

# APOCENE

Humans are very innovative and creative creatures. Many people excel at using their minds and bodies to build completely foreign ideas and make them tangible through different mediums. Vancouver's online magazine *apOcene* finds these unique creations and brings them together on one platform.

Fueled by the sharing culture of Instagram the anonymous duo behind the page accumulate and curate hundreds of images for further circulation by viewers. Their content features fashion, art, photography and videos collected from models, designers and artists. In conversation with the creators we discussed their mission statement, values and goals.

## What is *apOcene*?

"As a platform, *apOcene* blends concern for the environment with [current] culture, art and fashion. Our name is short for the Anthropocene which is the geological period characterized by large human influence on the state of the planet.

Over the past decade because of the digitization of media, people can easily share art and express themselves on an international scale. [For us] art and fashion are arguably the most interesting components to culture as they are attention grabbing. These aspects of culture are a highly efficient way to bring awareness to the connotations of the word Anthropocene and as a consequence human impact on the planet."



## What does a collection of images and ideas represent or evoke for you?

"Collecting and compiling interesting images, whether photography, art or runway, is a way to stay inspired. Especially if we find content that is unlike anything we've really seen.

The avant-garde aspect of most of our content serves as a metaphor for the underlying basis of *apOcene* as a platform that pushes parallel boundaries. For example, boundaries of art and fashion and boundaries of sustainable living."

## A lot of images that you share incorporate physical textures (ie. skin, fabric, plastic). What is the significance of tangible objects for you?

"When people say 'sustainable lifestyle' this is often taken to be something difficult to achieve. Sustainable living is an idea that we need to quickly get used to given the position humans are in on a planet with finite resources and capacity.

[These tangible objects] push the boundaries of our everyday lifestyles. Potentially they could have a cumulative and large scale influence on the state of the earth, leading to changed lifestyles."

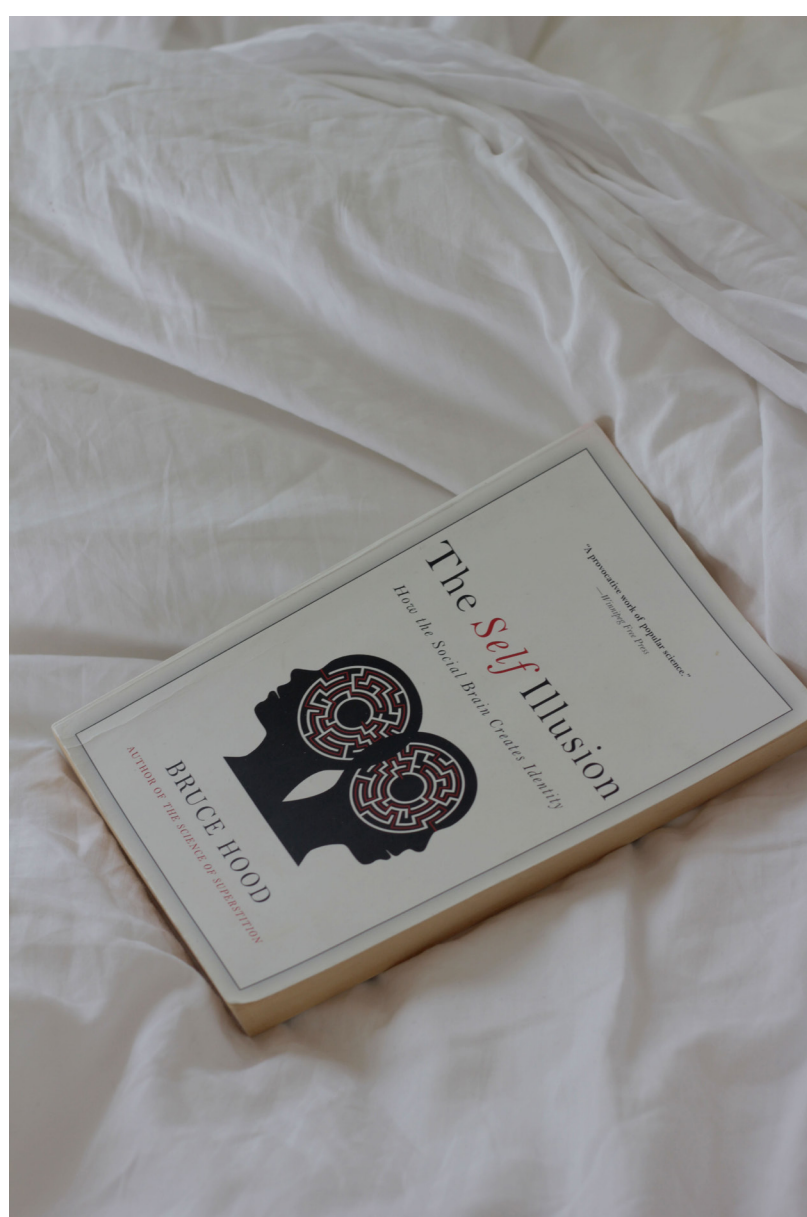
## How do you find these images? How do they circulate even more beyond your posting of them?

"We both have a good eye for interesting images and content. We work well as partners because we also have a similar eye, so our feed remains consistent. We don't ever really check in with each other when we post. We think this speaks to the fact that we have a similar vision for what we want *apOcene* to represent as well as the similarities we share in terms of curation.

It's crazy to see bigger [Instagram] accounts interacting or reposting our content, even smaller accounts who repost the images we've shared. It lets us know that our followers are engaged and [enjoy] the aesthetic of our platform."

## Would you say your account is cold media, (low fidelity) or hot media, (engaging) and why?

"We would say that *apOcene* is hot media. Our images tend to be bright, colourful and dynamic, which we [believe] makes them engaging. Seeing the content we've shared being reposted and tagged shows our audience [is perpetuating] that engagement."





