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North Drive Press Publishes Pandora's Box



Text **Abbye Churchill**
Photography **Tim Barber**

You may not be clairvoyant, but thanks to *North Drive Press* co-editors Matt Keegan and Sara Greenberger Rafferty, you don't have to be. With remarkable prophecy, the editors select both emerging and established artists to interview each other and to create editioned multiples and ephemera for the boxed, unbound publication. The editors explain, "In a way, it's not really for now; it's for the future. We don't yet know what the ongoing careers—if any—of the contributors will evolve into. We like the idea that these artists are going on record and doing interesting things before they are sanctioned by the art world and even if they never will be, they are on record as having done something and been a part of something." More often than not, past contributors to the unique publication have gone on to be cultural arbiters of the moment, the names that populate the conversations of gallerists, curators and critics alike: Cory Arcangel, Ryan McGinley, Allison Smith, Dana Schutz, Jim Drain, Björn Copeland, assume vivid astro focus, Antony, KB Hardy and Paulina Olowska, to name a few.

The fact that the artwork of such laudable creators is both accessible and available to the masses is a testament to the brilliance of the co-editors' egalitarian publication concept. The editors note, "Its democracy, seriality and textuality absolutely make it a publication. We make a large edition, try to give as many away for free as possible, distribute our PDFs for free online and keep the box as affordable as possible." In fact, the next issue of *NDP*, the fourth, will be published in an edition of a thousand, doubling the previous circulation of the first three issues. The expanded edition will feature an interview with Kathleen Hanna, a multiple by Swedish artist Tobias Bernstrup and the work of emerging artists like Justin Lowe, Andrew Lampert and Sara VanDerBeek.

North Drive Press has the unique ability to document the precise cultural moment we live in, while at the same time presaging the next wave of artistic visionaries. Hold in your hands today what will be talked about tomorrow.

NDP#4 is available at www.north-drivepress.com and at *Printed Matter* in NYC, *Ooga Booga* in LA and *Quimby's* in Chicago

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