



## BRIEFING Media

### Q & A

**Rosa Park**  
Editor, 'Cereal'  
magazine  
Bristol, UK



Relying on a full-time staff of three and roughly 40 international contributors, *Cereal* is a new food-and-travel publication based in Bristol. Launched in December last year with volume two out on 18 March, it is available at selected bookstores, newsstands, cafés and boutiques around the globe.

#### How did 'Cereal' happen?

There are many wonderful food-and-travel titles out there but I wanted to create a publication that would discuss and explore specific aspects of food and travel in more depth, with striking visuals and minimalist design. Our ultimate goal is to provide the readers with stories, social contexts and relevant facts alongside strong photography and illustrations. We also include a bibliography at the end. You could say that we are of the nerdy food-and-travel persuasion with a love of great photography.

#### Where does your fascination with food and travel come from?

My father was a restaurateur and also ran a travel agency, so food and travel have always played significant roles in my life. My first great memories are of eating and travelling, and I can't imagine my life without delicious food and exciting, relaxing or inspiring trips. I guess it was almost inevitable that I would end up working in these two sectors. — NG  
[readcereal.com](http://readcereal.com)

## Digital development

Vienna [PHOTOGRAPHY]

Photography specialist *Lomography* was founded in 1992 by two Viennese students with a love of cult cameras. Its latest accessory, the *Film Scanner*, converts 35mm film into photos you can share on your smartphone. Lightweight and portable, it's perfect for the snap-happy analogue enthusiast. — JAF  
[lomography.com](http://lomography.com)



## Making sense

Massachusetts [BOOKS]

Based in Cambridge, Massachusetts, Wakefield Press is one of America's most curious yet brilliant new publishers of translated classics. Smartly designed pocket-sized paperbacks run the gamut from overlooked satirical writings by Balzac to works by influential socialist philosopher Charles Fourier. — BA  
[wakefieldpress.com](http://wakefieldpress.com)

### Q & A

**Caspar Newbolt**  
Co-founder,  
Version  
Industries (V)  
New York



Newbolt is an English web designer, lecturer, filmmaker and co-founder of Version Industries (V), forging creative collaborations with his favourite bands.

#### How big is the (V) team?

Just four to five core members, including my 2003 co-founder and business partner Giles Copp who I've known since I was 13.

#### What's your daily bread?

Design and development work for clients such as comedian and filmmaker Louis CK.

#### Describe your work with bands.

I am responsible for visually creating their sound. I get images in my head from listening to their music and create everything from sleeves, posters and videos to documentaries. I only work with bands I like.

#### Is art more influential in the music business now?

Record labels have faded. Bands work with us on artwork and we in turn can become a catalyst for them working with each other. It's a creative nucleus. We all talk online but it's as though we're meeting up in a bar. It's unusual that so many bands are grouped around us, linked by interest in our design ethic rather than necessarily sharing a musical theme. I'm treated like a band member – I've even gone on tour.

#### How does that nucleus work?

For example, Big Black Delta [BBD] connected us with SONOIO; SONOIO linked us to Surachai; then Surachai interviewed BBD for his website Trash Audio. There are several other bands and new connections linked to this one thread.

#### Any inspirational precedents?

At Factory Records in Manchester in the 1980s, Peter Saville had total artistic control over some of the era's best bands. He created a visual culture. — BB  
[versionindustries.com](http://versionindustries.com)

