

Editorial

Thanks for picking up issue five of Analogue. We're all back and still shaking from the Electric Picnic. Bren's deep in graphic design mode laying out this issue, so he's asked me, your humble online editor, to take on the heinous task of tapping out an editorial. It's been a rough ride getting here but we're proud to release our second national issue, featuring our best cover yet, from Irish illustrator Scaldier (www.scalderville.com).

This issue is packed as

always with interviews, reviews and features, including the second in our album swap (Karl and Ailbhe do the nasty this month) and label love series, and stunning pieces by Darragh McCausland on Mental Illness in Rock and the Irish Metal Underground. On the interview side we've landed chats with Stereolab, Mercury Rev, Diplo and Yacht amongst others.

Five issues in and we feel like we're beginning to find our feet. Analogue's writers are growing more certain of their individual voices, and our editorial structure has developed into something a little better at getting us all to work! From next month there will be three free music magazines available throughout Ireland, so it's a good time to point out what makes Analogue unique.

First our choice of coverage. The artists Analogue cover emerge organically from the interests of the writers, rather than the dictates of promoters or the swings and roundabouts of musical fashion. We like what we like - although you can bet there are furious arguments internally about how poppy our coverage should get (more about this next issue) - and we write about it. This is particularly evident with features examining individual labels and the like; sincere explorations of a scene, genre, artist or record company, written by fascinated and talented music wonks, working for free.

Second there's Analogue's look. The magazine has developed a distinct style with cover illustrations and original art by some very talented young graphic artists, including Sarah Jane Comerford and Zoe Manville, and stunning live and artist photography from the likes of Loreenna Rushe and Cait Fahey.

Analogue have a way to go before we reach the level of quality we ultimately aspire to. We have publications like Plan B and the Wire to inspire us on the print end, and multi media operations like Ziff Davis's 1up.com, and Pitchfork Media online to suggest better ways of exploiting the potential of audio and video. To celebrate our first national issue last month we teamed up with two Irish bands 'Gran Casino' and 'Oh Child' to produce exclusive downloadable video concerts, available on our website www.analoguemagazine.com. Simultaneously we released the debut album by Irish DJ's Storkboy Choons and Colours Move, secreting the CD in select issues. You can trust we're hard at work behind the scenes planning future video and audio hijinks.

Before I sign off I'd like to express thanks to everyone who helped to produce and distribute these five issues of Analogue, and to our readers for sticking with us as we worked to develop a quality magazine, from the ground up without corporate backing. Next issue is our first year anniversary and we'll be doing our best to make it our best issue yet, stay tuned.

Gareth Stack
Web Editor