

# smith

JOURNAL

Editorial Design P1—*Smith Journal* Digital Redesign | MIKAELA BUCK

HISTORY, PHOTOGRAPHY, ART & DESIGN + OTHER INTERESTING THINGS ABOUT THE WORLD

# who is smith journal?

THE MINDS BEHIND SMITH WANTED TO  
CREATE SOMETHING THEY'D BE HAPPY  
TO READ THEMSELVES.

*Researcher & Designer Mikaela Buck*

*Smith Journal* is a quarterly, Australia-based publication that takes unexpected, interesting, funny and sometimes complicated stories and tells them the way you would to a bunch of friends at the pub. [...] A mag that looked really

good, but had substance, wit and inspiration. [...] Smith isn't about creating a divide between makers and thinkers, because it understands that to build anything you need your hands as well as your mind. Smith

isn't about being clever. It happily confesses to know nothing, but considers that a positive, because it means it's fascinated by everything.

*Source Smith Journal*

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# smithJOURNAL

**PAPERSTOCK & TYPOGRAPHY**

Premium matte paper stock and marketed as bespoke. Sized at 230mm (9 1/8") x 297mm (11 11/16") with a 5mm bleed it is printed on PaperType4 with ink density of 270%. In print Miller Display from Carter & Cone Foundry is used but good 'ole Times represents the brand online.

*Source Smith Journal & Wikipedia*



**PRINT & COST**

Printed by Frankie Press in Melbourne, AU. Sold for AUS \$12.50 (US \$9.73), NZ \$13.50 (US \$9.73), US \$17.99.

*Source Smith Journal*

**CIRCULATION**

Originally a bi-annual publication—20,000, 140 page copies. With it's great success, in a failing men's publication market, it is now produced quarterly in the style of it's original design. *Source Wikipedia*



**MADE**

For men. But from the same family as Frankie so also lady friendly. It's really for people interested in the world and the people in it. Lots of white space, minimalistic photos, as well as, illustrations.

*Source Broadsheet*

**ORIGINATED 5 SEPTEMBER 2011 FROM THE IDEA OF SMITHS—WORDSMITH, BLACKSMITH, ETC.—MEANING AN ARTISAN OR CRAFTSMEN. WHICH FEEDS INTO THE DOWN-TO-EARTH, REVIVALIST, HANDS-ON THING.**

Some people also take it to mean the "common bloke's journal."

*Source Pedestrian*

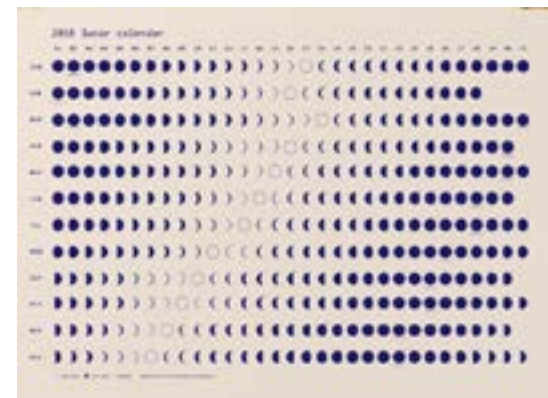


## READERSHIP

While created with men in mind only 70% of the readers are male with 30% being female. Of the total readers 58% are 25–44 years old and are university educated or are currently studying.

Their website serves an average of 19,900 monthly online visitors—over the course of six months—and 12,000 newsletter subscribers.

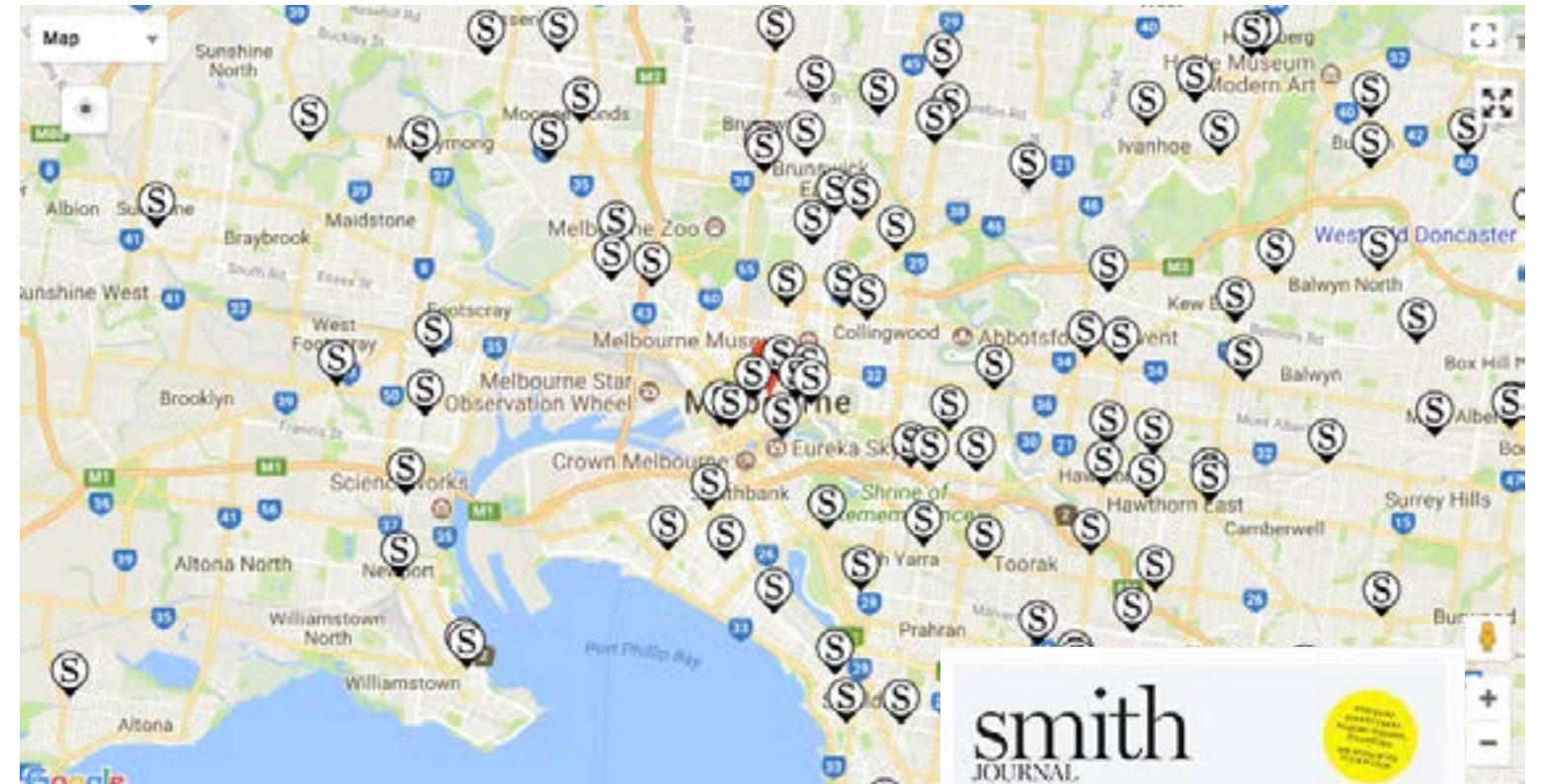
*Source Wikipedia*



## BRAND EXTENSTIONS

*Smith Journal* is well represented online with 44K+ Facebook, 8K+ Twitter, and 11K+ Instagram followers, as well as, publishing a fortnightly newsletter. Many issues also include an insert poster of illustrations or diagrams. In Volume 24 they include a Cocktail Construction Chart created as a joke and accidently filed in the National Archives while the current issue includes a 2018 Lunar Calendar.

