# SMUG

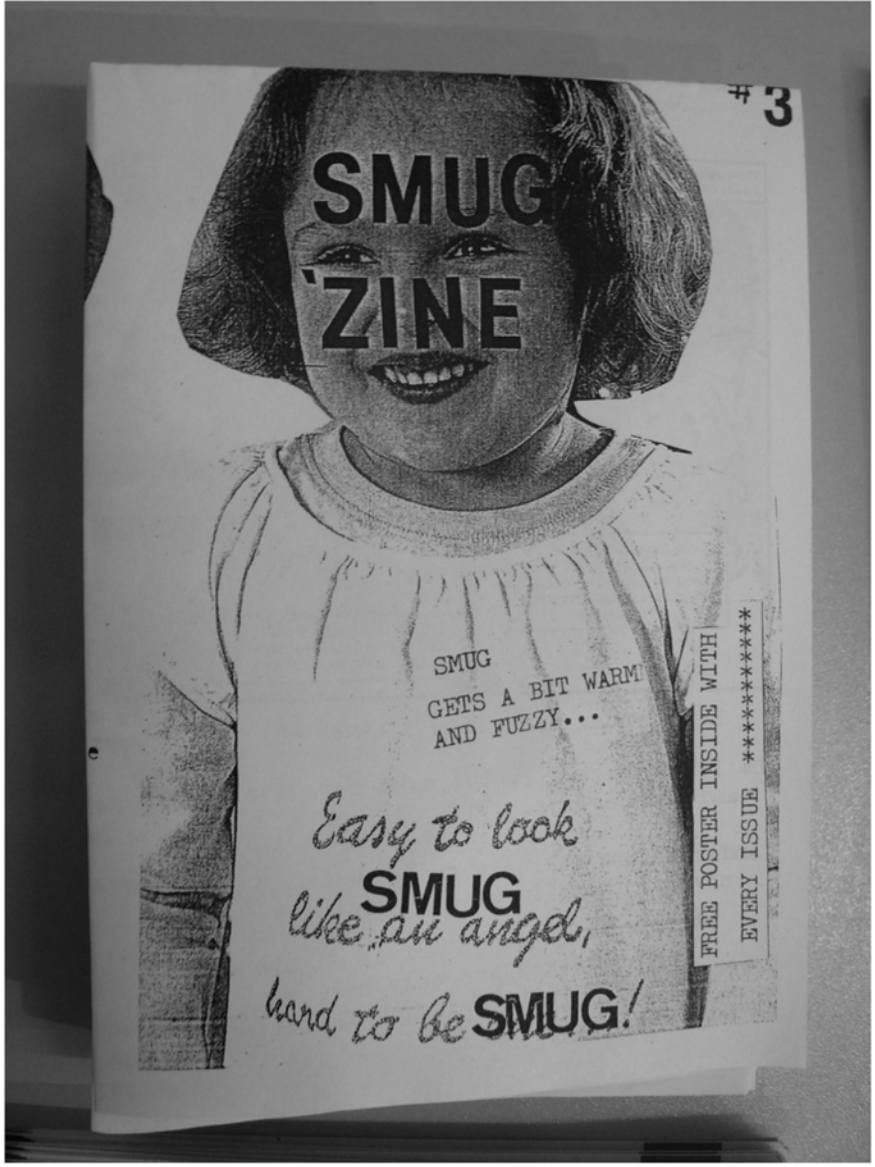
## Paul Kindersley talks to **Ed Webb-Ingall**

I often wondered, 'what is the best word in the English language?' Squirrel? Roundabout? Exuberant? Then one fine day a copy of SMUG was handed to me... a classic one sheet fold up zine - no staples, no frills, just the basics, a pocket sized piece of perfection. Is it the best word in the world? It certainly is one of the best zines. I hunted down its creator Ed Webb-Ingall, and asked him a few questions...

**Paul Kindersley: What is smug?**
Ed Webb-Ingall: Well it is always seen as a negative thing - but when asked what my favourite emotion was I replied smug, but good smug is something quite different to bad smug, I like good smug...

**What is the epitome of smug?**
That feeling of feeling just right, like everything is going to be fine and you are going to be fine - it can be many things from fresh laundry, baking bread, doing recycling or being exactly on time - it is less about being right than feeling right...

**What is the antithesis of smug?**
It's more like bad smug - the epitome of this is for example when in conversation someone says — 'I bet so and so is going to happen...' to which you don't reply or just say 'uh-huh' and then when so and so does happen - the person says 'see I told you that was going to happen' and you're sat there thinking - I never said it wasn't going to happen - other examples are estate agents.




**So bad smug vs. good smug?**
Fave good smug - doing a really nice thing for someone else and not telling anyone about it.
Bad smug - doing a really nice thing and telling everyone about it - still working on this for myself!

**Why is the zine format perfect for smugness?**
Because it's so easy and cheap and you are totally in control of all the elements so you feel really (good) smug throughout the process

**Are you smug?**
Not all the time - but I strive for that warn glow of smugness whenever possible

**What role does smug(ness) play in 21st century daily life?**
It is very indicative of being an autonomous and independent being - whilst remaining aware of the world around you and the impact your actions have on it and vice versa - things like being green, polite, aware - all very modern conditions.

**Do you realize SMUG is GUMS backwards?**
No I didn't — I guess when you smile that smug face you don't see ones gums - the smug smile is a closed mouth smile in general.

SMUG is available from Ricochet Ricochet - ricochetricochet@hotmail.co.uk myspace.com/ricochetricochet