



d3m
magazine

the
adaptation issue

what have you done to
save the planet today?

everything old is new again

local artists with heart

meet the sneakerheads



ANTOINETTE WESTPHAL
COLLEGE OF MEDIA ARTS & DESIGN

spring 2008

Nicole Miller

PHILADELPHIA

COCKTAIL

EVENING

SPORTSWEAR

GRADUATION

PROM

BRIDAL

SPECIAL OCCASION



Spring 2009

Editors

Catherine Byers

Nick Cassway

Writers & Designers

Cynthia Ditaranto

Dana Dougherty

Kristin Finn

Lisa Joseph

Samantha Leifer

Priya Madhok

Crystal Newton

Phoenicia Pugh

Nicholas Ruiz

Danielle Smith

Heather Stewart

Lauren Vander Broek

Emily Vartanian

Photographers

Michael Bucher

Samantha Sheehan

Partsopar Tangjaitrong

Digital Media Team

George Farag

Daniel King

Chunyin Li

Gregory Mcgee

the **d&m magazine** is
a production of
Drexel University's
Design & Merchandising
Program

Letter from the Editors

This year's d&m magazine staff saw the world change dramatically. The political climate in the U.S. made a 180-degree turn during our academic year, and more students than ever participated in the voting process. We saw an increase in service and in awareness of the environment and the economy.

And while our writers, photographers and digital media students adapted to new events, they still took time to look close to home, to Philadelphia and its rich and varied possibilities. Whether it was sneaking into Love Park for a clandestine skateboard adventure or discovering the best places to go for a romantic date that won't break the budget, they continued to explore and grow.

As the editors-in-chief looking over their shoulders and challenging them to become better journalists, we grew, too. We were blown away by the quality of the photography – just look at the Urban Camouflage spread – and the whole staff's dedication to producing the best life-style college magazine.

Many of the articles in this year's d&m magazine play on the theme of 'adaptation.' The theme for them encompasses sustainability in its many meanings, but it also tells us something about what is going on with them as a generation. Emily Vartanian explains all...below.

Catherine Byers - Faculty Editor/Design & Merchandising

Nick Cassway - Faculty Editor/Design & Merchandising

Adaptation

“Green is yesterday's news. Sustainability is dead.” Well, if that's the case, we're all in for a pretty bleak future. To be fair, I do understand where people are coming from when they wonder if being green is just another passing fad. Anyone born before Y2K can confirm that there's been a smattering of trends over the years that have been abandoned by our short attention spans just as quickly as they were embraced.

Perhaps at this point, the safest and most accurate way to describe the current state of society is that we are adapting, just as we've always been. This time, we're striving to be better suited to an increasingly complex world - one marked by the struggling economy, the environmental crisis, a new political climate and the nature of consumer demand that follows. In a lot of ways, the times call for going back to basics, taking cues from the past, and working with the environment and what we already have.

Above all else, adapting to today's unique atmosphere means combining forces with a shared hope that the future will hold better prospects. I think it's safe to say that even the trendiest of trendsetters will agree that this hope is timeless.

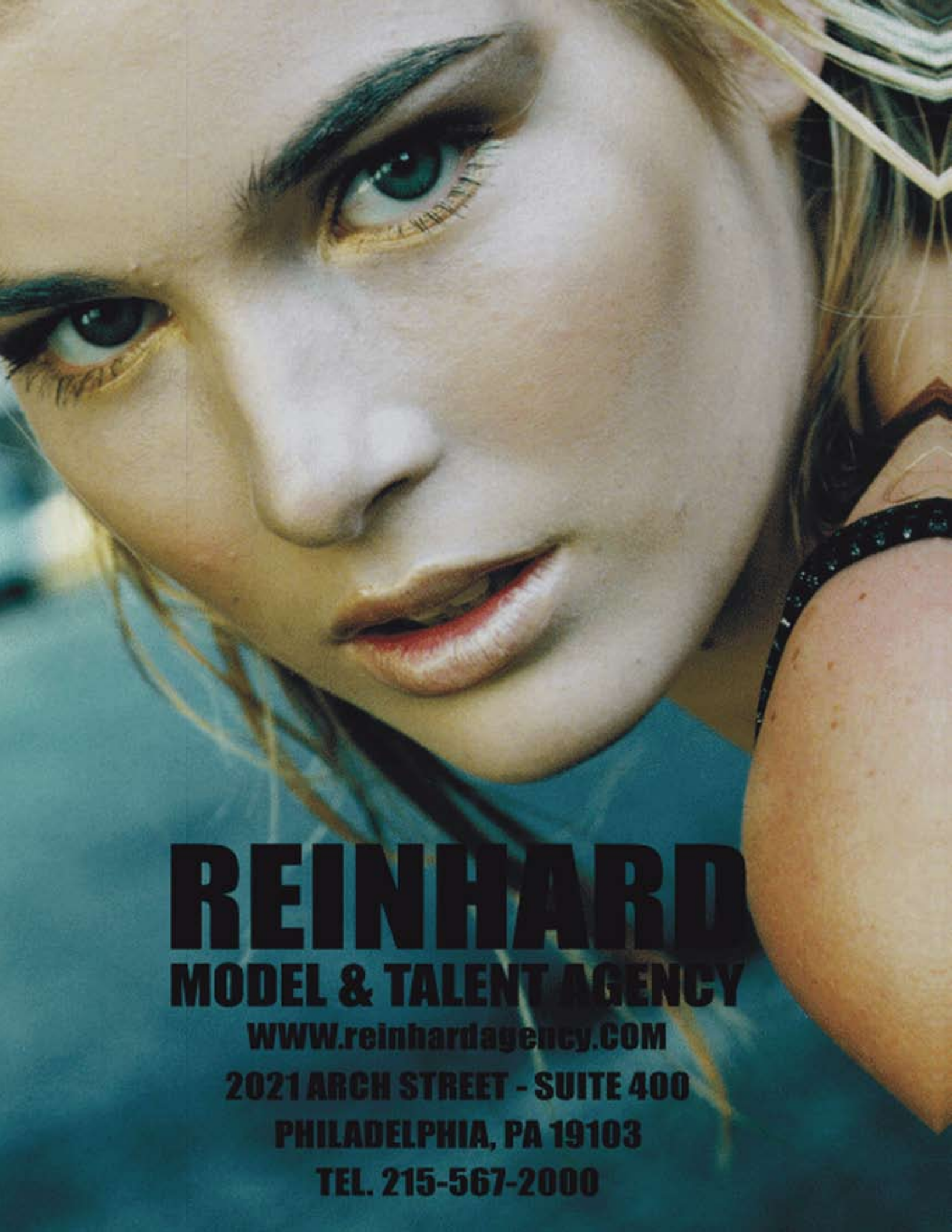
Emily Vartanian - Student Writer/Design & Merchandising

