

Zine Fest

by Cassie Jeong

San Francisco Zine Fest is an annual celebration of DIY (Do-It-Yourself) culture attracting over 140 artists to share and sell their work. This year's Zine Fest took place at the San Francisco County Fair Building in Golden Gate Park on August 31 and September 1.

A zine is a self-published booklet containing text, imagery, and anything else that can be photocopied.

Because assembly is as easy as stapling some paper together, zines are an accessible means for artists to distribute their work.

Artists brought their work to Zine Fest in all sorts of containers and displayed them with equal variety.



I first visited featured artist Roman Muradov, who has illustrated for publications such as the New York Times, the New Yorker, and the Wall Street Journal. Despite corporate success, Muradov publishes independent comics in the form of zines. He discreetly sketched Zine Fest attendees from behind his table.



Illustrator and sponsor artist Rick Higawa hosted a workshop on how artists should utilize social media to market their artwork.



“Do as much as you can do well.”

Zine Fest was an intense concentration of talent and drive, and a shortcut to connecting with a large group of passionate artists in a small amount of space and time. I collected many business cards throughout the day, allowing me to keep in touch with some artists.

I also attended a zine-making workshop that emphasized the ease with which young and/or aspiring artists can share their talents. Zines are already a low-budget method for exposure, and the internet only makes it easier for artists to broadcast their talents—so do it!!