

ARABPOP

RIVISTA DI ARTI E LETTERATURE
ARABE CONTEMPORANEE

What's *Arabpop*?

Arabpop is a new magazine in Italian devoted to promoting contemporary arts and literature from the Arab countries and explores the cultural changes introduced or simply made visible by the 2011 Arab revolutions, following their trajectories and future developments.

Arabpop showcases original works by Arab artists and writers living inside and outside the Arab region, featuring long forms, interviews, translations of cultural articles from the Arab press, books, movies and music reviews, and much more.

Available in print and digital formats, *Arabpop* is a magazine for all kinds of readers, written in a clear and comprehensible language aimed at involving a wider readership and not only the experts.

Where we come from

Our magazine continues the work that began with its namesake book published in May 2020, where we recounted the Arab revolutions of the last decade by gathering and presenting the new artistic practices that were born of the cultural excitement during that extraordinary period of great change. As the Italian readers welcomed the book with curiosity and a great interest in this alternative depiction of the Arab societies, we understood that our book might be a valid starting point to deepen our research even further. Publishing a new magazine was the most effective way for us to continue our project.

Why a magazine on contemporary Arab culture?

We believe that our country needs a new collective imagination around the Arab world, which so far has been often associated with wars and terrorism, or vaguely talked about using old stereotypes. *Arabpop* was created with the aim of presenting an idea of Arab societies that is closer to reality, hence less affected by exoticisms and orientalist projections.

We strongly believe that culture is the most suitable vehicle for producing a radical change in thought, and this is why *Arabpop* wants the voice of contemporary Arab artists and intellectuals to be heard and put forward in the Italian public debate. Besides offering our readers vibrant, cultural, stimulating, and quality products, *Arabpop* intends to help develop a less superficial view of the Arab world in Italy.

Why *pop*?

As we already explained in our book, the word *pop*, which often simply recalls only cultural products linked to marketing, to us defines popular, grassroots artistic works. At the same time, the vibrant image connoted by the term *pop* is what we want to include in these pages, in a more inclusive and groundbreaking format. Ultimately, we would like the term *pop* to be associated with the Arab culture as well, without necessarily implying an attitude of frivolous disengagement.

Editors

The editors of Arabpop are: Chiara Comito, Fernanda Fischione, Anna Gabai, Silvia Moresi, and Olga Solombrino.

The Editor-in-Chief is Christian Elia.

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