4249 MAIN STREET - 215.930.0307

200 S. BROAD STREET - 215.546.5007

WWW.NICOLEMILLERPHILADELPHIA.COM

cover image by Partsopar Tangjaitrong



REINHARD MODEL & TALENT AGENCY

WWW.reinhardagency.COM

2021 ARCH STREET - SUITE 400

PHILADELPHIA, PA 19103

TEL. 215-567-2000



doom
magazine

spring 2008

explore

8 Growing Paine's

The skate park of your dreams that's still just a dream

10 Lovesick

A brief history of skateboarding in the city that shows it no love

13 A bike ride down Sansom street

Explore that little street nestled in between Chestnut and Walnut

15 Cheap Date

Free date spots

16 Philadelphia Restrooms

A look behind the stalls

excite

20 Sample This

Get your boxing gloves and credit cards ready

22 Ask Samantha

Substitute a hand-cooked meal for ramed noodles and take-out

25 To Worship or to Wear?

Meet the Sneakerheads

30 What have workouts done for you lately?

Three fitness routines that involve no sit-ups!

32 Nothin' to play with

Nocturnal turns 10

adapt

36 We need more green in the scene

What have you done to save the planet today?

36 Urban Camouflage

Beauty & the building

43 Oh! It's Vintage.

Everything old is new again

46 Naturally Beautiful

Organic beauty products

48 Philly Car Share vs. Zip Car

When SEPTA just doesn't cut it

49 Have a Nice Day!

The plastic bag plague

create

54 Art with a conscience

Local artists with heart

56 Philadelphia Retailers

A focus on design

60 Art Dot Com

The Internet and art DO mix

62 Andrew Lipke

A Mad Dragon artist to watch

63 Toy Cameras

This isn't child's play

66 Art for the people

Art on the streets

68 Repurposed

D.I.Y. with recycled materials

contents



explore

You don't need the Duck Boats to discover the best our city has to offer.
Take your own tour with a little guidance from d&m.

IF THE LATE '90S WAS LIKE THE ROMAN EMPIRE FOR SKATEBOARDING IN PHILLY, THEN THE NEXT FEW YEARS MAY JUST TURN OUT TO BE THE RENAISSANCE. THE DARK AGES HAVE FADED AND THE NEW DAVINCIS AND MICHELANGELOS ARE POISED TO STRIKE. IF WE'RE STAYING IN HISTORY GEEK MODE, THEN THE ROLE OF THE MEDICIS COULD BE PLAYED BY THE FRANKLIN'S PAINE SKATE FUND.

Since 2002 there has been talk of a skate park located adjacent to the Art Museum. On a triangular piece of empty land along the banks of the Schuylkill River, the greatest mixed-used public skate park in the world is to be created. It will be unprecedented. It will be called Paine's Park.

The Franklin's Paine Skate Fund is the largest skateboarding advocacy group in the region. Named after two founding fathers, the organization acts as a liaison between the skate community and municipalities. It strives to create skate-friendly areas around the city and is the driving force behind the Paine's Park project.

The 2.5 acres on the Schuylkill River bank just southwest of the Art Museum was given to Franklin's Paine by the city of Philadelphia in 2002. Nicholas Orzo, the Paine's Park Project Manager, said of the land, "It's a great location, I couldn't believe we got it."

Jamie Elfant, Executive Director of the Paine's Park Project, knew that in order to sell their plan to the city, the park had to be mixed-use, something that the whole city could enjoy. "There are times when you say 'skate park' and people's natural inclination is to see the big ramps and extreme sports," Elfant says. "They think it's dangerous, and they think dirty punk rock kids... But what people don't realize is that this is a public park and a public plaza." Vancouver, Seattle, and Portland, cities with much more brotherly love for skateboarding than ours, have created such mixed-use skate parks. However, there has never been a park this large.

GROWING PAINE'S

WORDS BY HEATHER STEWART
PHOTOS BY MICHAEL BUCHER

Paine's Park will be 100% skateable, both physically and legally, with a perfect skateboarding landscape and no laws to thwart the action. The master schematic

of the space is based on elements that the architect, Anthony Bracali, a Drexel alum, observed in the cities of the Pacific Northwest. The skate elements will be concentrated in the center of the park, leaving more room on the perimeter for pedestrians, cyclists, and onlookers. Bracali had a difficult task designing such a large mixed-use skate park. He explains that the appearance of most skate parks is boring for someone who doesn't skate.

Visually, the elements of the park are very dynamic, with different levels at varying heights that present many views of the park, the museum, the river and Center City. There is stadium seating to accommodate performances, and lots of open space for events. The people behind Paine's Park want not only to put Philadelphia

back on the map as an international skate destination, but also give the city an amazing place to enjoy itself – skateboarding or not.

Much of the marketing for the park is aimed at the non-skating crowd, because after all, it's not the skateboarders they have to win over – or do they? One possible downfall of the Paine's organization is the involvement of people who represent the interests of non-skateboarders but lack understanding of the skate community.

One of the people within the organization who lends credibility as an actual skateboarder is Brad Hoffman, Treasurer of Franklin's Paine and Drexel alumnus. He says, "I don't think we need to

legitimize skateboarding, I think [the park] is about skateboarding giving back to the city." He went on to say that it's also about giving the sport something that has been afforded to almost every other sport/activity – validity.

The skateboarding culture has many faces. It is a finicky beast. This is largely due to the self-expressive nature of skateboarders. If one skater thinks this park is going to be great enough to replace Love Park, the next skater thinks that guy is ridiculous because nothing could ever replace Love and resents the fact that it's even being compared. The next skater you ask thinks it's going to be a pretty cool place but it'll get ruined by too many day-trippers and the Mountain Dew Action Sports Tour. His friend is convinced it will never get built and the next skater bets you a million dollars that if it does get built then after a few years they'll ban skating in the park and we're back at square one.

The city of Philadelphia awarded Paine's Park a million dollar grant in 2007 and the project has reached the halfway point in funding its construction. Orso says that they're aiming to break ground in the spring of '10, but this is only if they can get the \$2 million more needed. However, in an uncertain economic climate, a nonprofit organization like Franklin's Paine suffers.

Michelangelo didn't want to paint the ceiling of the Sistine Chapel, in fact he thought it was unnecessary and a waste of his time. It took him four years to paint a 1.1 square mile ceiling. Well, Franklin's Paine really wants to build this park, and after more than 7 years of designing and campaigning, the land that was given to the organization is still empty; but hopefully not for long.