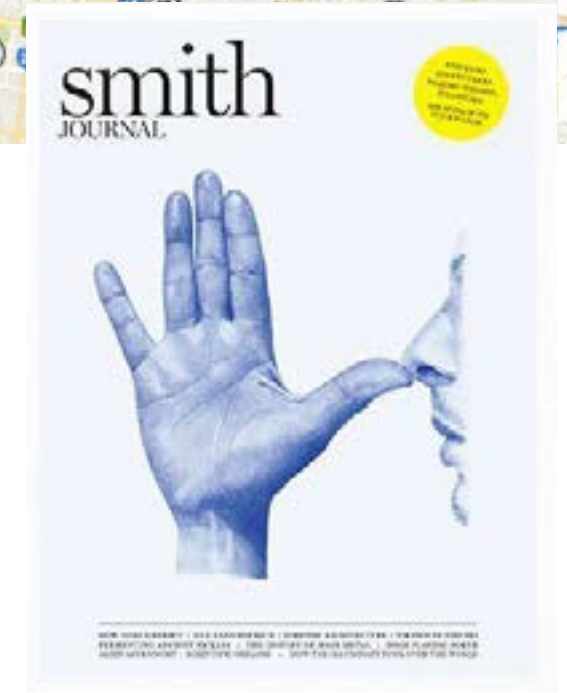
*Source Smith Journal*



## STOCKISTS

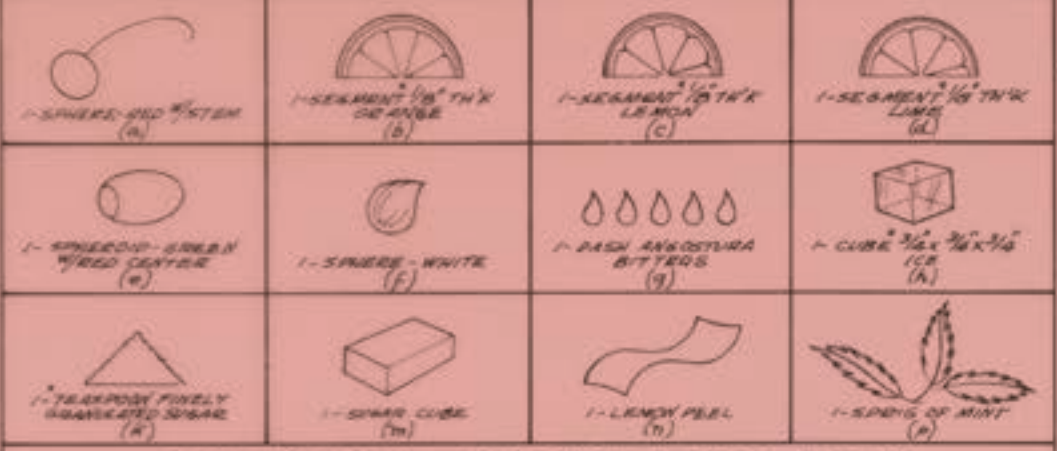
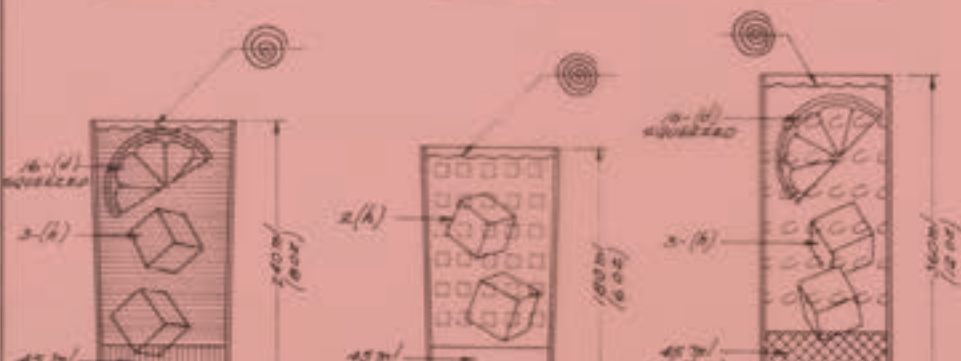
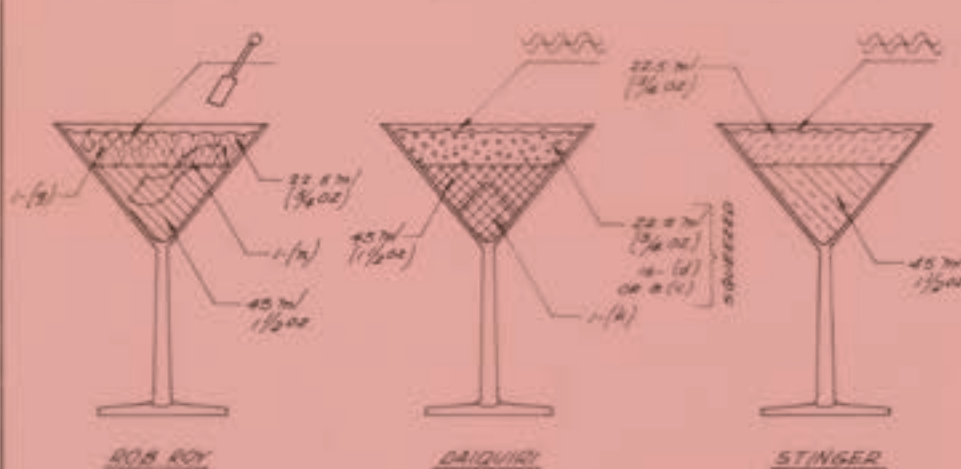
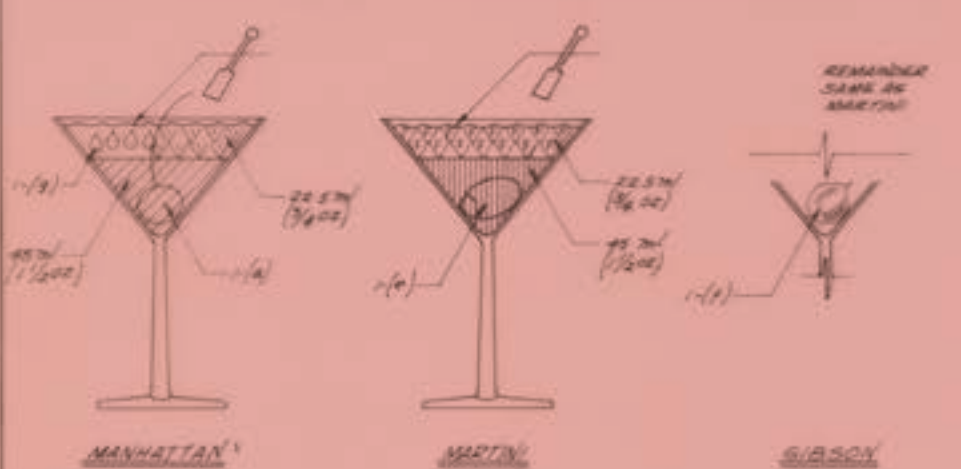
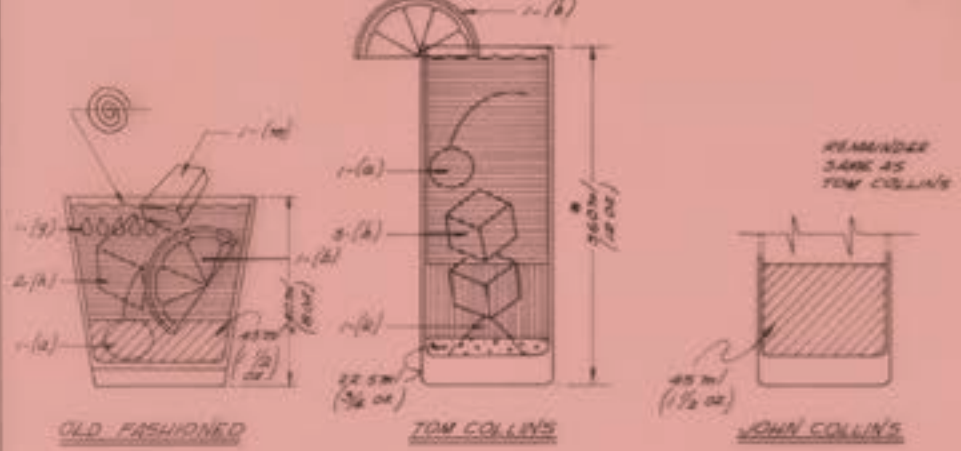
In Australia you can find the *Smith Journal* in nearly any newstand. It is also available online through Frankie Press—as a yearly subscription, \$87.50 US, or by the issue—and through online retailers like Mag Nation. in Austin, TX they are available at Book People, Barnes & Noble at the Arboretum, and Take Note Takaka.

