



Established in February 2007 as a Music / Sound Arts / Visual & Performing Arts / Print Media publication, Loop magazine was distributed as a free Indie street publication with a bi-monthly print circulation of 10,000 to select bars, venues, galleries, cafes and institutions around Sydney and the Newcastle CBD. From February 2007 to September 2007 4 issues went to print in partnership with What Media. Two further issues were published online in November 2007 and March 2008.

A handwritten signature in black ink that reads "Castaldi".

Editor, Damian Castaldi

Loop Magazine Profile



Loop Magazine began in Sydney in February 2007 in partnership with What Media (publishers/sponsors) and Rouge Media (content providers). As a free, Indie street publication with a bi-monthly print circulation of 10,000 it quickly spread throughout the Sydney CBD, surrounding eastern, northern, inner and outer Western suburbs at outlets including Record & Music stores, Hotels, Bars, Bookstores, Cafes, Galleries, Theatres, Cinemas, Libraries, Radio stations and educational institutions (including UTS, SAE and Sydney College of the Arts).

The objective of the magazine was to provide a platform for critical and cultural discourse for emerging and established artists and writers with a focus on Indie music & sound culture and an interest in related visual, written, community and performing arts. Loop was never a 'listings', 'music directory' or 'fashion calendar' but aimed to create and target a niche market growing organically in direct response to its readership.

In 2007 the magazine developed a focus on editorial that covered UP & COMING events within and around the release of each issue. With its own unique design, layout and solid editorial it provided an enjoyable read of which Cecelia Cmielewski, a Sydney based Inter-Arts worker

commented "had well written reviews and gave a good sense of what's going on, not usually covered in main media".

Contributors to the magazine included musicians, visual artists, writers, curators, academics, journalists, presenters and media and venue representatives and these dramatically increased from inception from 4 to 19 with a core of 5 writers contributing to issues 2 to 5.

Print media Distribution frequency

Issue 1: Wednesday 14th Feb.

Issue 2: Wednesday 25th April.

Issue 3: Wednesday 27th June.

Issue 4: Thursday 6th September.

Issue 5: Monday 5th November (Not in Print)

Stats Issues 1 to 5, 14th Feb – 5th Nov 2007

Issue	Articles	Contributors	Advertisers	Circ
1	8	4	8	10,000
2	26	13	9	10,000
3	25	13	8	10,000
4	24	16	8	10,000
5	30	19	0	0

A List of 36 preferred clients/brands Loop Magazine partnered with (in no particular order)

ABC Radio National (New music Julian Day), Clare McGregor (Publicity

& Promotions), [Caroline Davidson](#) (Davcomm), [2Ser FM](#), [The Sound Lounge](#), [UTS Gallery](#), [Sound Base International](#), [First Draft Gallery](#), [The Performance Space](#) (at The Carriageworks), [The Bank Hotel](#), [The Darlinghurst Theatre](#), [Nth Sydney Community Centre](#), [The Studio](#) (Sydney Opera House), [d/Lux/MediaArts](#), [So Music](#), [The Actors Centre](#), [Billy Hyde Drumcraft](#), [Sydney Posters](#), [The Now now festival](#), [Electrofringe festival](#), [This Is Not Art](#) (TINA) Festival, [Sydney Festival](#), [Casula Powerhouse](#), [The Frequency Lab](#), [Groovescooter Records](#), [Vitamin Records](#), [Clatterbox](#), [POOL](#) (John Jacobs, The Night Air), [MySongCast](#), [Feral Media](#), [Sound Devices](#), [SoundProvider](#), [NetRegistry](#) (NETT# magazine), [ArtsHub](#) and the RSPCA.

Previous advertisers in Loop Magazine

Issue 1: Screenwise, The Studio (Sydney Opera House), the Sound Lounge, Clatterbox, Topshelf, Redearsmusic, d/Lux/MediaArts, Converse Media.

Issue 2: The Actors Centre, The Studio (Sydney Opera House), the Sound Lounge, d/Lux/MediaArts, Redeye Records, SO music; Hidden Shoal Recordings, The Frequency Lab, Sydney Fashion House.

Issue 3: The Performance Space; the Sound Lounge, Redeye Records, The Actors Centre, Hidden Shoal Recordings, d/Lux/MediaArts, Sydney Posters, The Frequency Lab.

Issue 4: Sydney Posters, Red Ears Music, This Is Not Art, Les Femmes de Loop, The Sound Lounge, Slate Bourbon, Actors Centre, SO Music.