With the growth of the Paine's Park Project movement and the tireless effort of the Franklin's Paine organization, this park will be a reality. Soon there will be hallowed ground, located in front of a temple of visual art, where contemporary skateboarding artists will be creating masterpieces of movement.

C.J. LAMBERT. BACKSIDE NOSEGRIND



Can you picture it?
Marathon manuals along planters,
kickflips over the famous gap, and
the always-popular Ollie of a bum.
Of course you can't, because none of
it is there anymore, except the bum.

WORDS BY HEATHER STEWART
PHOTOS BY MICHAEL BUCHER

In 2001 the city of Philadelphia enforced an existing ban on skateboarding in Love Park, mortally wounding the skate scene. Ever since, there have been countless lamentations on the loss of Love and even a movement called the Coalition to Free Love Park.

The alterations performed on the park significantly diminished the open space, smooth granite surfaces and ledges, but there are still skateable elements. In fact, there are just enough to lure skaters into the park to inevitably be harassed by police, resulting in confiscation of their board and a \$300 fine. It wasn't always this way. This place was thriving for more than a decade.

Skateboarding has been popular in Philadelphia for almost 30 years. During the late '70s, as bowl-riding and free-style skate contests were developing in California, the East Coast skate scene inhabited the streets. As skateboarding increased in popularity, skateparks featuring fiberglass and plexiglass ramps sprang up around the suburbs of New Jersey.

One of the most famous skateparks of this time was the Cherry Hill Skatepark. It was an indoor park open from 1978 to 1981 and had elements that mimicked empty swimming pools.

In an interview, Tom Groholoski, legendary New Jersey skateboarder reminisced, "I thought Cherry Hill was the raddest park I'd ever seen. Opening day was sick. Tony Alva, Jay Adams...It was just a big blur when the dudes from California were there. That was the first time I'd ever really seen that caliber of skating before."

The early '80s saw the closing of suburban skateparks. During this time the punk rock scene was in a symbiotic relationship with skateboarding after both communities found themselves exiled by mainstream culture. Skaters discovered street spots around the city, and in 1985 Philly's first skate shop, Spike's Skates, opened.

In an interview with The House of Steam, Chuck Treece, one of the original pioneers of Philly skateboarding, described the scene before and after the wave of skate popularity broke. "When we started, all we were connected to was the skate mail order shop where we would get our boards. Once we had Cherry Hill Skateboard Park to skate and get a lot better and become more serious, then I knew we actually had a part in it. When all the other parks died, Tom Groholski and I and a core of us kept skating. We didn't give up, a lot of people fell off and we were just hardcore about it."

The cyclical nature of skateboarding has forced it to endure peaks and valleys throughout its history. The second half of the '80s, marked another era of commercial success. Was Marty McFly responsible for this? He was helpful. At this time a few brave skateboarders ventured into the center of the city of Philadelphia. They eyed the glimmering granite ledges in JFK plaza, more affectionately known as Love Park because of its pet Pop Art sculpture by Robert Indiana. At first it was the locals, city kids and guys from the nearby suburbs who skated down Market or Broad to meet up with their crew. Then the word spread and kids from far-reaching suburbs made the trip to skate this park they had been seeing in the skate videos and magazines.



BRIAN DOLLE

By the early '90s Philly was on the skateboarding map and even though nationally skateboarding was at a lull, the scene was only growing here. Skaters like Roger Browne and Ricky Oyola were Love Park pioneers. Oyola describes the scene in an interview with the online skate mag "48 Blocks." "It was a tight little scene where we ran the show, gangster style in a way. If we didn't want you around, then so be it - you weren't around. I liked it because we ran it."

Stevie Williams from North Philly, Josh Kalis, Kerry Getz, Bam Margera and Anthony Pappalardo are just some of the professional skateboarders to come out of the Love Park scene. They were instrumental in making the park an internationally recognized skateboarding paradise.

The late '90s was the high point for Love Park. It was getting a lot of attention around the world, eclipsing New York as the representative of East Coast skateboarding. The XGames recognized the growing fame of the park and decided to host the games here in 2001 and 2002, bringing \$44 million to the city.

Rumors began circulating about a "renovation" of Love Park. It was a completely ridiculous notion that the city of Philadelphia would redo this park that had become such an important landmark to so many people.

Well, they did. They promoted the X Games by advertising a picture of Kerry Getz ollicing Mayor John Street in Love Park. They actually installed rails in front of City Hall for the competition, all while "renovating" the famous Love Park. In the end, the renovation spelled the end of Love Park's heyday.

Under an overpass of Interstate-95, a skatepark called FDR became a haven for the displaced skateboarders. FDR is an underground (in both senses of the word), cement playground with a members-only feel. It resembles the empty pools of the Z-boys with hauntingly beautiful graffiti.

FDR skate park has defined the post-Love Park Philadelphia skate scene. A culture that has adapted to the cards it was dealt. It has diplomatically fought back against subjugation and won incremental battles. It has acclimated itself to the unique situation of being on the brink of greatness and being beaten back. It has survived being Lovesick.

Philly skateboarding will continue on its natural cyclical path of regeneration. As long as individual skaters still ride through the city streets to hit up spots that are new to them, the scene will stay alive. Deep down, at the heart of Philadelphia skateboarding, there are no parks, no shops, no pros, just that little kid who started skating because he fell in Love.

A Bike Ride Down Sansom Street

By Crystal Newton

Photographs by Mike Bucher

Where else can you get diamonds, absinthe, and Philly's finest stand-up comedy?

Sansom Street? Isn't it just that dirty alley between Chestnut and Walnut? Yup. It's also part of Jewelers Row, Midtown Village, Rittenhouse Square, and it's home to many restaurants, theaters and clubs. From one end of the city to another, Sansom Street contains more of the essence of Philly than any other street downtown.

I was on my way home to University City from Reading Terminal Market a few weeks ago, and to avoid fighting traffic on Market, I rode my bike down Sansom Street. I have lived in the city for years and had been on Sansom Street countless times and somehow never realized the number of great places to eat and shop. I rode my bike slowly and made a few stops as storefronts caught my eye.

At Joseph Fox Book Shop (at 17th Street), I perused the large fiction collection and picked up a trashy novel. Then I headed over to Remedy Tea Bar on 16th for, well, tea. After tea and some people watching, I rode to Helium Comedy Club to check out the schedule for the free open mike night.

Sansom ends at 23rd Street in Center City, but wait, there are more Sansom Street treasures in University City, beginning at 34th Street. I rode past a collection of great restaurants including the White Dog Café, New Deck Tavern and Mad Mex and ended up in front of the Institute for Contemporary Art before heading home.