***In a way, ap0cene is pushing and creating a culture or ideology. What does that mean to you?***

“We’re spreading awareness around the word ‘Anthropocene’ and how powerful we are as humans shaping the state of the planet.”

Through our magazine, we bring up representations of fashion, culture and art that are both environmentally conscious and unique. On top of [the pieces] being attention grabbing on their own, highlighting avant-garde, weird and different art is almost metaphorical for the fact that we are trying to evoke a different way of thinking.

There is a difference between our everyday conceptualization of art and fashion in terms of what we already know. We want to push those conceptualizations towards innovation and new design to explore what we don’t know.”

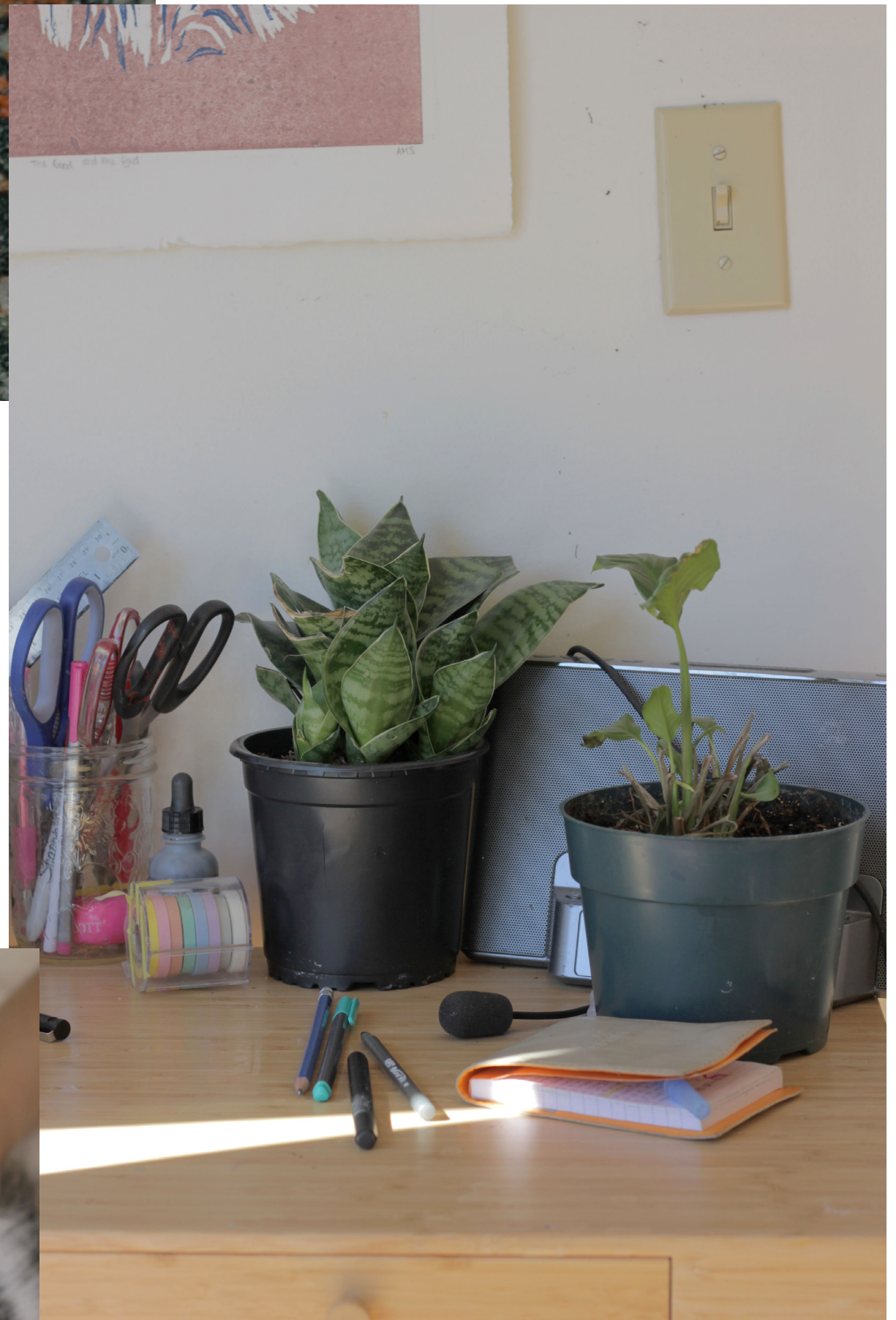
***Thought and knowledge inform what your viewers take away from your profile. It operates in their own consciousness but also adds to it. How does that make you feel?***

“We are motivated by the fact that ap0cene’s content is able to inform viewers in a way that will add to their consciousness. Our whole mission statement and intent is to alter people’s conventional ideas for the possibilities of the new, in order for innovation and change to take place.”

***What are the ups and downs of social media being your primary source?***

“While social media is amazing for reaching a large number of people... we are restricted to one form of media, which is digital. It can be overwhelming to think about where we want to be as a platform and where we are now because it can be taxing to consider how to transfer your concept or idea from one platform to another, or even from virtual reality to real life.”

Facing these kinds of challenges can only benefit the brand in the end, because it will force us to be sure of our message and hone in on aspects of our concept that we maybe weren’t 100% sure of when we started to bring ap0cene into spaces beyond social media.”



***What does a tangible ap0cene look like?***

“We ideally want to make an online magazine that resembles a blog. This format would allow us to individually cover artists. Being able to flexibly post content [at any time] would be important so that we can frequently reach our audience and stay relevant.”

We also plan to release an annual paperback copy that would be a special edition, where we would hope to feature really dope artists and projects.”

