

## **TONG's manifesto**

We live in times of “instant” gratification. If we want to talk to someone, we pick up our mobile phone wherever we happen to be. If we want to know something, we click an internet button. We're going at 200 km per hour.

What we seem to forget in this race against time is the trustworthiness of this quickly-acquired knowledge, and that is something we have to find out for ourselves. But who takes the time to do it? Many people know intricate details, but they don't know the basics. We believe that we have become superficial about many things. TONG is a reaction against the idea that everyone is a specialist.

TONG is not a magazine. At least, not a magazine as you know it. TONG has a clear brief: to go back to the basics of communication on wine. It contains no advertising, and articles are selected for their quality and originality. Furthermore, content and format are tightly connected. Each issue develops a single theme through articles and images. For each issue we use a different sort of paper, different fonts and different styles of photography.

Because we believe in transmitting intellectually solid, “real” knowledge, we do not work again and again with the same wine journalists, but each time with different international specialists. This is how we hope to make the reader understand the magazine's organic nature: each issue concentrates on conveying the very essence of its theme. Specialists write exclusively about their field of work. Wine writers, on the other hand, write to order, which makes them the antipode of specialists. TONG's contributors are winemakers, oenologists, Masters of Wine, historians, sociologists, etc.

The articles that appear in TONG demand the reader's attention. You can't read them fast and put them away; you have to take the time to understand. I'd say it takes an evening to read and think about each article. These are not issues to put in the recycling bin. Even after five years or more, each will continue to convey the essence of its theme.

TONG carries no advertising for three reasons. First, we do not want to depend on it. The volume of our pages does not depend on the volume of advertising. Secondly, we don't want advertising to alter the publication's visual appearance. It would contradict our aesthetic approach and move the focus away from the theme's essence. Third and most importantly, we think that any magazine that contains advertising should be given free to the reader and shouldn't be earning money twice. That's why we're more expensive.

So, TONG is not a magazine. It is a quarterly publication created to transmit intellectually correct and free knowledge about wine.

Filip Verheyden  
Editor & publisher