When I walked into my apartment that day, my roommate came stumbling through the door with a huge box of red and green apples. "Does anyone know where I can get brewer's yeast?" he asked. "I'm making apple liquor." "Oh, oh, oh!" I raised my hand like an excited 5th grader. "Home Sweet Brew on Sansom Street!" After living here for years, I finally feel like a Philly local.





Stop Along Sansom

Erawan Thai Cuisine 123 S 23rd St (215) 567-2542 **Day By Day Enterprises Inc** 2101 Sansom St (215) 564-5540 *daybydayinc.com* **Porcini** 2048 Sansom St (215) 751-1175 *porcinirestaurant.com* **She Salon** 2046 Sansom (215) 563-4850 *sbesalon.com* **Classical Guitar Store** 2038 Sansom St (215) 567-2972 *classicalguitarstore.com* **Vic Sushi Bar** 2035 Sansom St (215) 564-4339 *vicsushibar.com* **Helium Comedy Club** 2031 Sansom St (215) 496-9001 *heliumcomedy.com* **Susan Hess Modern Dance** 2030 Sansom St (215) 665-9060 *hessdance.org* **InterAct Theatre Company** 2030 Sansom St (215) 568-8079 *interacttheatre.org* **Roxy Theatre** 2023 Sansom St (215) 923-6699 **Sansom Street Fitness Club** 2020 Sansom St (267) 330-0151 *sansomstreetgym.com* **Sophisticated Seconds** 2019 Sansom St (215) 561-6740 *sophisticatedseconds-phl.com* **Academy of Social Dance** 2009 Sansom St. (215) 561-0323 *academyofsocial-dance.com* **Home Sweet Homebrew** 2008 Sansom St (215) 569-9469 *homesweethomebrew.com* **Fat Jack's Comi-crypt** 2006 Sansom St (215) 963-0788 **Spanish Language School Inc** 2004 Sansom St (215) 567-4446 *tsls.net* **Oh Shea's Pub** 1907 Sansom St (215) 568-7071 **Joseph Fox Book Shop** 1724 Sansom St # 100 (215) 563-4184 *booksense.com* **La Creperie Café**, 1722 Sansom St (215) 564-6460 *lacreperiecafe.biz* **Genji Sushi Express** 1720 Sansom St (215) 523-5782 *genjiweb.com* **Raven Lounge** 1718 Sansom St (215) 569-4869 *ravenlounge.com* **Petulia's Folly** 1710 Sansom St (215) 569-1344 *petuliasfolly.com* **Dean Schmidt Gallery**, 1710 Sansom St # 2 (215) 569-9433 *schmidtdean.com* **Giwa** 1608 Sansom St (215) 557-9830 *givakoreanfood.com* **International Salon** 1714 Sansom St (215) 563-1141 **Remedy Tea Bar**, 1628 Sansom St (215) 557-6688 *remedytea.com* **PR-Philadelphia Runner** 1601 Sansom St (215) 972-8333 *philadelphiarunner.com* **Nodding Head Brewery & Restaurant** 1516 Sansom St (215) 569-9525 *noddinghead.com* **Premier Alterations-Dry Cleaning** 1726 Sansom St # 1 (215) 568-4288 **Eddie's Hair Salon** 1726 Sansom St (215) 557-1996 **Sansom Beauty Salon** 1634 Sansom St (215) 569-0334 **Samson Street Soft Pretzel** 1532 Sansom St (215) 569-3988 *phillysoftpretzelfactory.com* **Sansom Kabob House** 1526 Sansom St (215) 751-9110 *sansomkabob.com* **Black Cat Cigar Co** 1518 Sansom St (215) 563-9850 *blackcatcigars.com* **Kami Sushi Express** 1526 Sansom St (215) 751-9195 *kamisushieexpress.com* **Pulse** 1526 Sansom St (215) 751-2711 *pulsepbilly.com* **Oscars Tavern** 1524 Sansom St (215) 972-9938 *Phillytown.com* **Su Xing House** 1508 Sansom St (215) 564-1419 *suxinghouse.com* **Chris' Jazz Café** 1421 Sansom St (215) 568-3131 *chrisjazzcafe.com* **Raw Japanese Restaurant & Lounge** 1225 Sansom St (215) 238-1903 *rawlounge.net* **Sansom Street Metals** 730 Sansom St (215) 629-0799 *sansomstreetmetals.com* **Bill's Steak & Hoagies** 1325 Sansom St (215) 985-2901 **TIME** 1315 Sansom Street (215) 985-4800 *timereastaurant.net* **Cosmos Nail Salon** 1308 Sansom St (215) 545-5456 **Fergie's Pub**, 1214 Sansom St (215) 928-8118 *fergies.com* **Hostelling International** 1210 Sansom St (215) 925-6004 **AAA Sunflower Florist Inc** 1208 Sansom St (215) 627-8141 *sunflower-florist.com* **Jefferson Hospital** 1020 Sansom St # 239 (215) 955-6844 *jeffersonhospital.org* **Ends Hair Design** 888 Sansom St (215) 627-0092 **Max Weiner Jewelers & Gemologist** 805 Sansom Street (215) 627-6910 *maxweiner.com* **Leons Jewelry** 801 Sansom St (215) 627-5308 *leons-jewelry.com* **Reuben Landsberg & Sons**, 740 Sansom St # 305 (215) 925-9787 *landsbergandsons.com* **Larry Paul Casting Co** 740 Sansom St # 410 (215) 928-1644 *lpcasting.com* **Neil D Reiff & Co Ltd** 740 Sansom St # 604 (215) 629-3663 **Marshall Asnen Inc** 740 Sansom Street (215) 922-7677 *marshallasnen.com* **Metal Marketplace International** 740 Sansom St # 503 (215) 592-8777 *metalmarketplace.com* **Rosenberg Diamond Co** 738 Sansom St (215) 627-1317 *melrosenbergdiamonds.com* **Kao's Jewelers** 736 Sansom St (215) 627-5040 **De Summa & Wexler Fine Jewelry** 734 Sansom St # B (215) 627-5379 *desummaandwexler.com* **Accredited Gem Appraisers** 732 Sansom St (215) 922-1926 *gemappraisers.com* **Frank Salese Fine Diamonds** 733 Sansom St # 1 (215) 922-5995 *franksalese.com* **House of Mil-ner**, 728 Sansom St # 1 (215) 922-1248 **J & D Jewelers** 726 Sansom St (215) 923-7338 *jdjewelers.com* **D'Antonio & Klein Jewelers** 726 Sansom St # 1 (215) 592-8956 **A & K Jewelry** 725 Sansom St # 1 (215) 627-2821 *akjewelers.com* **Barsky Diamond Importers** 724 Sansom St (215) 925-8639 *barskydiamonds.com* **Sansom Street Coin** 721 Sansom St # 3 (215) 629-8898 *sansomcoinexchange.com* **Tampopo Japanese Restaurant** 719 Sansom St (215) 238-9373 **John P Devitt Hand Engraver** 719 Sansom St (215) 925-4642 *devittbandengraving.com* **Rosen Sydney Co** 714 Sansom St (215) 922-3500 *sydneyrosen.com* **Harzin Jewelers Inc** 713 Sansom St (215) 925-2217 *harzin.com* **TB Hagstoz & Son Inc** 709 Sansom St # 1 (215) 922-1627 *hagstoz.com* **Ria Smith Designs** 709 Sansom St # 2 (215) 574-8900 *riasmithdesigns.com* **Frank G Schaffer Jeweler & Gem** 708 Sansom St (215) 925-2591 *fgsgems.com* **Associ-ated Diamond Brokers Inc** 707 Sansom St (215) 925-3822 *faresources.us* **Ben Sorkin Jewelers** 705 Sansom St (215) 923-3055 *bensorkin.com* **Jean Designs** 704 Sansom St (215) 922-2680 *jeandesigns.com* **Campbell and Company Jewelers** 702 Sansom Street (215) 627-2719 *campbelljewelers.com* **Safian & Rudolph Jewelers** 701 Sansom St (215) 627-1834 *safianrudolph.com* **Ron Panepinto Jewelers** 700 Sansom St (215) 923-1980 *panepintojewelers.com*