Content Issues 1 - 5 ARTICLES AVAILABLE ONLINE

<http://loopoz.com/index.php?/other-pages/loop-magazine-archive.html>

Music and Sound Artists

Issue 1: Fall for days, Aurora Percussion, The Sound Lounge, Hidden Shoal Recordings, Cyclic Defrost, Topshelf

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-1.html>

Issue 2: Killarqueen, Telemetry Orchestra, the Necks, Chris Rainer, The Drones, Genevieve Little, Bianca Calandra, Lab Styles (Frequency Lab)

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-2.html>

Issue 3: Cassette Kids, Genevieve Little, Thursdays at the Sound Lounge, Demux

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-3.html>

Issue 4: Cooling Pond, Inga Liljeström, Lyons at your door (LAYD), Sherlock's Daughter, Sarah Wise - Band of the Month listing

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-4.html>

Issue 5: Laurie Anderson, Mice Parade, Fourplay, The National & Clogs, Kimmo Pohjonen, Low, Arrebató Ensemble, On Being Prepared, The search for Billy Elliott, The Mares, Paul Capsis, Genevieve Little

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-5.html>

Interviews

Issue 1: Robert Moss, DJ Toby Neal

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-1.html>

Issue 2: howard, Mikelangelo and the Black Sea Gentleman, Richard In Your Mind

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-2.html>

Issue 3: Caleb Kelly, Phil Tripp, Julian Day

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-3.html>

Issue 4: Nick Ritar, Cassette Kids

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-4.html>

Issue 5: Super Massive, Heidi Elva, Colin Black, Janine Gregson (MySongCast)

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-5.html>

Visual Artists

Issue 2: Mercades Malone, Mark Hetherington, A shot in the Arts, Katherine Brickman

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-2.html>

Issue 3: A shot in the Arts, Tim Cole

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-3.html>

Issue 4: A shot in the Arts, Demux – DVD

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-4.html>

Issue 5: Earthdance Sydney 2007, Paul Abtruse, Patrick Neu

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-5.html>

Exhibition/Installation/Performance

Issue 2: Glow, Search for Rue Simon-Crubellier, SEEKER, B SHARP

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-2.html>

Issue 3: POW WOW, Free Association, Plaything, Vanishing Point, Varla Jean Merman, The trouble with the weather

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-3.html>

Issue 4: Overkandt / Downunder, Urban Myths and Modern Fables, Two shows about Weather, Darlinghurst Theatre, Changeable Artspace

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-4.html>

Issue 5: Les Femmes de Loop, Sisa (UTS Gallery), Between You and Me, Interface 2007

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-5.html>

Web

Issue 2: Dr who

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-2.html>

Issue 3: Web of Sound, Last.FM/Pandora, Ringtone Society

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-3.html>

Issue 4: Avatar Orchestra Metaverse

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-4.html>

Issue 5: Web of Sound

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-5.html>

Festivals/Conference

Issue 2: Womad

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-2.html>

Issue 3: d / Art / 07, Liquid Architecture 8 (Carriageworks), Underbelly (Carriageworks), Sydney Musicfest

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-3.html>

Issue 4: AMBC conference, This Is Not Art (Newcastle), Electrofringe, A film Vanishes (Underground film festival)

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-4.html>

Issue 5: Sydney Festival (Samsung Mobile Festival Garden), Spirit of Soul, Hola Mexican Film Festival

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-5.html>

Film and Written

Issue 4: UTS Writers Anthology, Young Writers Festival (TINA), Conspiracies & Catastrophes (Film & Book reviews)

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-4.html>

Issue 5: October books, October films

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-5.html>

General interest

Issue 2: Jono Fashion, RSPCA, Sydney Fashion House, Confessions of a Puppeteer, RSPCA

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-2.html>

Issue 3: Gay Bash, Food to Rock and Roll, RSPCA

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-3.html>

Issue 4: High Jackman (Actors Centre)

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-4.html>

Issue 5: Oz Politics

View online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-5.html>

Issue 6 online: <http://loopoz.com/index.php?/Loop-Magazine-Issue-6.html>

2007/2008 Loop Contributors

Issue 1: Brian Punt, Zubbie Lima, Simone Score, Damian Castaldi **(4)**

Issue 2: Ann Finegan, Lucy Kippist, William, Fi Poole, Michael Park, Sean Bridgeman, Punter, Katherine Ters, Craig Hugmore, Gibson Nolte, Sarah Wise, Albie Cyclone, Damian Castaldi **(13)**

