

Wired

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Abstract

A review of the magazine *Wired*.

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Reviews

Wired. Published monthly. WIRED Ventures, 544 Second St., San Francisco, CA 94107-1427. (\$39.95/12 issues) (Subscription information: subscriptions@wired.com)

Without a doubt, this is the one magazine that brings the new communications and information revolutions to your mind, directly. "Wired" is fresh, flashy, exhilarating, and playful. It deliver us to the knowledge edge in the twirling, twisting work of cyberspace.

"Wired" lets new terms, principles, perspectives, and voices appear. Recent issues have given the reader: interviews with David Byrne, Amory Lovin, and Brian Eno; essentials about the Global Business Network, a think tank shaping "futures;" a meeting with Robyn and Rand Miller, authors of the CD-ROM "Myst;" an article by Jason Lanier of virtual reality fame; discussions about Thomas Paine.

The layout challenges our sensibilities — reverse text, out-of-the-normal-balance and off-centered manuscripts, unfamiliar combinations of colors — and gives power to news voices and messages.

There is no direct link to the food systems communication context in which we work. However, the technologies and approaches to communication are where "Wired" will prove educational, refreshing, and provocative.

While "Wired" is an advocate of new digital ways, it also offers critical perspectives on the emergent. There are interviews with commentators like Sven Birkerts ("The Gutenberg Elegies: The Fate of Reading in An Electronic Age," Faber and Faber) who cautions and asks us to think about the "erosion of presence, the loss of immediacy of engagement...." Columns by Bruce Sterling and Nicholas Negroponte point to developing and critical concerns.

The general lack of women's voices and the missing presence of minorities are very evident and something that should be changed, and included and given a priority in the magazine's future. Once in a while, too, the language is crude, without needing to be so.

Nevertheless, "Wired" has become essential to understanding the digital world. Highly recommended and something to look forward to every month!

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