cheap date

Short on cash? High on love? Get your date on for free, all while exploring Philadelphia.

by Samantha Leifer

Explore your inner artist all while exploring the **Philadelphia Art Museum** at 2600 Benjamin Franklin Parkway. Pay what you wish all day on Sunday. Then go celebrate your frugal find by channeling Rocky and jogging up the museum steps.

Philadelphia is home to many parks. A favorite is **Rittenhouse Square Park** bounded by Walnut Street, 18th and 20th Streets, Locust and Spruce. Lay your blanket down on a nice grassy area and enjoy a meal for two or just take in the scenery.

Enrich your mind at **The Wagner Free Institute of Science of Philadelphia** located at 1700 West Montgomery Avenue. There you can view the extensive collection from founder William Wagner. Mounted animal skeletons, skulls and skins, birds, shells, and items collected on Institute-sponsored expeditions are featured among the many exhibits.

Keep the flame alive by visiting the **Fireman's Hall** at 147 North 2nd Street. Displays of fire fighting equipment, mock-ups of recreation areas, dressing rooms and a chief's room show how firefighters have passed the hours between fighting blazes. A must-see are the 10 antique fire trucks scattered throughout the museum including early hand and horse-drawn engines.

Make a wish as you toss a penny into **Swann Memorial Fountain** in the center of Logan Square on 19th Street. Also known as "The Fountain of Three Rivers" symbolized by the large Native American figures that represent the area's major local waterways: the Delaware River (a man), the Schuylkill River (a woman), and Wissahickon Creek (a girl).

Uncover a hidden treasure by viewing the **Dream Garden** (pictured) located in the lobby of the Curtis Center at 601 Walnut Street. Created by the studios of Louis Comfort Tiffany and Maxfield Parrish, the 15x49 foot mosaic of more than 100,000 pieces of favrile glass is sure to amaze.

Take in the city's rich history with a visit to the **Liberty Bell** on Market Street between 5th and 6th. Although the bell hasn't been rung since a George Washington birthday celebration over 160 years ago, it is still a must-see exhibit for all Philly dwellers.

Take a walk on the dark side by exploring the **Edgar Allan Poe National Historic Site** on 532 North 7th Street. Listen to Poe's works narrated by famous actors such as Vincent Price, Basil Rathbone and Christopher Walken or pose for a picture with the "Raven."

Michael Bucher



Philly Bathrooms To Pee or Not to Pee

by Lauren VanderBroek

Samantha Sheehan

You're reluctantly sitting on a rather dingy toilet, after having decided that you really couldn't hold it any longer, when you realize that the situation just got even worse. There is no toilet paper. No paper towels. No way that you're going to leave the restroom feeling clean in any way. You knew when you entered that the restroom wasn't up to your standards, but unfortunately your bladder distracted you from fully assessing just how unpleasant the restroom really was.

With luck, you don't find yourself in this situation too frequently. In order to help you avoid encounters of this sort, and to guide you to a lavatory experience that goes above and beyond your expectations, I have compiled a list of the best and worst restrooms in Philadelphia.

The following is a list of best and worst restrooms; our worst list has some that you would be better off avoiding. In general, these facilities are disgusting, dirty, or downright repulsive. If you happen to be at one of these fine establishments, limit your consumption of liquids, or take some advice from our tips below.

The Best

Paradigm 239 Chestnut Street

This restaurant has restrooms that feature the much talked about see-through doors that fog up when locked. Don't have so many drinks that you forget to lock your door after you enter, or any passers-by will be able to see in while you do your business.

Farmicia 15 S. 3rd Street

Though the interior of the restaurant feels rather earthy and rustic, the restrooms offer a different atmosphere with brightly colored walls, fresh flowers, and interesting artwork.

Continental 801 Chestnut Street

The bathrooms here feature two-way mirrors that allow guests outside the bathroom to peer in as people fix their hair and re-apply lipstick before returning to dinner.

Pod 3636 Sansom Street

Slightly cramped, yet not tight on design, the restrooms here are a sensible mix of retro and futuristic, and just might remind you of the laboratories on airplanes.

Oceanaire Seafood Room South 7th Street

The restrooms here reflect the interior of the restaurant, continuing the art-deco design of the restaurant into the bathrooms, with cherry wood stalls, a vanity for the ladies, and a shoe-buffer for the gentlemen.

The Worst

Misconduct 1511 Locust Street

This establishment seems considerably harmless, until one ventures into the restrooms, which are unkempt and seem to always be lacking a means to dry one's hands.

Dirty Frank's Bar

347 S. 13th Street
Filthy, disgusting bathrooms.
AVOID!

Liberty Bell Facilities

5th and Chestnut
The facilities do boast many toilets, yet finding a dry toilet seat here is more difficult than finding a needle in a haystack.



If you see no way out, it may be necessary to simply suck it up and use the restroom. If you find yourself stuck in a situation in which there are no alternative facilities, you may want to come prepared with a **Nasty-Bathroom Kit**. This kit can be a simple one, and should be small enough to fit in a clutch or purse. Recommended items include tissues, hand sanitizer, wet wipes, and a mirror.





