

As an avid music fan and an avid reader of music publications, I feel that there is a large gap in the market. While publications like Rolling Stone and MTV in the US and NME and BBC Radio in the UK cover the largest artists in the world, most of the prominent “indie” publications (Pitchfork, Paste, Stereogum, BrooklynVegan) cover bands that are either at the top of their local scene (usually NYC, LA or Chicago), or just emerging as an artist on a national scale. The problem is that there are artists in between these two groups, who are touched upon by the Rolling Stones of the world as well as the Pitchforks, but do not have a home in either. Artists one step from national recognition but too large to have the underground credibility needed to appeal to the independent music press. These are artists like Kid Ink, Chance the Rapper, Young the Giant, Alabama Shakes, Zedd, Madeon and possibly most prominently, Earl Sweatshirt. The goal of Fuzz Magazine is to highlight these in between artists, who are beloved by fans of their genres, well-known by music lovers and just a step away from national consciousness.

I feel that Fuzz Magazine’s target audience is college students. College students have the time and the expanding musical palate to want to dig beneath the surface of the mainstream, however maybe music is not their biggest passion and they do not care to read about bands playing in front of only 300 people every night. College students, like the artists Fuzz Magazine will highlight, are the in between. They are not fans of mainstream music like people older and younger than them, but they are not necessarily music fanatics. They are the perfect demographic to target for this concept.

I decided to call the magazine “Fuzz”, because these artists are in a fuzzy area of the music industry. They are not big names and they are not unknown, just in the middle. I could have also called it “Grey Area” if that name was not comically un-catchy.

All Images were chose to juxtapose Earl Sweatshirts childish immaturity against his rising fame. Links:

<http://static.nme.com/images/gallery/EarlSweatshirtWiki100212.jpg>

<http://prettymuchamazing.com/music/stream/new-earl-sweatshirt-chum>

<http://rightheartmedia.com/wp-content/uploads/2012/11/earl-sweatshirt.jpg>

<http://hypetrak.com/images/2013/03/earl-sweatshirt-whoa-0-300x300.png>

<http://cdn.respect-mag.com/wp-content/uploads/2013/03/chum-earl-sweatshirt-L-ZubiNS.jpg>

<http://www.shinetraavis.com/blog/wp-content/uploads/2011/04/Earl+Sweatshirt+photo1.jpg>

http://www.spin.com/sites/all/files/styles/style620_413/public/120321-earl-sweatshirt.png

<http://hypetrak.com/images/2013/04/earl-sweatshirt-performs-new-song-featuring-rza-at-mayfest-2013-0-300x300.jpg>

Type faces used:

Cooper STD Black Italic: Similar to the typeface Earl uses

Minion Pro: very easy to read and manipulate

Handwriting Dakota: Gives the magazine a feel of a journal. As if it is an inside guide on music from a peer to you.