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SOUTH just got born and will grow up to be a quarterly arts and culture magazine published in Athens and distributed internationally.

The warm feedback from artistic relatives around the world has given us the strength to complete the first issue. SOUTH will soon be landing on your desks, sofas or beds. If you happen to be in the right place at the right time, you will even be able to pick up the first SOUTH ever -for free- in some of the most important artistic events around the world: In the international biennial Manifesta 9 (Belgium), in Kunsthalle Basel during Art 43 Basel art fair, in Artists Space (New York), in Athens, in Mexico and in Hydra.

In this issue, people from different -literal or metaphorical- Souths are renegotiating the southern attitude, partly to define it and partly to invent it. A bunch of significant writers, artists, curators, economists and theoreticians have trusted us and contributed to our project.

The first issue proudly includes contributions by: **Massimiliano Gioni (the next director of the Venice Biennale), Chus Martínez (the head of the department and member of Core Agents in Documenta XIII), Ricardo Nicolau (senior curator and deputy to the director at the Serralves Museum in Porto), Cibelle (singer and multimedia artist), Caroline Corbetta (curator and art editor of *Vogue*, Italy), Yorgos Tzirtzilakis (architect), Andreas Angelidakis (architect), Venia Vergou (film critic), Panayotis Barlas (music writer), Maurizio Catelan, Kostis Velonis, Vangelis Vlahos (artists), among others.**

Possessed by a spirit of absurd authority, we will try to contaminate the prevailing culture with ideas that derive from southern mythologies, such as **the perfect climate, easy living, chaos and the dramatic temperament**. What might be considered weaknesses of the southern mentality, we would rather present, perhaps a little self-mockingly, as a force of power with which to face down the future. Southern stereotypes are very important to the magazine, and through our invigorating and inspired columns, we aim not only to explore, but also to transform them.

Each 160-page issue will have a **thematic section** (*South as a State of Mind* in the first issue) and **columns** inspired and named after key traits of southern life. Through our twisted -and southern- attitude, expressed through critical essays, artist projects, interviews and features, we would like to give form to the concept of the South as a state of mind, rather than a set of fixed places on the map.

Tradition, Trickster, Shout, Everyday, Landscape and Mysticism, are some of our regular columns. In these, you will find essays on art and architectural tendencies within southern territories, political commentary, presentations of established artists, and even insights into how you can use palm reading as a way to resist rigid rationalism. There will be in-depth presentations about acclaimed or emerging artists, and political commentary. Additionally, tips on where to go, as well as reviews of visual arts exhibitions, films and music.

Opening up an unexpected dialogue among neighbourhoods, cities, regions and approaches, SOUTH is primarily a magazine, but it is also a meeting point.

SOUTH's first issue is a collaboration between Dyo Deko Ekdotiki (LIFO) and Kunsthalle Athena.

The team of Kunsthalle Athena, which is also the magazine's editorial team, is responsible for the concept of the magazine's style and content, as well as for selecting the international contributors and editing the content. Yannis Karlopoulos is the creative director of the publication. Dyo Deko Ekdotiki (LIFO) has published it.

“We look forward to meeting you”

For more information, visual material and POINTS OF SALE in Greece and abroad, please contact us:

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