How You Can Score the Perfect Designer Dress

By Cynthia Ditaranto
Photography by
Par Tangjaitrong

Sample sales. Score designer clothes at deeply discounted prices and brag to all your friends about your newest finds. Dig through boxes and hungrily search rolling racks to find designer jeans at half the retail price. Not a bad way to adapt to our ever-changing economy. For those who are new to sample sale-ing, there are two main kinds: traditional designer show-room sales and sales open to the public. Armed with this knowledge, you can be prepared for your next big bargain shopping experience. Traditional sample sales usually take place at the end of a fashion season when a designer sells its samples. These are the true “samples” or prototypes from their fall and spring collections; clothes that may have been sent to photo shoots, cancelled from the line or even walked the runway. These sales are held at the design house and are almost always exclusive, so don’t waste too much time trying to get in - even if you find out when and where. This privilege is usually reserved for employees and close friends. Along the same lines are the private sales held for members of the media. They are given the chance to buy the clothes at discounted prices and become more familiar with new collections. Designers take the opportunity to build relationships with the press and the industry.

New York is the mecca for the more common, public-friendly sample sales. If you go, do your homework in advance. While they are held quite frequently, there is still an illusion of exclusivity. You need to have the dedication to keep track of the industry, but thanks to many online websites such as *TopButton.com*, *DailyCandy.com* and *NYMag.com*, they are becoming more and more publicized. These “samples” include overstocked items, pieces that didn’t sell well in stores, or leftovers from last season. Sample sales give these designer gems a second chance to end up in the closet of a loving owner. Designers see the sales as a way to maximize profits and cut losses. For the fashion conscious bargain shopper, it is the chance to score an Alice and Olivia dress at half off. Don’t judge a sample sale by its cover. Many of them are held in large warehouses, rented out lofts or dingy commercial spaces in the garment district and lower Manhattan. The outside is not representative of the brand image, so stay focused on the task at hand - the 20%-90% off merchandise. You can expect to wait on line, especially at the doors for designers like Chloe and Diane von Furstenberg. The rumors are true: discounts this high may cause some women to ditch their manners and throw an elbow or two. “There is a definite air of competition,” says Rebecca Chin, 21, a native New Yorker and avid sale-goer.

“The rumors are true: discounts this high may cause some women to ditch their manners and throw an elbow or two.”

If you see something you “might” want to buy, hold onto it because someone else will be sure to grab it! It’s the thrill of the hunt that drives everyone. Sometimes people won’t even let others know what is inside the sale even when they are done shopping. Everyone is competing for the same best deals, so it’s a very hush-hush environment. For those of us who couldn’t share clothes with Gisele, don’t worry; sizes 0-2 aren’t the only ones you’ll see at sample sales. Many sales are expanding to be more like warehouse or stock sales. The most popular sizes for samples are 4-6 in clothing and 7-8 for shoes. Some sales are even offering a wide range of sizes and styles that were actually produced by the designer for retail. It really depends on the sale; some are heaven, and at others you may wait for 20 minutes only to find weird colors or nothing in your size. The trick is to go the first day and as early as possible. Dressing rooms are either small or non-existent. Wear undergarments that you are comfortable wearing in front of others or clothes that you can easily change. Before making that impulse purchase try it on! Check the garment for any imperfections or mislabeled sizing. You should also check what kind of payment is accepted. Some sales have strict payment policies. Most don’t accept checks, some may be cash only and others will accept both cash and credit cards. Remember, all sales are final!

If you can’t visit the Big Apple, here’s another alternative to get in on the perks of sample sales. Online sample sales are the new gateway into this not-so-secret shopping society. In their attempt to keep up with the ever-growing online market, companies have emerged solely to bring the benefits of sample sales to your fingertips. Once exclusive events are now more accessible to the public. The best part is that they offer short-term access to many brand name sales no matter where you live. You have to sign up to be a member to gain access to the sales, but all that is asked is a user name and password. Here are the top online sample sale websites:

TheTopSecret.com Little sister site to TopButton.com, recently launched as their answer to the online sale niche. They run only one sale at a time, each lasting one to three days. You must be invited by someone to become a member. A perk to inviting a friend - you get a \$25 credit towards any sale for each friend you invite after the friend’s first purchase!

RegentsSecret.com Totally free and totally irresistible. There’s no excuse not to check it out with alerts and reminder e-mails for all upcoming sales! Most recently, Original Penguin men’s shirts and sweaters from their current collection were going for a mere \$26! Other designers to appear are Joe’s Jeans, Etro and True Religion.

Gilt.com With such great markdown on designer duds, it’s hard not to compulsively check it out for who’s listed next. Each sale lasts for 48 hours, but you still have to act quickly with items from designers like Michael Kors, Chloe, and James Perse appearing. Membership is free but by invitation only. (My little sample sale secret... sometimes blogs have promotional invitations to join. Just type “Gilt Groupe invitation” in Google and it should bring you to a link where you can easily sign up. That’s what I did!)

Happy Hunting!

ASK Samantha

(The SELF-PROCLAIMED COOKING EXPERT)

Your greatest culinary conundrums solved by Samantha Leifer

Dear Samantha,

I'm a college student in my first apartment and now that I no longer have a meal plan, I'm stumped when it comes time to eat. Any advice on how to work my way around the kitchen?

Kevin G. 22, Drexel University

Dear Kevin,

Many students are clueless in the kitchen, especially when they are living by themselves for the first time. A diet of ramen noodles and pizza may be fine for college, but what happens when you get thrown out into the world of dinner parties and entertaining friends and coworkers? It's never too early to start cooking "real" meals. All you need to get started are a few basic kitchen necessities and some simple recipes.

Recipe Rules

★ Read it thoroughly at least once before you start cooking. Read not only the list of ingredients, but the instructions as well.

★ See what steps need to be done ahead of time, like soften butter, defrost meat, or preheat the oven. See what ingredients you have on hand already and what you need to buy.

★ Make sure you've allowed yourself enough time to both prep and cook your meal. Make sure the ingredients you already have haven't expired and that there is enough of everything for the dish.

Kitchen Essentials

Tongs, extra virgin olive oil, **colander**, sauce pot, covered skillet, chef's knife, **paring knife**, vegetable peeler, cutting boards (both wooden and plastic), small, medium and large mixing bowls, **measuring cups and spoons**, liquid measuring cup, wooden spoon, baking sheet, aluminum foil, and **dish towels/pot holders**.

Short on cash? Ask family members for hand-me-down kitchen equipment or check out local garage sales.

