



**Good Magazine** by [Ami Kealoha](#)



Premiering this month, [Good](#) is a smart bimonthly magazine that encourages and inspires conscious global citizens to band together and “give a damn.” The inaugural September/October issue speaks to a generation of new capitalists (i.e. those who “embrace the merger of capitalism and idealism”) with articles that include a primer on the upcoming mid-term elections to *New Yorker* writer James Surowiecki's insightful essay on the U.S.'s cultural,

economic, and political relationship to the rest of the world. Other sections profile honorable people (like [Wikipedia](#) founder Jimmy Wales and [Stone Barns'](#) creative director Dan Barber), illustrate statistics about contemporary issues, and report on the latest socially-minded creative projects, including [Object Orange](#), a house-painting art collective that raises awareness of urban blights and the original pirate store-slash-tutoring center, [826 Valencia](#). For all the weightiness of the topics, an optimistic point-of-view coupled with elegant layouts, photography and illustration (that often add a dose of humor) keeps the LA-based magazine accessible without losing its intelligent edge.

Printed on recycled paper, natch, the \$20 subscription cost goes entirely to the non-profit of your choice. If that's not a Good enough reason to subscribe, subscriber-only launch parties are planned for LA and NYC on 16 and 21 September 2006 respectively.

by Todd Thomas

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