



The Vice squad

For a decade, Vice magazine has pioneered a no-holds-barred approach to the counterculture. But now, with a TV channel and hard-hitting reportage from the frontline of the world's trouble spots, it's aiming to shock in a different way. Carl Wilkinson hears how the streetwise teen-zine finally grew up



The stars are in town. The Rolling Stones are staying over there, my driver says, pointing out of the window as we speed down Unter den Linden in central Berlin. And Penelope Cruz there. Each hotel is fronted by a gaggle of paparazzi sunning themselves on the pavement. It's the Berlinale, the annual film festival, and I'm here to meet the founders of a countercultural magazine with designs on the television and movie industry.

Back in 1994, three friends in Montreal – Shane Smith, Suroosh Alvi and Gavin McInnes – bought out *Voice of Montreal*, a magazine funded by the Canadian government as part of a welfare programme to provide work and promote community service. After a fallout with the original publisher, they wrested control, dropped the 'o' ('for legal reasons', Smith explains over a kebab) and *Vice* was born.

'We wanted to be the first international ▶

Sex and the kitty (clockwise from above) kittens wearing tiny designer outfits by Judi Rosen, photographed by Tim Barber; Iraqi women in traditional and western clothes, shot by Alex Sturrock; and photographer Terry Richardson, pre-tattoos, on the cover of *Vice* in February 2002