Dinner for Two

Caprese Salad

2 large ripe tomatoes
1/4 cup fresh basil leaves
8 oz. fresh, water-packed mozzarella
1 tablespoon olive oil
pinch of salt & pepper

- Cut cores out of tomatoes and slice thinly. Lay slices in a single layer on a plate.
- Put a basil leaf or two on top of each tomato slice.
- If using large mozzarella balls, slice thin, if using small mozzarella balls, cut in half and lay them on top of the basil.
- Sprinkle with salt and pepper, then drizzle olive oil on top.

Prep time: 8 minutes

Sautéed Chicken Breasts

1 teaspoon vegetable oil
2 boneless, skinless chicken breasts
pinch of salt & pepper

- Heat oil in a large skillet over medium-high heat.
- Place chicken breasts smooth side down in the hot skillet.
- Cook until the chicken breasts are browned on the underside, about 8 minutes. Turn chicken over and cook until they are no longer pink inside, about another 8 minutes.
- Sprinkle with salt and pepper.
- For more flavor, add a squeeze of lemon juice and a little chopped fresh herbs such as parsley, thyme or rosemary.

Cook time: 18 minutes

Green Beans with Almonds

1 tablespoon butter
8 oz. green beans, washed, stems snapped off
1 tablespoon slivered or sliced almonds
pinch of salt & pepper

- Melt butter in a large skillet over medium-high heat.
- Add green beans and sauté, stirring occasionally until they are tender but still crisp, about 5-8 minutes.
- Add almonds and sauté for another minute.
- Season with salt and pepper.

Prep time: 3 minutes

Cook time: 12 minutes

Chocolate-Covered Strawberries

1 pint ripe strawberries
3/4 cup semisweet chocolate chips

- Rinse strawberries, leaving stems on. Dry with paper towels
- Place chocolate chips in a small microwave-safe bowl. Microwave on high 2 minutes until they are almost melted, stopping every 30 seconds to stir and check on them, chocolate burns quickly and easily.
- Place a sheet of waxed paper on a plate. Holding strawberries by their stems, dip them in the melted chocolate one by one. Place them on wax paper.
- Refrigerate the strawberries until the chocolate hardens, about 20 minutes.

Prep time: 8 minutes

Cook time: 2 minutes

Resting time: 20 minutes

Kitchen Considerations

Safety Precautions

- ✧ Always wash your hands before handling food or kitchen equipment
- ✧ Use a plastic cutting board for raw meats and clean it well after each use.
- ✧ Keep perishable items like meat, dairy, seafood, and eggs refrigerated at all times. Try not to keep them out on the counter for too long, and put them away as soon as you get home from the grocery store.

kitchen Attire

- ✧ Wear a long-sleeved shirt to protect your arms from splattering oil when frying something on the stove.

- ✧ If wearing something nice, put on an apron. They come in all types and colors now, so guys shouldn't be afraid to own one.
- ✧ Wear closed toe shoes to be on the safe side in case you drop something on the floor such as boiling water, a heavy pan or a knife.
- ✧ And if you have long hair, you don't need to wear a hair net, just pull it back into a ponytail so you can keep it out of your face and your food.

Sharing a Kitchen

- ✧ Does everyone have their own designated shelf space in the cupboards and fridge or is it a free-for-all?

- ✧ Do you and your roommates share some or all of your ingredients?
- ✧ Do you share pots and pans, dishes, silverware, and/or plastic containers?
- ✧ Do you split some or all of the grocery costs?
- ✧ Do you take turns cooking for each other, or does everyone fend for themselves?
- ✧ What's the longest amount of time that dirty dishes are allowed to sit in the sink or on the counter?
- ✧ Do you take turns cleaning, or do you assign chores, like cleaning the stove, sink and floor?

bon appetit!



Samantha Sheehan

TO WORSHIP OR TO WEAR?

By Priya Madhok
photography Samantha Sheehan

"Can I get your number?"

The question is asked frequently by those we know as sneakerheads: They spend hours every day on websites and blogs, they camp out on city streets overnight for the newest sneaker release, and they'll do absolutely anything to establish a 'connection,' even if it means approaching another guy to ask for his number.

Sneakerheads are more comfortable introducing themselves to someone who shares a common love for sneakers than asking a girl on a date. To them, a pair of new kicks is more than a fashion accessory; it represents a lifestyle and obsession.

But what truly defines a sneakerhead? Each fanatic has his/her own take on the question, but a general consensus is that the sneakerhead must have adequate knowledge of the products and the lifestyle. Sneakerheads come in all shapes and sizes, and they have a variety of mannerisms. They can be 18-year-old skaters or 26-year-old working professionals. Some collectors never wear a single pair, some collect and wear only sneakers, and some collect and wear the entire look - the tee shirts, hoodies and hats included.

So, 'who, what, when, where, why, how' of the sneaker culture? Michael Jordan kick-started the sneaker culture in 1984 during his rookie year in the NBA by signing a contract with Nike for a shoe line in his name. Today, there are 21 different Jordan shoes in hundreds of color ways and his own 'jump-man' logo that is just as recognizable as Nike's swoosh.

It started with basketball and the idea of a role model's continuous achievement, but it did not end there. In the summer of 2005, Nike collaborated with the Diamond Supply Co. to release the Nike Dunk SB Tiffany, which imitates the official Pantone color of the Tiffany & Co. jewelry company. At this point, the limited sneaker culture that existed expanded because of massive hype for the shoe. Nike Dunks gained popularity all over America and soon saturated the global market as a trend.

Between the introduction of the phenomenon (Michael Jordan's release of the Jordan 1) and the point of its rapid acceleration (release of the Nike Dunk SB Tiffany), sneakers started showing up in a variety of media. In 2002, hip-hop artist Nelly came out with a song called "Air Force Ones," the lyrics about a pair of sneakers and how much he loves sneakers in general. A verse in the song starts, "I like the limited edition to khaki and army green."

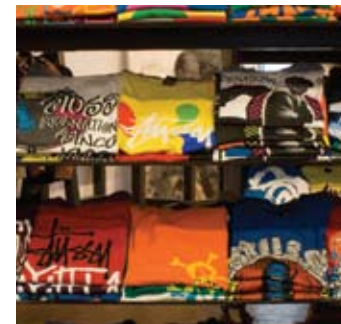
The sneakerhead is committed to knowing about, owning, and wanting more pairs than the guy next to him. So yes, it's a selfish and snobby community. And each one of them will admit it. It's all about climbing to the top - getting that exclusive pair of kicks that you know none of your friends will have, and then flaunting them along with an entire outfit to complement your style. Yet, this sets up an interesting and controversial dynamic.

As sneakers dominate music, movies, commercials and the streets, does exclusivity still exist? Sneakerheads all want limited edition shoes for the sake of being unique, yet it is usually easy to pick out a sneakerhead when you see one because of the standard that hip-hop has set for their general mode of dress and demeanor. Each member of the community ends up looking like the next, yet each member still searches for ways to distinguish himself from the next. They are one, yet so many.