Issue 3: Ann Finegan, Lucy Kippist, Gibson Nolte, Chris Surplice, Lynn Burgess, Helene Fox, Dane Beesley, Sarah Wise, Zubbie Lima, Danny Jumpertz, Nick Sweeney, William, Damian Castaldi **(13)**

Issue 4: Ann Finegan, Abram Powell, Andreia V Da Cruz, Chris Surplice, Claire Hargreave, Damian Castaldi, Eva Schatz, Jodi Rose, Katherine Ters, Lucy Butler, Lucy Kippist, Martina Lunzer, Rachel Morley, Richard Cotter, Sarah Wise, Zubbie Capalini **(16)**

Issue 5: Ann Finegan, Anneke Jaspers, Andreia V Da Cruz, Clare McGregor, Damian Castaldi, Dean Watson, Gibson Nolte, Hannah Law, Helene Fox, Julian Day, Jodi Rose, Katrina Hampton, Lucy Kippist, Marika Lucas, Paul Abtruse, Pauline Hessel, Richard Cotter, Tim Arney **(19)**

2007 Loop Events

- **14/2/2007** Launch Issue 1, Empire hotel, Darlinghurst
- **26/4/2007** Launch Issue 2, the Sound Lounge.



- **11/10/2007** Les Femmes de Loop, Issue 4, the Gaelic Theatre.



2007 Testimonials

6 November 2007. Bill Bob Thornton;

"Hey!...Man i just love your blog, keep the cool posts comin..holy Monday".

8 September, 2007. PHIL TRIPP - IMMEDIA;

"Please give my congratulations to Damo on the article on the AMBC. I am in Hawaii at the moment and took the time to read it. He really nailed all aspects of it and took a lot of time and effort to do this. For this we appreciate greatly his efforts. It is particularly pleasing to see a strong, vibrant street press in the Central Coast area, which deals with the business of music as well as the pop culture aspects of it. Loop Magazine is a real winner in the street press stakes with a great look as well as solid editorial and layout".

7 September, 2007. CHRIS NEAL - Musician & Screen Composer, beVertical;

"Thank you for the eloquent and very flattering review of "Cooling Pond". It's a real buzz for us to get recognition in such a high-quality production as Loop. What is even more gratifying is that you obviously "get it".... in that you can clearly see what we have been trying to do with the work. We feel very fortunate to receive such an endorsement at this early stage of the release".

17 July, 2007. CAM MERTON - Director of Hidden Shoal Recordings, Perth WA;

"Had so many wonderful comments about the mag to all who I've shown it too. Obviously beyond the great content, people really dig the design and the form/layout. You guys have done a wonderful job and the mag just grows with each new edition. Big kudos to you and the team".

17 July, 2007. CECELIA CMIELEWSKI - Arts worker;

"Dear all

This mag is doing well, has well written reviews and gives a good sense of what's going on, not usually covered in main media. Highly recommended :)"

13 July, 2007. MARK TITMARSH - Lecturer in Visual Communication, University of Technology, Sydney;

"just picked up my first copy of loop, looks and reads great, some great work by ann finnegan and great pics. saw you at dart last nite and hope to catch you again soon.

cheers".

13 July, 2007. WADE MARYNOWSKY - Demux artist;

"congratulations on a interesting and exciting magazine i was wondering if i could have a digital copy of the demux review by Ann Finegan, i would like to put it on the demux site under reviews i will credit loop of course".

5 July, 2007. REBECCA HARVEY - Office at The Bank Hotel, Newtown;

"Just wondering if we can be added to your drop off list. I think the customers here would enjoy reading your mag!

Loop is downstairs!

Its a great mag, can't wait to read more :)"

18 April, 2007. JOSEPHINE STARRS - Artist & Lecturer, Sydney College of the Arts;

"The cover looks fab. Do you think it would be possible to drop some at Sydney College of the Arts?i think the students would really love it, Cheers"

The following page includes photographs taken at *Les Femmes de Loop*. Loop Magazine launch at the Gaelic Theatre 11/10/07.

Featuring: Sherlocks Daughter, Cassette Kids, Ouch! My Face!, S.Y.L.K and DJ Vivienne Kingswood.



Images by James Piper / www.jamesrobertphotography.com