*Source Smith Journal*



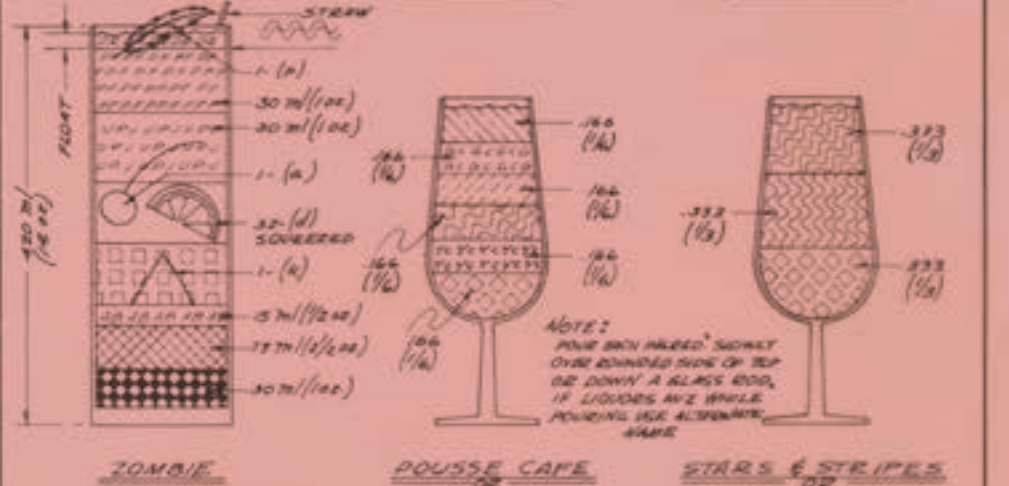
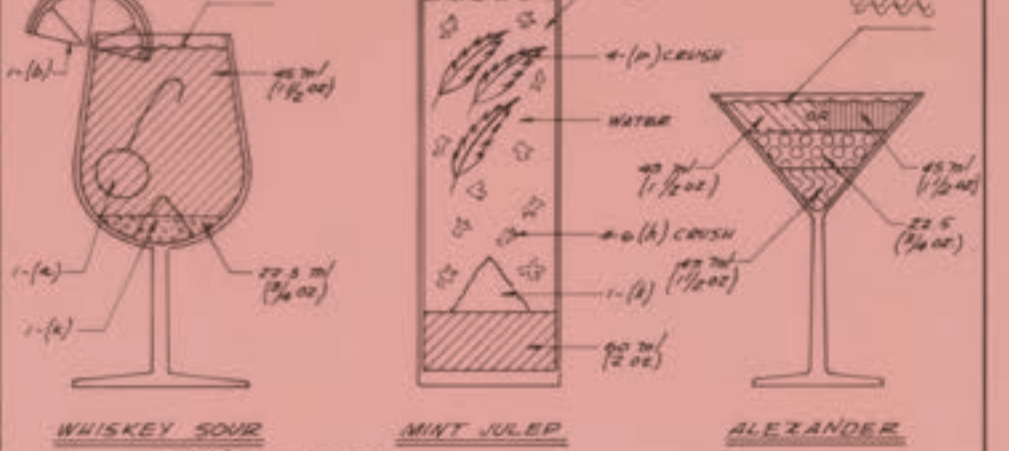
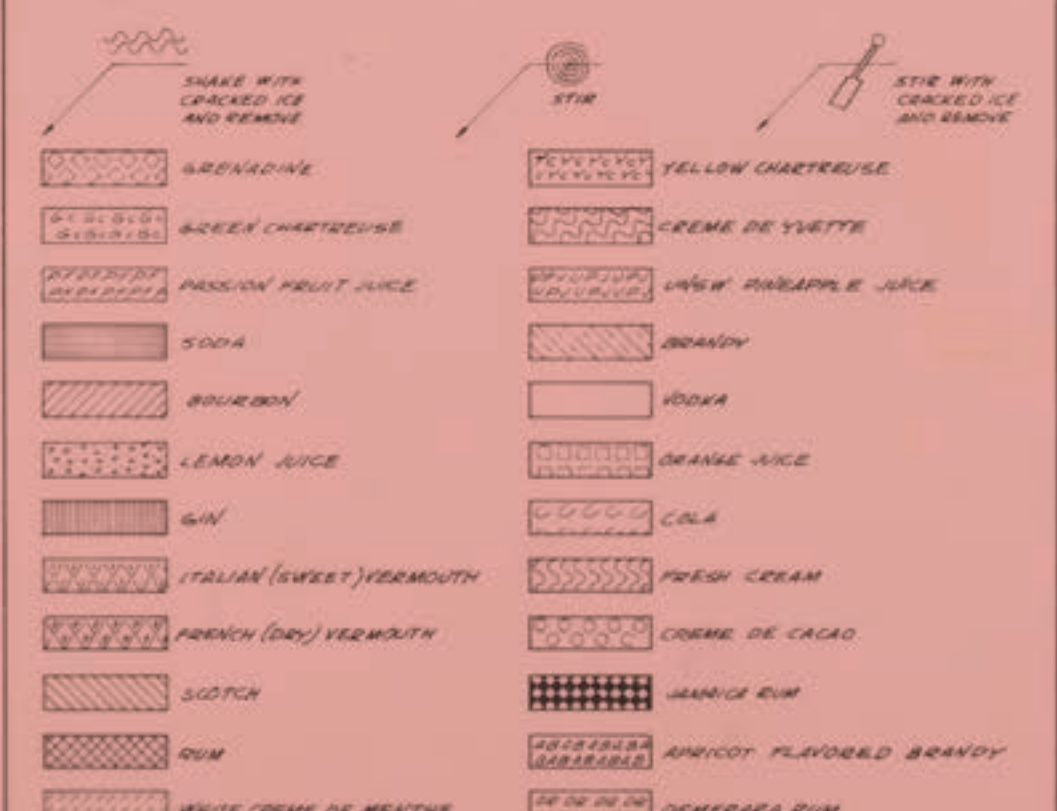
HEY—IF YOU WANT TO SEE INTERESTING STORIES,  
YOU SHOULD POP PAST SMITHJOURNAL.COM.AU





## COCKTAIL CONSTRUCTION ENGLISH - METRIC

U.S. DEPARTMENT OF AGRICULTURE  
FOREST SERVICE REGION 8  
*J. Ketchum* REGIONAL ENGINEER



GENERAL NOTES:  
① CONVERSIONS ARE APPROXIMATE ADJUSTMENTS MAY BE MADE TO SUIT TASTE  
② ALWAYS PUT ICE, ETC., IN THE MIXING GLASS BEFORE POURING MAIN INGREDIENTS WHEN MIXING DRINKS CONTAINING FRUIT JUICES, ALWAYS POUR THE LIQUOR LAST. STIR DRINKS MADE WITHOUT LIQUORS. SHAKED DRINKS MADE WITHOUT LIQUORS OR CREAM. STIRRED DRINKS FOR COLD DRINKS WITHOUT ICE — HOLD BY STEM

