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FOR IMMEDIATE RELEASE

CELEBRATION OF THE MANY FACETS OF MASCULINITY

NEW YORK, NY—December 15, 2010: As of today, Butch Lab (www.butchlab.com), the new online community focusing on an examination of masculinity in many contexts, is up and running. The content particularly highlights masculinity in queer communities, with identities such as macha, stud, AG, bear, androgynous, genderqueer, and of course, butch.

“Butch is a loaded word,” says Sinclair Sexsmith, founder and editor of Butch Lab. “But with the Butch Voices national conference two years ago, and then regional conferences this year, I think the word is gaining some notoriety and steam. It’s time to really examine what that word means, and what we want it to mean.”

There are so many stereotypes surrounding the word “butch,” sometimes it’s hard to tell what it really means. “And the definition changes depending on the community or person who is using it,” Sexsmith explains.

The mission of the Butch Lab Project is “to promote a greater understanding of masculine of center gender identities, expressions, and presentations, through encouraging: 1. visibility, because we feel alone; 2. solidarity, because there are many of us out there, but we don’t always communicate with each other; and 3. an elevation of the discussion, because we have a long history and lineage to explore and we don’t have to reinvent the wheel.” And the folks behind this site, which include Sexsmith herself and a small team of interns, plan to do this through multi-media online community building.

“The site includes an interactive blog with interviews and announcements, a Symposium round-up blog carnival, and the Inspiration database so far, but we have many more ideas to implement in the future,” Sexsmith says. “The Inspiration database is the one that will be most familiar, as it came out of the Top Hot Butches project I launched in 2009. Butch Lab is the revamp of that project, with more guidelines, more participation, less hierarchy, and hopefully a wider range.”

While the Top Hot Butches project was essentially a ‘hot list’ of 100 people, the new Butch Lab site is much more interactive and multi-layered, focusing on a wider range of identities.

“We’ve got a lot in the queue already,” Sexsmith says. “Stay tuned for more this week. And if you’re interested in participating, we have lots of ways to get involved. I’m interested in increasing the ways that we are remaking, reclaiming, and radicalizing masculinity, and encouraging folks who are doing that work to talk about it, to define it for ourselves.”

Butch Lab will have an official launch party in New York City in January 2011; exact details TBA.

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If you'd like more information about the new project, or to schedule an interview with Sinclair Sexsmith, please contact mrsexsmith@gmail.com.