Friday at 5

New magazine kind of uptown

By DAWN GARCIA
Of the Emerald

Granola-ville, a timber town or a liberal college community — they're all stereotypical sketches of Eugene.

But many descriptions of the city don't include an important, growing aspect of Eugene, say the editors of Friday At 5, a new monthly magazine.

"There's a lot of people interested in the arts here and we're giving them credit for it," says Steve Hanson, one of the editors, explaining that the free magazine is designed to be a "gallery" for some innovative commercial art that wouldn't fit in other, more conservative mediums.

"It's kind of 'uptown,' " Hanson says of the new magazine. "We want to give Eugene and Springfield something to show that they're not out-back, they're not in the boonies, they're not slinging mud."

Hanson and the other editors say the philosophy behind the title of the magazine — Friday At 5 — is that people shouldn't be serious all the time. The title depicts the start of the wee-end, a playtime for visitors to the workaday world.

"We're not trying to be flippant," says Bill Poppie, another of the editors. " It's just that you don't have to run around crazy, tearing your hair out all the time; you can take it easy."

The four editor-artists admit the magazine is a showcase for some of their own artwork. When they aren't being editors, the team works, as well as owns, Graphics To Go, a graphics company in Eugene.

"We're artists and doing this stuff keeps us happy and sane," says Poppie.

The publication's advertisements display much of their work. The local merchants' patronage helps support printing and production costs. Still, the fledgling tabloid includes a few straight commercial art pieces and some stories on "the art scene" in Eugene.

This month's publication — their second — includes three stories plus a calendar of visual and performing art events.

"We're trying to show what's really happening in Eugene," says Donna Hanson, another contributor. "There's so many new little places here and lots of people don't know about them.

"We want the magazine to jump out and grab people."

Other considerations for the magazine's content are amusing stories and fashion articles, Hanson says.

"We want to show people there's more ways to dress than college or hippie," she says.

The magazine's purpose has changed radically since the project began last May, the editors say with smiles on their faces.

"We were going to be 'Slam,' a heavy punk and new wave mag," says Poppie. "We wanted to trash, bash, make a lot of noise and shock a lot of people."

Hanson and Poppie say they realized then that such concepts as new wave could be a part of the magazine, but the publication could include a much wider range of art possibilities.

Graphic courtesy of Friday At 5

Eugene's developing conservatism encouraged its creators to develop an arts forum for the Eugene bohemians who crave and appreciate the '80s artistic style.

"We thought, 'Do we need a magazine or do we need a bathroom wall?' " Poppie says wryly.

Obviously, they decided that bathroom tile wouldn't do, and Friday At 5 evolved into the present publication — a 32-page magazine distributed on the University campus and at other Eugene spots.

Now that the magazine has lived through two press runs, Hanson feels more confident about future issues. Possibly the following issues will include more stories highlighting Eugene's artsy side, which Hanson says has been neglected.

"We're going to show people we aren't just a mill town," Hanson says.

"A marvelous love story between an extraordinary man and a very extra-ordinary woman."
JUDITH CRIST, Saturday Review

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