RECIPES BY: S S & M  
SELF APPOINTED BARMASTERS

DETAILS & ASSEMBLIES OF MIXED DRINKS - RIGHT OR LEFT HAND

CHECKED	BY	REVISIONS (IF POSSIBLE)
10/23/74	E MIXUM	
10/23/74	IMA SOT	
10/24/74	JIM BEM	
10/25/74	I P. FRELLY	
10/26/74	R.B. JOHNS	

\* ml = MILLILITERS

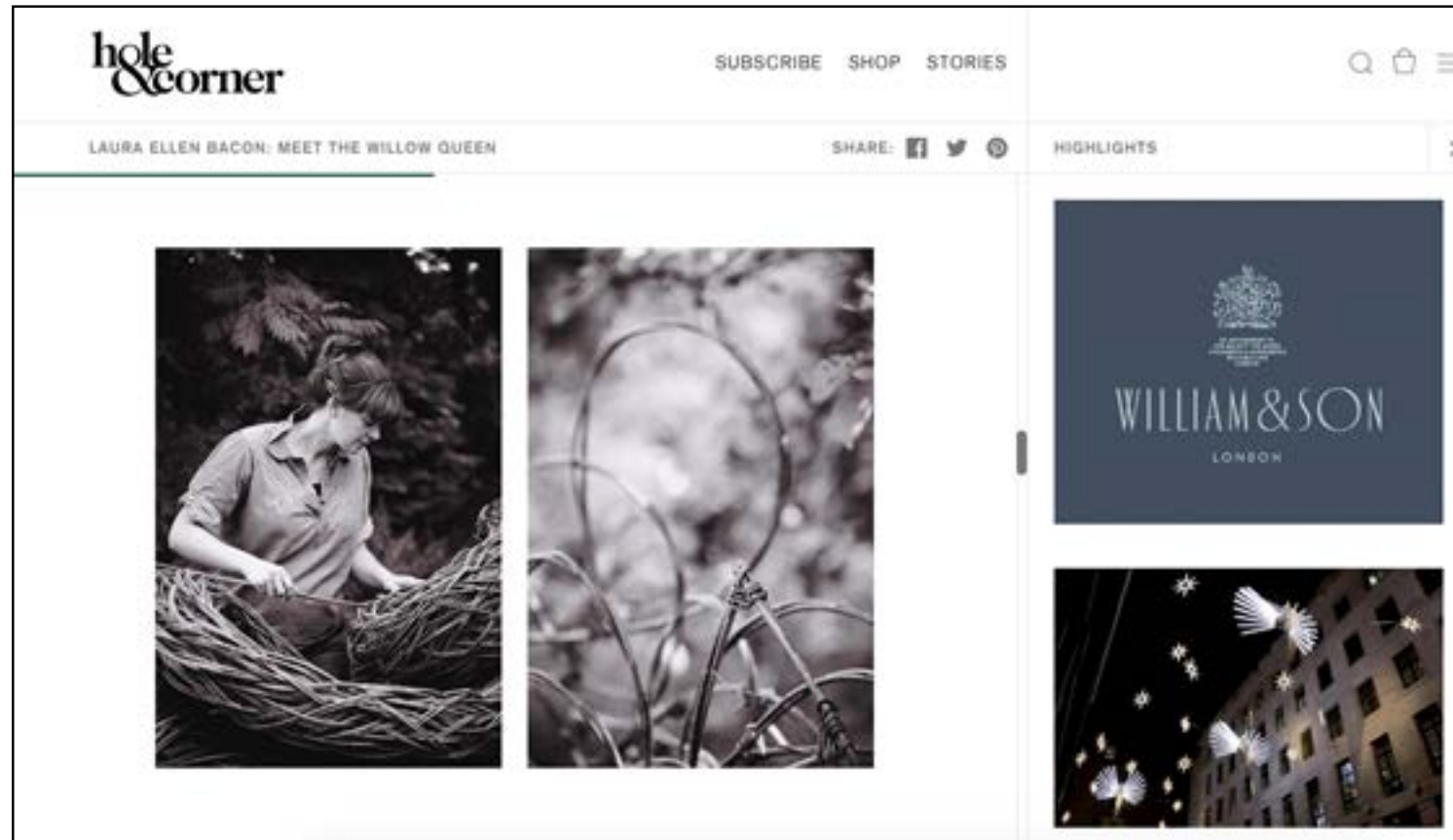




### The printed page

While predominately used as a three visual column grid the actual column structure is a six column grid with approximately 5mm gutter.

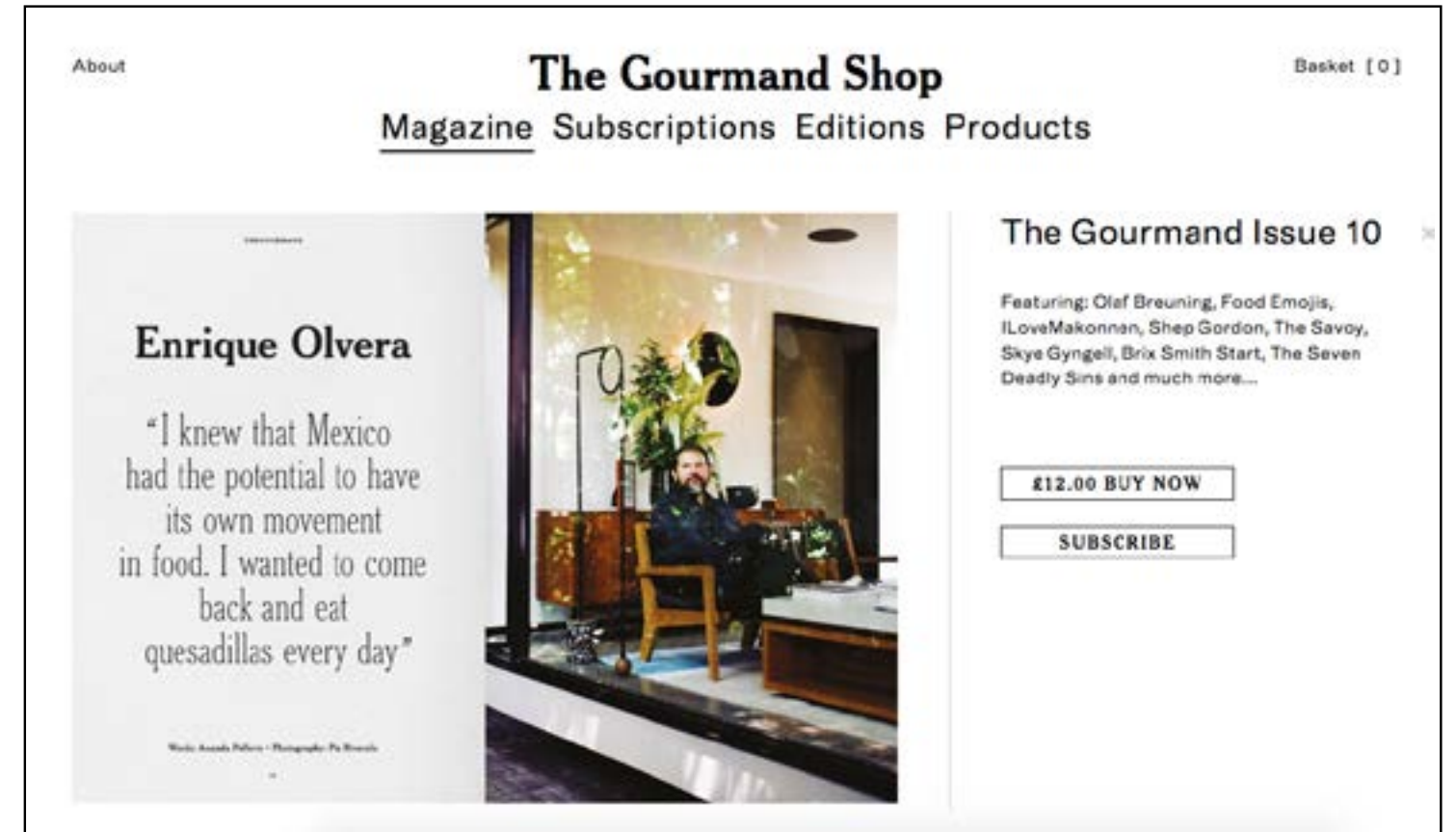
This underlying structure allows the open layout to be more flexible with some pages featuring a centered two column article or an outlined modular grid for shorter features.



