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The Online Magazine About New York
Designers

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NEW ONLINE MAGAZINE ASKS DESIGNERS: WHY NEW YORK?

DESIGN STUDIO LAUNCHES VISUAL SELTZER

Professionally or vicariously, it seems like a whole lot of New Yorkers are designers. Who do we want to read about? And what it is *really* like to be a creative person in this town? David Bergman and Lori Greenberg, founders of the Bergworks GBM studio, were wondering what's on the minds of other designers, when they decided to start an online interview magazine about the experiences of being a designer in New York.

Having worked in architecture, furniture design, product design, interiors, graphic design, fashion and copywriting, they knew many interesting creative people, but seemed to read about only a few. Seeking out those who might be below the radar, they felt, would help to broaden and strengthen the city's design community.

Through interviews discussing the New York experience, *Visual Seltzer* covers the good, the bad, and the ugly. More than the standard "What do you do?" interview, the articles discuss topics such as collaborating, struggling to get recognition and press, and how to use your fire escape as a second work studio. Interspersed through the interviews, along with images of the designers' work, are humorous and serious sidebar questions, ranging from "who is your nightmare New York client?," to "name a favorite lost New York resource."

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(Visual Seltzer, Page 2)

PREMIERE ISSUE DEBUTS

The premiere issue focuses on three very different types of designers: a clothing designer who is popular in Japan, because he is a “New York” designer; a creative director of a teen catalog; and a furniture designer/sculptor who found design inspiration from the most unlikely places. In upcoming issues, *Visual Seltzer* will talk with an artist who creates computer generated video installations of dance performances by Bill T. Jones and Merce Cunningham, and with a solar energy product designer.

A REBUTTAL TO THE MULTI-MILLION DOLLAR BURN RATE

Both Bergman and Greenberg have worked with large scale start-up dot-coms, but decided to create *Visual Seltzer* on a shoestring budget -- without venture capital and without advertising -- as a labor-of-love and outgrowth of their design studio. Their business plan for *Visual Seltzer* consisted of spending \$75 to purchase a tape recorder and register the domain name. (Not that they have anything against venture capital....)

A new interview will be presented every few weeks. To further broaden the range of designers interviewed, *Visual Seltzer* is currently putting together an advisory board whose members will suggest potential subjects. Readers are also encouraged to write in with names of people they would like to read about.

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