

WELCOME TO THE FIRST ISSUE OF MAGENTA MAGAZINE

COVER BY DONA SCHWARTZ



Portfolio-based magazines have always been a favourite of mine. There's just something so decadent about lush photo narration and being introduced to new work from an artist or photographer you like or finding out about artists you don't know. The sad truth is that there are so few venues around to showcase some of the amazing talent that's out there.

Enter The Magenta Foundation, a new kind of Canadian arts-publishing house bent on changing the perceptions of Canadians—and the world—about art in this country, nationally and internationally. We want to be the new vehicle for visual communication in Canada for art enthusiasts of all types.

Our first issue focuses on photography, and includes intimate views of life and death with a little bit of naughtiness thrown in.

ONE AMERICAN BODY OF WORK: *In the Kitchen* by U.S. photographer Dona Schwartz is a stunning and intimate look at family life in the kitchen, a common ground of interaction, over the course of three years.

ONE CANADIAN FEATURE: Photojournalist Louie Palu captures the essence of an often overlooked secret killer, asbestos, in *Dust to Dust*.

FINE ART: British photographer Elaine Duigenan's *Nylon* is provocative and mysterious, subtle and sublime.

MAGENTA RECOMMENDS: This focuses on upcoming publications featuring enlightening and engaging bodies of work from artists we think deserve special mention. This issue, learn all about NIAGARA, a new book by American photographer Alec Soth.

The Magenta Foundation has a lot of really great friends, both at home and abroad, including our U.K. photo director Simon Bainbridge. Happy to have him on board. Special thanks to our partner *The Globe and Mail* for the support with this concept and for helping us become mavericks together.

This magazine is for everyone. Help us spread the word that Canada has some world-class artists worth talking about. We feel it's an exciting time to be Canadian, because the best is yet to come! Please enjoy Volume 1. See you in June.—MARYANN CAMILLERI