*Other online publications*

**hole&corner** has a decent, though rather unimaginative, layout but the thing I really enjoyed about the articles is how it keeps a scroll going across the top letting the viewer know how far into the article they are and how far is left to go.

**The Gourmand** is only partially shown online unless a subscription is purchased but you do get a good feel of it and can tab forward and backward through the pages to see sample content before deciding to subscribe.



*page 008*

**Tribeza**, being a free magazine, allows you to see the entire publication without having a subscription. While I didn't enjoy the online publisher template they use you can make it full screen and zoom in to see detail which is nice.



## KRISTIN'S COLUMN

with steps and plans for each one. Then you get a chance to get crafty, which usually makes me roll my eyes, but I sucked it up and followed instructions. I spend a cold early January afternoon at the coffee table by the fireplace, cutting up magazines and gluing them onto a dream collage. A dream collage is time-consuming but so worth it. It feels different from a list of resolutions or goals because it's visual and emotional, so your right brain gets invited into the planning process, not simply the boring, heavy left. My images aren't just about things I want per se, but more the way I hope to feel as I cultivate my dreams.

They say that if you write a dream or goal down, the odds of it coming true increase. If you combine the words with pictures, merging intention with desire, I believe the likelihood of manifestation must be even higher.

Just last January I cut out several images of mountain trails and vistas, taping into my longing for more adventure. Six months later, I ran 107 miles around the Alps in France, Italy, and Switzerland. I cut out an image of a fire in the fireplace and waves hitting the sand. All year long I made time to rest and look at things that made me feel content and peaceful. I also took my kids on a trip to the beach. I cut out an image of a couple's hands entwined, and I became more grateful for the kind and beautiful man in my life. I cut out a silhouetted image of a woman doing yoga in Warrior Two pose, and I practiced so much yoga that I found the warrior place in me where peace and ferocity meet and stand strong. I cut out an image of a stack of books, and

28 | EW.COM | EW.COM

“  
MY YEAR WAS DRAMATICALLY DIFFERENT  
BECAUSE I CLARIFIED WHAT I WANTED  
IN MY LIFE (AND WHAT I DIDN'T) AND COMMITTED TO  
MOVING IN THAT DIRECTION.”

between grad school texts and the reading pile next to my bed, I fed my brain with mind-opening food. I cut out a photo of a woman laughing with her children, and over time I aligned my parenting to reflect my value of connection and communication rather than my fear-based, control desire to control. The relationships I have with my kids and the atmosphere in my home have radically transformed.

None of these things happened immediately, and there were plenty of false starts and off-ups along the way, but these things evolved. My year was dramatically different because I clarified what I wanted in my life (and what I didn't) and committed to moving in that direction. The visual, visceral reminder of how I wanted to feel served as an ongoing reminder of why this mattered to me in the first place, and it helped me

stay on track. More than a list of tasks, it resembled a manifesto. More than to-do, it ventured deeper, into to-be.

After the dream collage, the year breaks down into monthly goals, weekly goals, and daily intentions. I write down eight intentions every single morning. And maybe best of all — each month has a full-page gratitude list — I love looking back over the year and seeing the accumulated awareness of blessings. There may be no greater progress than the ability to see and be thankful for what you already have, who you already are. Gratitude is more than a baseline; it's a springboard.

2018 is here, opening and unfolding right now. We can choose how we want to meet it. What we do in the interior workshop becomes who and what is expressed on the outside. **E**



LONG CENTER AND KUTX PRESENT



## JOSÉ GONZÁLEZ

The Artful Songwriter from Sweden Returns to Austin with SPECIAL GUEST BEDOUINE

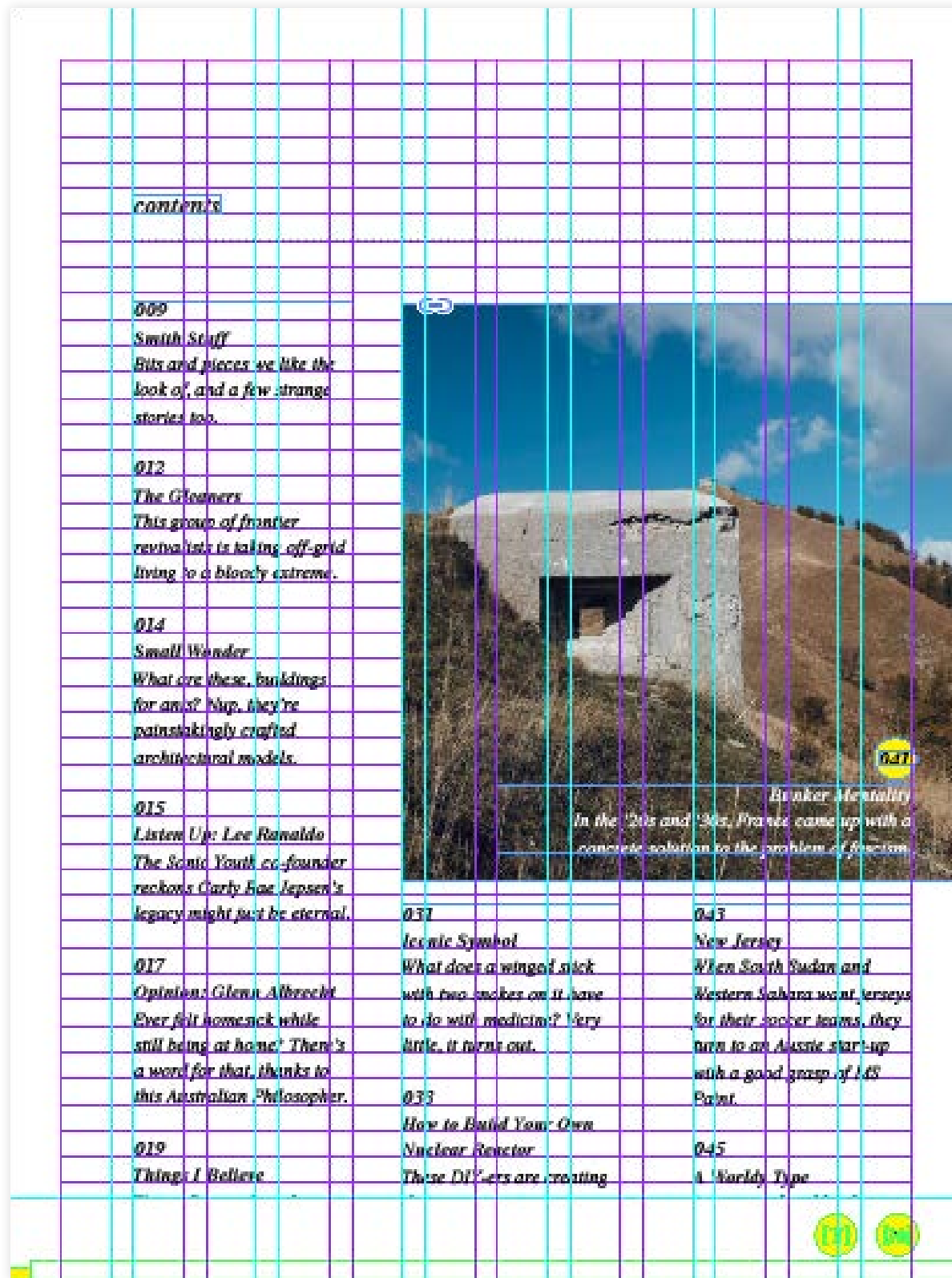
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[kutx.org](http://kutx.org)





### The digital page

The structure, like the printed version, is a six column grid but also utilizes halves making it functionally twelve columns.

