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And ... We Are Back! SquareCylinder Returns Art Criticism to Northern California

After a nine-month hiatus, ***SquareCylinder*** returns on Saturday, April 26th to resume and expand its role as Northern California's leading platform for vigorous art criticism. Fans old and new can log onto squarecylinder.com to explore the newly relaunched website and to sign up to start receiving the new **SoC eNewsletter** in their email box.

Founding publisher David M. Roth has passed the baton to DeWitt Cheng, Mark Van Proyen, and Bill Lasarow, each bringing decades of experience assessing the visual arts. With a revamped format and a team of practiced art writers, we are pleased to resume and expand the mission that Mr. Roth initiated fifteen years ago: to provide serious visual art criticism for readers interested in the artists, galleries, and museums of the region.

"We are especially proud to resume this mission at a time when our freedoms of speech and expression are facing renewed political attack," the publishers said in a joint statement. "Art writing, done with insight and independence, is more vital to our public discourse than ever."

Even though *Square Cylinder's* retains much of its original look, longtime fans will note important new features that will enhance our readers' engagement.

- The mainstay, as always, will be the **Reviews**. The recent dearth of platforms dedicated to quality visual art criticism ends now, with a mix of veteran and new generation art journalists and a program designed to help bring talented newcomers into this very special and specialized field.
- The new editorial section of **Commentary and Opinion** articles will explore the many thorny issues that relate visual art to the larger societal canvas, complementing and expanding the context of the exhibition reviews.
- The new **audio feature** will enable readers to listen to them on their phones or computers if they wish. To read or listen may be the question; the answer now is, whichever you prefer.
- **Gallery and Museum Pages** will provide readers with an easy-to-use guide to the galaxy of venues presenting art exhibitions throughout the San Francisco Bay Area. They can plan visits by filtering by city or venue type. It's now easy to scroll rosters that make it a snap to jump over to check out any venue's website. Suddenly you can get your arms around the approximately 150 quality galleries and museums the Northern California boasts. And as the exhibition reviews pile up over time, each Venue Page will also feature its own growing index of exhibitions that *SquareCylinder* has covered.
- Another new section introduces our **Contributing Writers** through short biographies and links to a selection of their writings, along with their own index of articles published on *SquareCylinder*. It's a get-to-know-ya element in greater depth than you get in other publications. We think there are a lot of good stories behind those ubiquitous bylines.

***SquareCylinder* is also more than just its website.**

We are not satisfied just posting articles to the website, not by a longshot. Select *SquareCylinder* articles will also be emailed bi-weekly to our more than 30,000 subscribers (it's free and easy to opt in, just hit the subscribe button) in the form of the new **SqC eNewsletter**, featuring the latest reviews and commentaries before they appear on the website.

Subscribers also receive our **Email Announcement Service**, featuring exhibitions presented by our many sponsoring art galleries and museums. There are loads of review-worthy exhibitions to know about every single month; and no, we can't review them all ... and just because we don't doesn't mean there aren't a lot of treasures to be discovered.

As has been the case since the publication's inception, all new content will be posted while exhibitions are still up and available for in-person visits and measure their own reactions against those of the art journalists who are the engine of the publication, just as the artists drive the exhibition venues.

"Just as there is no substitute for informed and readable art writing, there is no substitute for getting out and seeing original art in person," the editors said. "With *SquareCylinder* it's all connected to put our readership on the inside track of the rich creative environment of Northern California's art world."

DeWitt Cheng, Bill Lasarow, Mark Van Proyen
Publishers and Editors, squarecylinder.com

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