

All Kingwell, all the time

Mark Kingwell as a Canada Post mail carrier? Could the ubiquitous pop-culture icon and University of Toronto philosophy professor ever give up his spot on the country's television channels and media organs and become just another regular Mike?

That's the fantasy entertained in a piece this week written by John MacFarlane (not the Toronto Life editor; that's John Macfarlane) in the Web magazine, goodmagazine.com. MacFarlane, who is one of the satirical mag's co-founding editors, describes a day in Kingwell's life, the day when he decides to return to his role as king of Canadian media after having a conversation with a dog on his mail route. The story is one of five the magazine will publish this week to celebrate its "Mark Kingwell week."

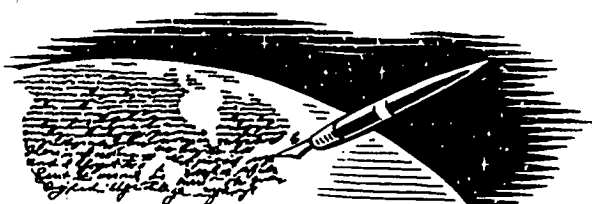
"No magazine in this country can get out without Mark Kingwell," said editor Shaz Sheibani. "We want to get attention, we want him to contact us and write for us."

That all depends on what the professor thinks of his fictional depiction. In the MacFarlane story, the dog prods the writer. "Oh come on, Kingwell, you're surely familiar with the concept of visions? You've probably written an article for Harper's about it. . . . Sorry couldn't resist." A little while later, same dog accuses Kingwell of being afflicted with self-loathing before declaring that the world "needs [him] to endure the weight of [his] celebrity." We fear that a Mark doll may not be far behind.

Mr. Rogers's golden boy

While goodmagazine.com attempts to harness the power of celebrity for its own ends, Rogers Media appears to have recruited another golden boy to support their venture.

There was Evan Solomon, host of CBC Newsworld's *Hot Type*, helping out at Monday's hearings into digital TV licences. Solomon was supporting Rogers Broadcasting Ltd.'s bid for a Canadian ZDTV network. Rogers has partnered with the computer, technology and In-



SUBJECTS & OBJECTS

— By Tertius

ternet-focused channel that is primarily owned by Microsoft billionaire Paul Allen and that reaches almost 23 million homes in the United States.

Solomon's CBC affiliation was not listed; instead, he was named as founder of Shift magazine. Even if the channel is a U.S. innovation, Solomon argued, it really belongs in Canada. "Canada has been at the centre of most modern developments in technology," Solomon said, citing Marshall McLuhan, Harold Innis and Northern Telecom. And of, course, Ted Rogers.

Time to hear both sides now?

A distributor of catalogues for Canadian art galleries is irate at what it sees as foreign interference in the country's publishing industry.

Art Books Canada of Montreal had an exclusive distribution deal with Saskatoon's Mendel Art Gallery, home to the current exhibit of paintings by Joni Mitchell. The gallery printed a deluxe hardcover book to commemorate the exhibit with 50 colour plates, a dustjacket and a retail price of \$45.

Inexplicably, however, the gallery refused to send off copies of *Voices: The Work of Joni Mitchell* to Art Books, said Lawrence Boyle, president of Art Books. After being pressed, the gallery, Boyle said, informed him that they wanted *Voices* distributed only in art-gallery bookstores.

Boyle alleges that the gallery admitted it was acting with an eye on U.S. publishing company Random House, which is planning a coffee-table book on Mitchell's paintings

in the next three to four years. Boyle was shipped 1,500 copies of the title two weeks ago after issuing a press release on the subject earlier this summer. The gallery, which could not be reached for comment, has terminated its distribution agreement with Art Books.

"There is a principle here over a public institution funded by Canadian taxpayers who at the request of a foreign multinational is not going to distribute its books," Boyle said.

Gallery director Gilles Herbert told the CBC yesterday that they are looking for a new distributor, but that the decision to terminate their contract with ABC is not related to the **Joni Mitchell** controversy.

The book has been available in Toronto bookstores. At David Mirvish Art Books, *Voices* has sold out, but the store is awaiting a new shipment direct from the gallery.

A magazine refashions

The rumours of Sylvester Stallone's and Tia Carrere's appearance proved unfounded, but had the stars shown up, they would have had plenty to ogle at Monday night's relaunch of Toronto Life Fashion magazine. Retitled Fashion Magazine, the event drew the beautiful young people in media and advertising.

One local literary scribe marvelled at how lucky he was.

"This is a straight man's paradise," he said. "Fashion is the only place where you'll find women wearing strappy heels."

While the evening was devoted to glamour, the magazine's changes were provoked by legislation allowing Canadian advertisers to take their business to U.S. publications.

"We realized we've got to pull up our socks and be great," explained Giordina Bigioni, the magazine's publisher. Leanne Delap, formerly fashion writer for The Globe and Mail, was enlisted as editor in the mission. The results are expanded beauty and social diaries; new city sections; a cleaner, sassier design and an international notebook.

"It's nice to be able to say 'I was sitting next to Catherine Deneuve in Paris,'" said Ceri Marsh, the magazine's fashion news director.

Your morning smile
It takes a child with a match to raze a village.
— Michael Dufresne,
Kingston, Ont.

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Any subjects or objects we should know about?
E-mail your tips to Tertius@globeandmail.ca
or fax (416) 585-5699.



Testing, testing: Karmen Gazvoda and Yvette Ashegh try out a manicure and cosmetics bar at party celebrating the relaunching of Toronto Life's fashion mag.

AARON HARRIS/The Globe and Mail