This underlying structure allows the open layout to be more flexible with interview pages featuring a two column article, long form text in a single wide column, and an outlined modular grid for shorter features.

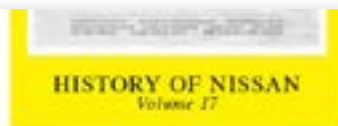
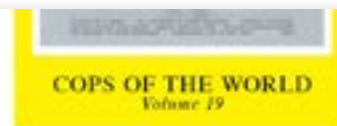
### The visual navigation

Across pages yellow signifies some sort of navigational interaction:

1. Share articles via Facebook
2. Share articles via Twitter
3. Download articles to the device
4. Table of Contents
5. Overall page number navigation
6. Notes a panoramic 360 photo
7. On the bottom of the screen a yellow bar notes the users progress through the content



# smithJOURNAL



## *The volume library*

Each issue landing page is featured in a yellow background that notes the volume number and featured topic.





THINKERS, ADVENTURERS, MAKERS, WRITERS, INVENTORS + MODERNIST BUNKERS

[T] [N]



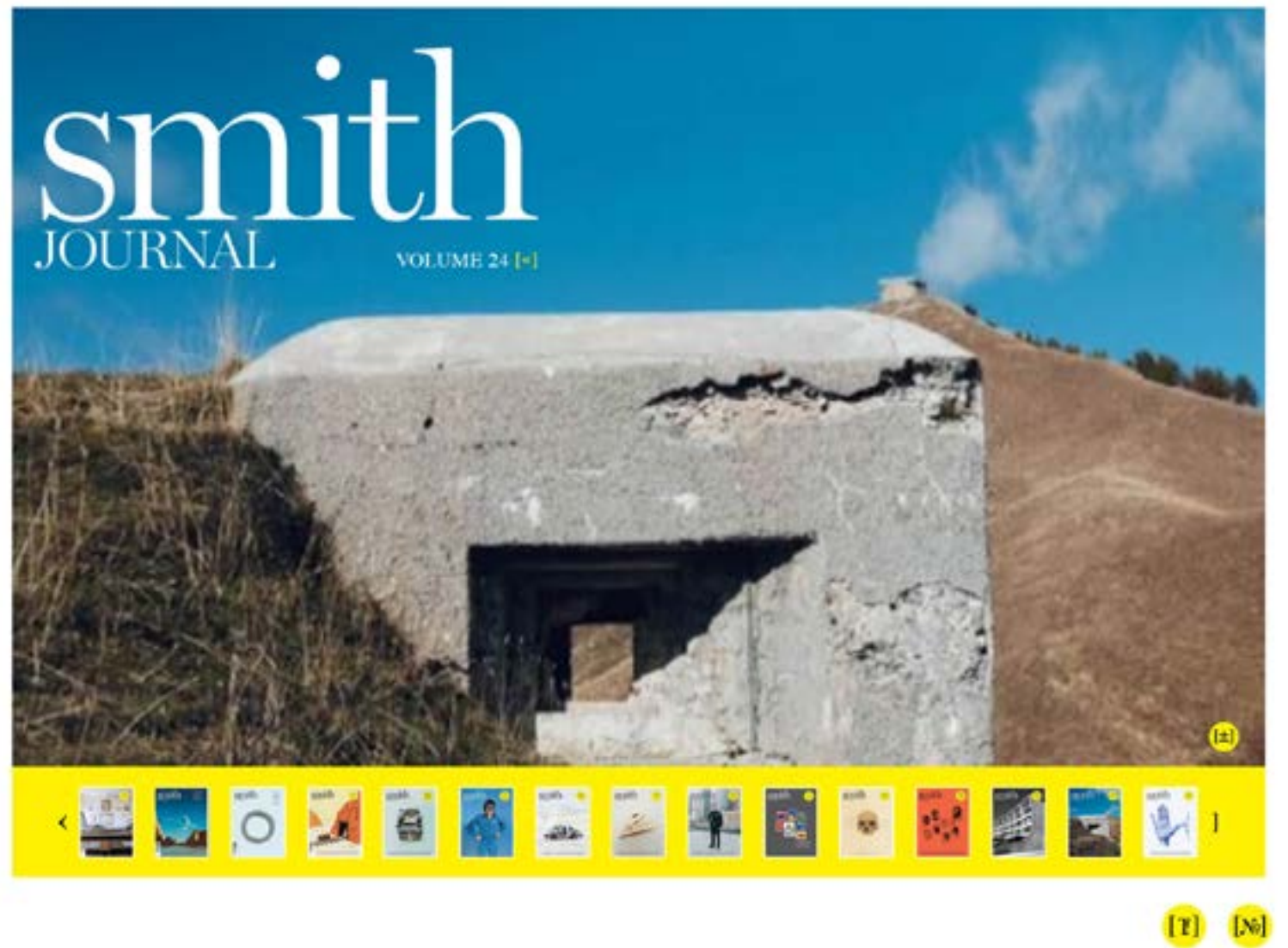
THINKERS, ADVENTURERS, MAKERS, WRITERS, INVENTORS + MODERNIST BUNKERS

[T] [N]

*The landing page*

The yellow bar notes regular topics + the featured article. Each “volume #” opens the issue library.





*The landing page*  
While a small version of the library opens the user can click logo to go back to the main library.



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Bits and pieces we like the look of, and a few strange stories too.

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This group of frontier revivalists is taking off-grid living to a bloody extreme.

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### Small Wonder

What are these, buildings for ants? Nup, they're painstakingly crafted architectural models.

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### Listen Up; Lee Ranaldo

The Sonic Youth co-founder reckons Carly Rae Jepsen's legacy might just be eternal.

017

### Opinion: Glenn Albrecht

Ever felt homesick while still being at home? There's a word for that, thanks to this Australian philosopher.

019

### Things I Believe

Writer George Saunders



### Bunker Mentality

In the '20s and '30s, France came up with a concrete solution to the problem of fascism.

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### Iconic Symbol

What does a winged stick with two snakes on it have to do with medicine? Very little, it turns out.

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### How to Build Your Own Nuclear Reactor

These DIY-ers are creating their own atomic energy

043

### New Jersey

When South Sudan and Western Sahara want jerseys for their soccer teams, they turn to an Aussie start-up with a good grasp of MS Paint.

045

### A Worldly Type

A new typeface blends

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Writer George Saunders on empathy, bad jobs, and the benefit of swimming in monkey shit.



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045

### A Worldly Type

A new typeface blends Latin text with the poetry of Arabic calligraphy.

the benefit of swimming in monkey shit.

022

### Crash and Burn

The short rise and spectacular fall of the DeLorean DMC-12.

023

### Black Market Bees

People keep on stealing insects that can sting them. But why?

026

### Last Orders

An ode to suburban takeover joints and the people behind them.

027

### Great Man of History

Meet Robert Smalls: the slave who sailed to freedom on a stolen Confederate ship.

029

### Opinion: Samuel West

In the Museum of Failure, diarrhoea-causing potato chips and other bogus gadgets are celebrated.

035

### The Super Out

#### Discotheque

Ray Hlayek was a fighter in Lebanon's civil war. Now he is just happy selling records.

