EINE MAGAZINE HEREBY GIVES BIRTH TO YET ANOTHER QUINTESSENTIALLY IRREVERENT ISSUE.

EINE: THIS 4TH EDITION SQUARELY
THROWS THE GAUNTLET TO AND FRO AT IMAGE
PRODUCTION WITHIN ALL THINGS PERIPHERAL TO THE CAMOUFLAGE OF CONTEMPORARY
ART. HERE IS A PUBLICATION THAT
CANNIBALIZES ALL THINGS
N OUR ATHEISTIC CULTURE. IT BELIEVES IN
NOTHING AND EVERY WILLFUL POSSIBILITY AT
ONCE; A MENTAL SPACE WHERE THE SEXY, OUTRAGEOUS, UNRULY, AND ENGROSSING MEET
THROUGH A GRIMY HIGHBROW LENS.

EINE IS AN EXTENSION OF ALEX RUTHNER'S ROLE AS AN EMCEE ARTIST WHO MAKES TORRIDLY ABSURDIST PAINTINGS ABOUT HIS DEMIMONDE CIRCLE. HIS MERRY BAND OF SOCIAL MEDIA MISFITS SNIDELY LAYS WASTE TO BOURGEOIS TASTE. WITH A BARREL FULL OF IRONY THAT PUNKS OUT THE RAREFIED PRETENSIONS OF THE HUDDLED CONSUMERS THOSE PAINTING DIARIES MAKE ME LAUGH, MAKE ME CRY.

EINE: DIE MAGAZIN. A STYLE THAT IS AS CRASS AS IT IS SUBLIME, PARADOXICALLY VEERING TOWARDS THE LITERARY, SANS IDEOLOGY OR UNHINGED BY THEORY-LADEN DIGRESSIONS.

EINE GETS TO THE POINT. IT CUTS YOUR HEART OUT THEN PUTS IT BACK INTO PLACE WIT-HOUT LOSING A PULSE. IT DOESN'T WEAR YOUR HEART ON ITS SLEEVE BUT FOR FUN DOES ROLL IT ON THE BARROOM FLOOR.

EINE: IS A MONSTER OF ART DIRECTION WITH A BONNET AND A BOUQUET OF CULTURAL FLIP-PANCY.

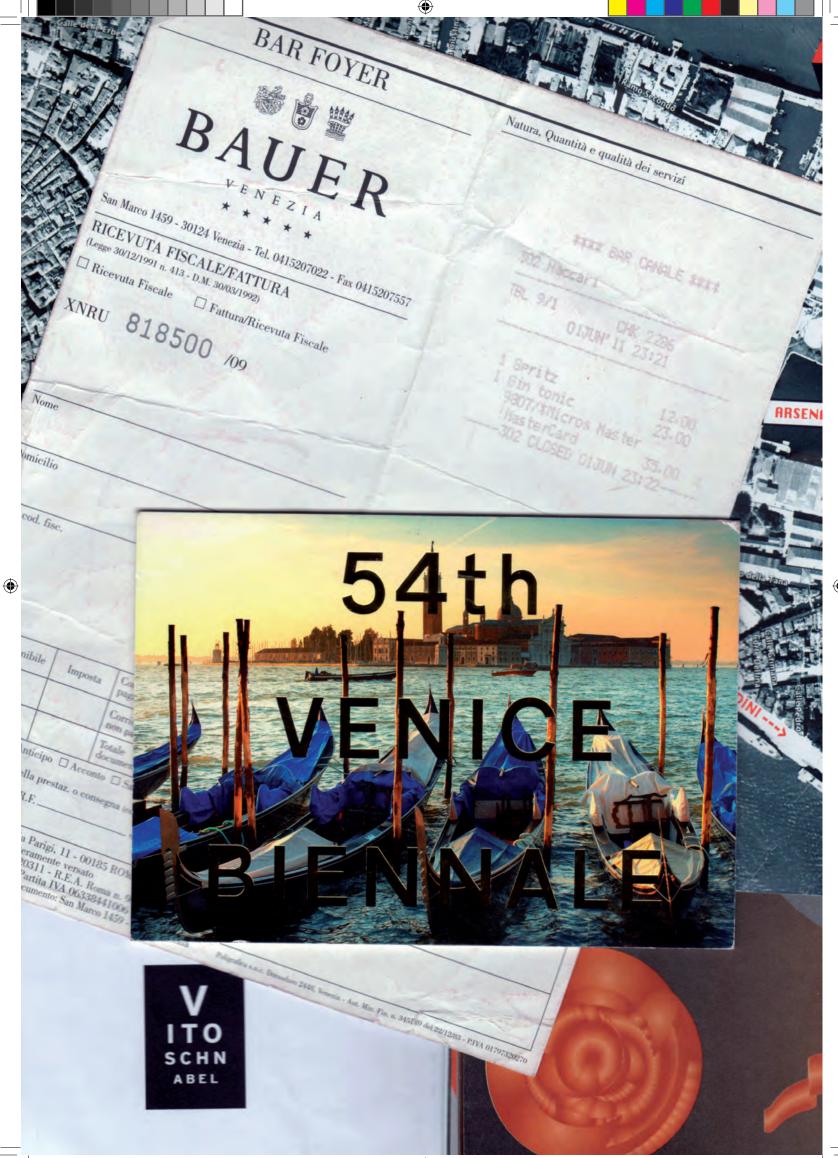
EINE: IS A PERFORMANCE ETUDE IN A PRIN-TED MEDIA FORMAT. IT PERFORMS SOLELY FOR ITS OWN AMUSEMENT INVITING THE BOLD MINDED INTO ITS TIGHTLY BOUND, ACTION PA-CKED PAGES. YOU CANNOT SUBSCRIBE TO IT. IT IS SOUGHT AFTER.

EINE: HIGH ATOP ITS BABYLONIAN TOWER OB-SERVES A SHIP OF FOOLS ON THE HORIZON. TAKE HEED DEAR READER OF RAPTUROUS ARMA-GEDDON NOVELS, SUNDAY DRIVERS, SNAKE-OIL SALESMEN, AND NEW AGE PROSELYTIZERS! EINE: JANUS AT YOUR DOOR.
THOSE WHO CANNOT ENTER DO NOT BELONG.
BEWARE PASSERBY!

MAXHENRY

VI€NNA 5.22.2012,

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For further information and the complete list of contributing artists please have a look at

www.eine.at

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## Hanna Putz Untitled 1-8



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