

**IT
WAS
ALLA
ZINE**



WHAT THE BLOODY HELL IS IT?

it was all a zine exists because of an uneasy sense of stagnation from the restricted life imposed upon us during the COVID-19 pandemic (not to be confused with the COVID-20 or COVID-21 pandemic if you are reading this in the future).

We felt in a state of funk. We needed a project to keep us sane. And it was all a zine is the project we decided on.

What sort of zine is it? That's a little harder to answer right now as we're still forging an identity. To be honest, we're not stressing out about it.

A body is found. It is dead. Severely decayed. Experts take fragments of bone in the hope to find a DNA-based match. Nothing. They cross-check the skull and teeth with the x-rays of those long-missing. Nothing. There is no wallet, no clothing, no ID, no markings that allow for the body to be identified.

It is inconceivable to say that the person who died had no identity, even if they didn't think they had one - even if they feared they were utterly indistinguishable; that they had led an utterly indistinguishable life. I suppose that would be an identity of sorts anyway. Not one that many of us could say we would hope for, but an identity, nonetheless.

it was all a zine is a zine, but we make no claim to have thought hard about what a zine is or should be. Yet, it will surely end up having an identity all the same. Even if that identity is indistinguishable or it has no identity whatsoever because that's still an identity.

Karrim Jalali (Editor)
AD Styles (Design Editor)

ISSUE ONE

£350,000,000

IT WAS ALL A ZINE



AVAILABLE ON ITWASALLAZINE.COM

SCHEDULE OF PUBLICATION AND TYPE OF PUBLICATION

Our first issue is

- Tabloid (330mm x 258mm)
- 48pp self-cover
- Printed full colour throughout
- 52gsm Improved Newsprint
- Trimmed and wire stitched

It is also available to purchase as a pdf

We will publish two issues per year, in print and digital, with complete flexibility around the format, design, pages and content. But we can guarantee every issue will:

- have bold and beautiful design
- include a cracking mix of art, illustration, and photography
- feature thought-provoking and/or funny writing and poetry

QUOTES

Don't just take our word for it but read what these Iranian ex-footballers have to say about the zine.



“JUST THE RIGHT MIX OF SERIOUS AND LIGHTER PIECES, WITH ARRESTING DESIGN THROUGHOUT.”

Ali Asghar Modir Rousta

“WOW. I FELT THE SAME WAY I DID FROM READING THIS ZINE AS WHEN I PLAYED IN THE 1998 WORLD CUP FOR IRAN AND WE BEAT USA.”

Mohammad Khakpour

“A FUN READ WITH GREAT DESIGN. MY ONLY REGRET IS THAT THE ZINE DOESN'T CONTAIN THE RIDICULOUS PUN-BASED HEADLINE-STYLE JOKE ABOUT ME SCORING A HAT-TRICK WHICH I WAS PROMISED - AZIZI AS 1, 2, 3 ”

Khododad Azizi

“PUERILE AND SILLY. I LOVED IT.”

Ali Daei

“TOUCHING AND PROFOUND. I HATED IT.”

Mehdi Mahdavia

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