037

### Dogs in Space

British photographer Martin Parr is a fan of Soviet space dog paraphernalia.

038

### A Rye Expression

Most whisky makers train for years before distilling their first drop. Tasmania's Peter Bignell isn't most whisky makers.

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### Call of Duty

Very dumb things the military has done that somehow worked.

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### The Shield

Indigenous elders hope this new app will bring traditional knowledge into the modern age, saving lives in the process.

042

### The Secret Life of Cities

These are the hidden laws of science that dictate how our cities operate.

Arabic calligraphy.

046

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From a smoke-filled farm to the bottom of the ocean.

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### Play It Again

Homebrew game designers are breathing new life into obsolete consoles.

050

### The Photographer's Cookbook

Does skill in the darkness translate to success in the kitchen?

052

### Printing a Space Ship

Sending things into outer space is an expensive business. What if we could make stuff up there?

053

### Suit Yourself

Comedian, writer and sartorial rebel Paul F. Tompkins doesn't care for your fashion rules.

The table of contents

The featured article shows an image or illustration from it with the title, description, and page number.

# bunker mentality

BRITISH WRITER MAX LEONARD WAS CYCLING THROUGH THE FRENCH ALPS WHEN HE NOTICED A SERIES OF STRANGE MAN-MADE STRUCTURES JUTTING OUT OF THE MOUNTAINSIDE. CAPTIVATED, HE RETURNED WITH PHOTOGRAPHER CAMILLE MCMILLAN, AND SET TO WORK DOCUMENTING THE REGION'S HAUNTING HISTORICAL ARCHITECTURE.

Interviewer Chris Harrigan

**What prompted you to shoot this series?**

*Max Leonard:* I was riding around the backcountry behind Nice when I saw these decaying bunkers on the mountainsides.

**How did you locate all the bunkers?**

*ML:* After riding around and seeing them at random, I got into some internet research. There's quite a subculture of people interested

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**What prompted you to shoot this series?**

*Max Leonard:* I was riding around the backcountry behind Nice when I saw these decaying bunkers on the mountainsides. It's one of the most deserted parts of western Europe, and I just couldn't imagine what had been so threatening that people shifted all that concrete up to the mountain tops.

**How did you locate all the bunkers?**

*ML:* After riding around and seeing them at random, I got into some internet research. There's quite a subculture of people interested in these aspects of military history, and a few sites that list GPS coordinates. Over eight months we visited 40 or 50 sites. Being bunkers, the bulk of the installations are

moving photos with words, so I got to touch with Camille to talk about making a book, which became *Bunker Research*.

great at understanding the layout: it means a gun position overlooking that valley, then there must be an entrance on the other side. They seem random at first, but once you understand what they were built to do, you can see the patterns.



**Do the bunkers differ from one another?**  
*ML:* In the Balkans there were standardized bunkers, but in the mountains each site

**Do the bunkers say something about the European psyche?**  
*ML:* The history of Europe is one of division

## The interview article

Interview articles are two visual columns and the questions flow down the page beside one another.



# bunker mentality

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Illustration: Chris Thompson

### What prompted you to shoot this series?

**Max Leonard:** I was riding around the backcountry behind Nice when I saw these decaying bunkers on the mountainsides. It's one of the most deserted parts of western Europe, and I just couldn't imagine what had been so threatening that people shifted all that concrete up to the mountain tops. I thought it would be an interesting project setting photos with words, so I got in touch with Camille to talk about making a book, which became *Bunker Research*.

### How did you locate all the bunkers?

**ML:** After riding around and seeing them at random, I got into some internet research. There's quite a subculture of people interested in these aspects of military history, and a few sites that list GPS coordinates. Over eight months we visited 40 or 50 sites, being bunkers, the bulk of the installations are underground. After a while we got pretty good at understanding the layout: if there's a gun position overlooking that valley, then there must be an entrance on the other side. They were tough at first, but once you understand what they were built to do, you can see the patterns.



### Do the bunkers differ from one another?

**ML:** In the Italian Alps there were standardized bunkers, but in the mountains each site was unique, because of the extreme terrain. Camille McMILLAN: The ones on the Italian side are more brutal in design. They don't have the same impact as Germany's Atlantic Wall bunkers, but these were built with a thousand years in mind.

### What's the history of the region?

**ML:** These bunkers were part of the Maginot Line, a long series of defenses built by the French in the '20s and '30s to defend against the growing fascist threat. There were tensions that eventually triggered the Second World War. But the Alps have always been a natural border between peoples and nations. Hannibal crossed the Alps with an army of elephants to attack Rome; Julius Caesar travelled the other way to invade France; and a thousand years later Napoleon extended French territories right the way over to Poland. The Alps are difficult to cross, but not less contested for that.



### Do the bunkers say something about the European psyche?

**ML:** The history of Europe is one of division and paranoia. Still, everyone is incredibly connected, and on many levels political divisions are meaningless. Some of the valleys we visited had changed hands between France and Italy five or six times in the past 200 years. All this fighting has been about imaginary lines on a map.

### What do you make of the bunkers, aesthetically?

**ML:** The contrast between the squat concrete things with iron domes and cyclops eyes and the soaring peaks is amazing. They mark an important moment in architecture, too. For years bunkers weren't considered architectural objects, but they put the transition into modernism. The hidden history of modernism is in the mountainside.



### What was the most difficult place to visit?

**ML:** One site was on a knife-edge ridge. The track was so precipitous that Camille, who suffers from vertigo, couldn't make it up. So, there may be a photo in the series that I took.

### What was it like inside the bunkers?

**ML:** Fucking horrible. They're haunted by soldiers' boredom and freedom. One bunker was full of wood. That was great. **ML:** Mostly they're desolate, though some have been used over the years as storage, and even as makeshift farms. They all have different ambiances. Some are kind of melodic, even welcoming; other are oppressive. You can feel like bad things happened there.



The bunkers seem to be built as if they were built by bunker nature herself.



While weathered from years of storms and cold winters the bunkers still stand guard.



Max Leonard is a writer and amateur cyclist. Camille McMILLAN is a photographer and former pub landlord. Together they published *Bunker Research*, out now through Julia Peck. [bunkerresearch.com](http://bunkerresearch.com)





## the secret life of cities

GEOFFREY WEST HAS BROKEN ATOMS APART AND REWRITTEN  
 THE MOST BASIC RULES OF BIOLOGY, NOW HE'S USING MATHS  
 TO WORK OUT HOW CITIES LIVE—AND DIE.

*West talks to the author of the book 'The Science of Cities'*

TALKING TO GEOFFREY WEST IS A BIT LIKE HAVING A FULL-YEAR'S  
 SCIENCE CURRICULUM RAPIDLY INSERTED INTO YOUR BRAIN.

In an avuncular baritone, he whips through a helter-skelter tour of some of the  
 universe's most enigmatic mysteries, barely pausing to acknowledge his major  
 discoveries that have contributed to solving many of them. By my count, the hour  
 I spend chatting to West takes in string theory, particle physics, evolutionary  
 biology and climate change. That's all before we get to the topic of urban dynamics,  
 a field West is doing his best to refashion by deploying a mathematical model he  
 claims can describe everything from traffic congestion to restaurant density to the  
 width of sewer pipes.

Though it may sound like a New York-themed cocktail bar, the Manhattan Project  
 was, of course, the audacious World War II research and development project  
 tasked with creating the world's first nuclear bomb. And that's all before we get to  
 the topic of urban dynamics, a field West is doing his best to refashion by

at the fate of humanity. Performing an impressive bibliographic cloak and  
 dagger routine, Serber devised a roundabout and highly confusing interlibrary  
 borrowing system that saw 1,200 books and over 4,000 magazines move from  
 library to library all around the country, before surreptitiously landing in her inbox  
 and then, onto the library's bookshelves.

