

# Arachne: a webzine

## Advertising

*Second Issue (01) February 1, 2016*

### Audience

#### Focus on the image:

The interactive, and futuristic design of the website has been described as a piece of internet art in and of itself. Our content is smart and provocative, entertaining and futuristic. We intend to expand the content selection by including roundtable discussions, interviews, artist profiles, and more.

#### Our audience:

Audience in contemporary art, digital and new media arts, digital publishing, technology, and games.

#### Promoted by:

- DIS Magazine—“[Arachne | Dorothy Howard](#)”. Interview with Ada O’Higgins. DIS Magazine. November 4, 2015.
- Newhive—“[THIS WEEK IN NET ART](#)”. Cecily Feitel. Newhive. November 9, 2015.
- e-flux conversations—“[Manuel Arturo Abreu on ‘online imagined Black English’ in Arachne](#)”. Frontpage e-flux conversations. Post by Karen Archey. November 12, 2015.

#### Numbers:

*First Issue (00) published November 1, 2015:*

Site traffic for November 1st–November 16th (first 2 weeks):

- 14,548 page views
- 11,310 sessions
- 76.2% new visitors: 23.8% returning visitors

### How it Works

Arachne’s Ads are sold on a rolling basis, and will be effective quarterly.

When Arachne releases a new issue, the previous issue will be archived, along with its ads.

#### Specs:

We accept black and white or color images (or gifs), at the best resolution possible (we’ll take care of scaling them).

Box Dimensions #1: 300 pixels wide, 250 pixels high.

Box Dimensions #2 (narrow screen): 300 pixels wide, 140 pixels high.

**Manuel Arturo Abreu**  
Online Imagined  
Black English

**Harry Burke**  
Extract from  
Brackets

**Dorothy Howard**  
Loving machines: A  
de-anthropocentric  
view of intimacy

**Flynn Casey**  
Hub & Spoke vs.  
Point-to-Point  
Networks in the 787  
Dreamliner  
Production

**Antonin Laval**

**Nikos Voyiatzis**  
The Effect of Lists

**Anton Haugen**  
Compilation Of  
Genetically Modified  
Produce Falling  
From Supermarket  
Shelves (14)

**Sandra Sanchez**  
¿Quién es Teseo en  
el arte  
contemporáneo?

**Maxwell Isaac**  
The Weaver  
of the Weaver  
Networks:  
Communication  
Explained  
Automatically with  
Mathematics and  
Computer Science

**Amelita Furlong**  
The Re-education of  
an English Major:  
STEM in Silicon  
Valley

**Caroline Stinson**  
Museum of shame

**Ruffy Cain**  
Low Profile: Privacy  
on social media

**Hello World**

The central question the Arachne webzine takes up is the relationship of mythology to the internet.

Despite the running joke what to call it; sometimes called, 'cyberspace', 'online', 'the web', 'the net', etc., the internet was originally called the 'World Wide Web' (www) by one of its creators, Tim Berners-Lee. Berners-Lee defines the concept in his book, *Weaving the Web: The Original Design and Ultimate Destiny of the World Wide Web* (1999) as: "The set of all information accessible using computers and networking, each unit of information identified by a URL." **Metaphors of linking as weaving, the 'web' are pervasive in both the original language used to define the internet, and its evolving use.**

The zine's theme comes from myth of Arachne, an origin story for the spider described in Ovid's *The Metamorphoses* (Latin: *Metamorphoseon libri*, "Books of Transformations," 8 AD). Arachne (Greek: ἀράχνη) was a weaver who was challenged by the goddess Pallas Minerva (Greek: Ἀθήνη, Ἀθηνᾶ) to a weaving contest. Her story represents the theme of humans holding contests with the gods.

Although there are other accounts, in Ovid's story, Arachne fatally lost, despite the goodness of her craft and the beauty of the garment she produced. As a sort of lament curse for thinking she could beat Pallas Minerva, Arachne and all of her offspring were transformed into spiders, allowing them to keep weaving while no longer enjoying human pleasures.

**From Ovid's The Metamorphoses:**

- o Bk VI:1-25 Arachne rejects Minerva
- o Bk VI:26-69 Pallas Minerva challenges Arachne
- o Bk VI:70-102 Pallas weaves her web
- o Bk VI:103-128 Arachne weaves hers in reply
- o Bk VI:129-145 Arachne is turned into a spider

The symbolic relationship of a spider to the internet could be interpreted in many ways. The zine's thematics of gender, labor, and technology focus this project on explorations of the landscape upon which ideas of self, society, public, community, and craft, are constructed online today, using the myth of the spider as a weaving poem. Contributions reflect writer's interpretations of the theme.

Contact: arachnezine at gmail dot com for content inquiries.  
Another issue may be in the works.

**Arachne #0—on gender, labour and technology:  
List of contributors**

**Contributors**

- o **Manuel Arturo Abreu**  
(b. 1991, Santo Domingo) is a poet and artist from the Bronx. Their work is about proximity, race, and magical thinking. They have appeared in *ACCA Australia*, *The New Inquiry*, *Gauss PDF*, *Thought Catalog*, and elsewhere. Their first book *List of Consciousness* is available from Bottecap Press.  
Find manual at [tugtech.tumblr.com](http://tugtech.tumblr.com) and @Deeclus.
- o **Harry Burke**  
Harry Burke is a writer and is Assistant Curator & Web Editor at Artists Space, New York. They have published an ebook of poetry, *City of God* (Version House, 2014), in collaboration with the architect Alessandro Bava, and edited the poetry anthology *I Love Roses When They're Past Their Best* (Test Centre, 2014). With Oscar Khan they co-directed the gallery *Life Gallery* in London for a while.  
@hburke\_uk

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All Ads will be placed on a first come first served basis.

**Rates:**

Box—top position: \$300  
Box—second-tier positions: \$100

**Contact:**

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