

# THE /R/STREETWEAR SUBREDDIT IS RE-IMAGINED AS A PRINT MAGAZINE

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25 : 05 : 2017

Media : Design : Digital



**Liverpool – Graphic design student Dan Hart-Davies has translated content from the digital platform Reddit into a physical publication.**

Hart-Davies devised the project as an exploration of digital and print media. In an age when **Gen Viz** are driving online consumption habits, the work examines why printed content continues to be important for brands.

'[My research was] looking at why brands that have a huge online presence feel the need to have a printed magazine too,' Hart-Davies tells LS:N Global. The magazine, /r/streetwear, reflects on the influence that Reddit has had on the evolution of streetwear and its communities, exploring trends such as techwear that feature on the subreddit page.

Platforms such as Instagram and Reddit provide new spaces for discussion and expression for consumers, but although brands have widely adopted Instagram, Reddit remains relatively unexplored.

## The Big Picture

: As we have seen with /r/streetwear and Post-internet Print-outs, designers are exploring new interpretations of digital content through the medium of print

: By switching fast-paced digital consumption for slow-paced print, or vice versa in the case of Ewe Zine, publications can imbue their content with new meaning