market.

I teach design students at several community colleges and have always made it clear that I will not tolerate poor spelling. I give the magazine an A for content, but an F for spelling. Shame on you.

CATHY JESSUP
PRESIDENT, MUSE DESIGN
TORONTO ON

[Editor's reply: Yes, Cathy, in the past eleven years we've probably printed the word "color" in Graphic Exchange over 4000 times. The editorial decision was made with our very first issue to conform with the industry standard spelling, and to this day it's the only "unCanadian" word we use.]

NO INTEREST IN WORLD END

Re: *Color Space* GX Oct/02 [by José Chung]

That's the strangest article I've ever seen in any magazine devoted to graphic design. Are your readers supposed to be interested in the imminent end of the world?

I can't decide whether José Chung is just misinformed about an astronomical catastrophe, is somewhat mentally disturbed, or is from another planet. More likely, this article (intended for April 1st next year) was mistakenly published too early.

Of course, if Mr. Chung is right, there will be no April issue of GRAPHIC EXCHANGE.

GEORGE DUNBAR
DUNBAR PHOTOGRAPHY
TORONTO ON

CAN I JOIN?

Dear Mr. Chung,

Is it true that you live in a bunker under the Canadian Shield? I read your article on Planet X, and I thought it was a real levelheaded synopsis of the whole thing. I've been following some of the sites (half heartedly...out of denial) but was interested to hear that someone was prepared in an area that I was thinking of "escaping" to. And I was curious to know whether you were alone or part of a community. And if so, would you be willing to take in others who might have something to contribute to the survival of mankind?

MARY LACZKO
VIA E-MAIL

[Editor's reply: Regrettably, Mr. Chung could not be reached for comment, but reliable sources confirmed that limited space in his bunker is still available.]