

SPIN

The Real PoMo

If you caught the pilot of **Buzz** last March on MTV, you remember the aggressive barrage of weirdo global images—Russian ads, Caribbean game shows, naked bodies, fashion, with each image averaging .36 seconds. If TV is a drug, this was acid. Starting in April, **Buzz** is going weekly and international, debuting as MTV's futuristic, one-world youth culture mag. Produced and directed

by Mark Pellington and Jon Klein, the London-based **Buzz** is using worldwide bureaus to dig up underground info (currently Africa, the Far East and Brazil) and foreign networks to syndicate (they're negotiating with Japan, Europe, Brazil, China and Latin America). "Everyone is different and everyone is the same," says Pellington. "**Buzz** is about looking at yourself, saying forget the past,



from this day on I will not be ignorant and racist." They focus on technology, culture, art, attitude and nuclear anxiety through a cyberpunk lens; upcoming pieces included the future millennium, NASA's computer Virtual Reality and the relation between African voodoo and Muzak. "It's not the Jetsons or Buck Rogers," says Pellington. "The future is now"

—Jill Pearlman