**WEST FOUND YOU COULD PREDICT  
 EVERYTHING ABOUT A CITY,  
 FROM HOW MANY ROADS IT HAS TO  
 THE NUMBER OF PETROL STATIONS  
 IT NEEDS, THE AMOUNT OF ELECTRICAL  
 WIRING IT USES & EVEN THE  
 DIMENSIONS OF ITS SEWER NETWORK.**

According to the archivists over at JSTOR, Serber's collection remains "one of the  
 foremost scientific and technological libraries in the nation", and, in our view,  
 proof that a nation really can achieve whatever it sets its mind to. Even building a  
 secret library. The library not only needed to stock any book on atomic research  
 the project's many scientists might need to consult, it needed to stock them without  
 anyone in the publishing world figuring out what was going on.

Pretty much anything between its 130,000 employees extremely challenging. One  
 such challenge concerned the construction of a library at the project's HQ.  
 The library needed to stock any book on atomic research the project's scientists might  
 need to consult and stock them without anyone in the world of publishing figuring  
 out what was happening. Performing an impressive cloak and dagger routine, Serber  
 devised a roundabout and highly confusing interlibrary borrowing system that

### *The longform article*

Longform articles are a single visual  
 column. Those that need a pull quote  
 feature a flood of color sampled from  
 the main image.





## the secret life of cities

GEORGE WEST HAS BROKEN ATOMS APART AND REWRITTEN THE MOST BASIC RULES OF BIOLOGY. NOW HE'S USING MATHS TO WORK OUT HOW CITIES LIVE—AND DIE.

Photo: Justin Elliott/istock.com

TALKING TO GEORGE WEST IS A BIT LIKE HAVING A FULL YEAR'S SCIENCE CURRICULUM RAPIDLY INSERTED INTO YOUR BRAIN.

In an avuncular baritone, he whips through a helter-skelter tour of some of the universe's most enduring mysteries, barely pausing to acknowledge his major discoveries that have contributed to solving many of them. By my count, the hour I spend chatting to West takes in string theory, particle physics, evolutionary biology and climate change. That's all before we get to the topic of urban dynamics, a field West is doing his best to revolutionise by deploying a mathematical model he claims can describe everything from traffic congestion to restaurant density to the width of sewer pipes.

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Needless to say, the project was highly confidential, which made coordinating pretty much anything between its 130,000 employees extremely challenging. One such challenge concerned the construction of a library at the project's HQ in Los Alamos. The library not only needed to stock any book on atomic research the project's many scientists might need to consult, it needed to stock them without anyone in the publishing world figuring out what was going on.

And so it was that Charlotte Serber, the wife of a physicist working on the project with no background in librarianship, was tasked with secretly compiling a cutting-edge collection of reading materials for the various huffins tinkering away at the fate of humanity. Performing an impressive bibliographic cloak and dagger routine, Serber devised a roundabout and highly confusing interlibrary borrowing system that saw 1,200 books and over 4000 magazines move from library to library all around the country, before surreptitiously landing in her inbox and then, onto the library's bookshelves.

According to the archivists over at JSTOR, Serber's collection remains "one of the foremost scientific and technological libraries in the nation", and, in our view, proof that a nation really can achieve whatever it sets its mind to. Even building a secret library. The library not only needed to stock any book on atomic research the project's many scientists might need to consult, it needed to stock them without anyone in the publishing world figuring out what was going on.

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WEST FOUND YOU COULD PREDICT EVERYTHING ABOUT A CITY, FROM HOW MANY ROADS IT HAS TO THE NUMBER OF PETROL STATIONS IT NEEDS, THE AMOUNT OF ELECTRICAL WIRING IT USES & EVEN THE DIMENSIONS OF ITS SEWER NETWORK.

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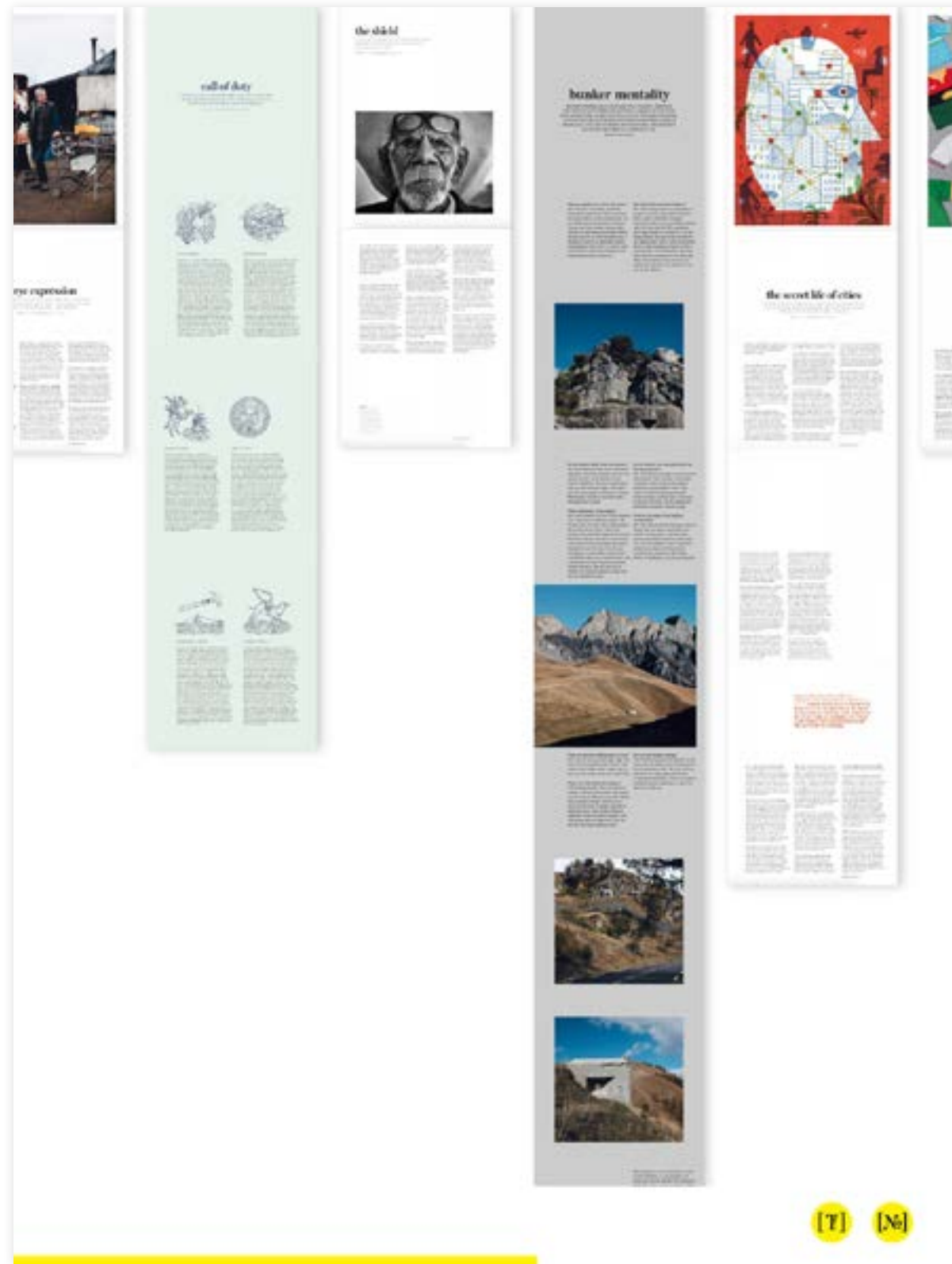
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*The volume navigation*

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A photograph of a small, red cabin with a green roof, situated in a mountain valley. The cabin is the central focus, surrounded by green grass and rocky terrain. In the background, there are large, rugged mountains with patches of snow or light-colored rock. The sky is overcast.

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