Many argue that the sneakerhead lifestyle was much better before it became as mainstream as it is today. So what motivates these guys to continue to spend fortunes on absurd quantities of shoes?

Somewhere beyond design and culture comes 'the chase.' Most people will agree that once something is too readily available, it is simply less desirable. Nike has mastered the art of creating the chase since 1984 by releasing new styles in limited quantities. Their 'customers' have been transformed into a new breed: the sneakerhead.

THE NEW HIO



THE VETERAN



Ubiq
1509 Walnut Street
Philadelphia
www.ubiqlife.com

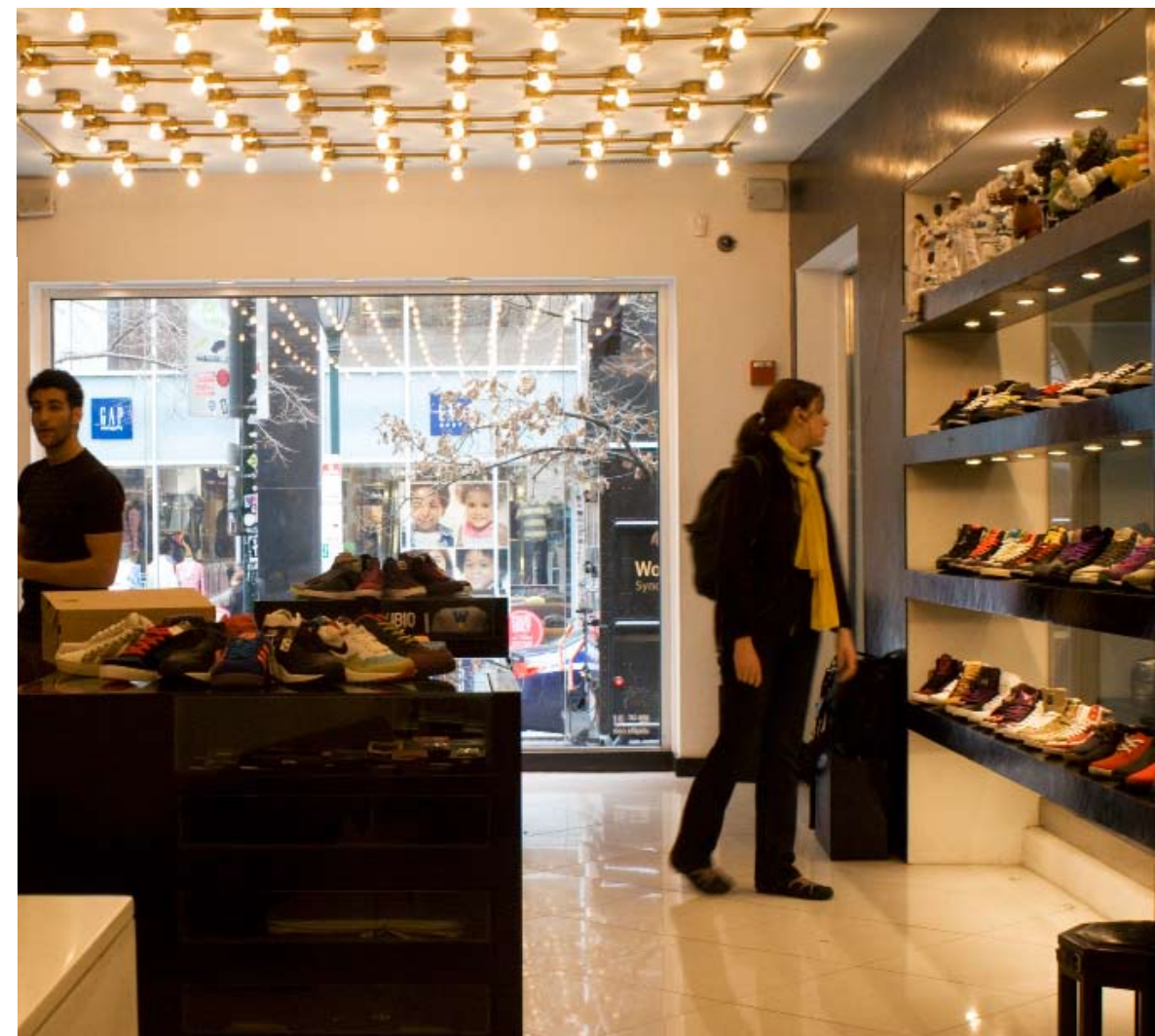
Every sneakerhead in Philadelphia knows Ubiq as one of the main spots to get 'kicks and gear.' It opened in May 2000 in a prime location on Walnut Street with plenty of space for merchandise. Ubiq carries a variety of brands and styles, older sneakers and new ones. Stussy, the surfwear design company, has a chapter store upstairs. Ubiq has a second, smaller location in the Gallery mall on Market Street. The Ubiq blog (blogs.ubiqlife.com) shares information about new products, sneaker culture, art and Philadelphia news of interest to sneakerheads.

Ubiq is trying to expand its market into universities and plans to host 'box sales' at major universities in the area, selling shoes and clothes for up to 50% off. They are also trying to release a collaboration tee that students will design and will be sold in the university bookstore.



Abakus
227 N. 10th Street
Philadelphia
www.abakustakeout.com

Abakus is Philadelphia's most creatively conceptualized sneaker store. Even if sneakers aren't your thing, a visit to Abakus is well worthwhile just because of its merchandising and overall design. Sneakers dangle from laces in the window alongside fake Peking ducks – no surprise given the store's location in Chinatown. If sneakers are your thing, this is still the place to go. Abakus is the only sneaker store in Philadelphia that sells older sneakers, as do many popular 'sneakerhead spots' in New York City, such as Flight Club NY. Abakus has its reseller's permit and doesn't deal with Nike directly, therefore being able to bring a greater variety of desired old sneakers at cheaper prices. The store also has a consignment system, with a rate of 85-15 (85% of sale goes to seller, 15% goes to the store owners), while most stores take at least 20% of the sale. In the near future, owners of Abakus plan to launch an in-house brand.



You lived in San Francisco before Fall 2007, and prior to that you lived in Bangkok. How has the fact that you are ‘well-traveled’ change your perspective on fashion?

“People in Bangkok are much more fashion conscious than here. I’ve always been into fashion and I think although I don’t dress like a stereotypical ‘sneakerhead’ I still have my own style. I wouldn’t say I’m part of the ‘cult’ of sneakerheads and I really don’t feel any different because I wear them. I started wearing them about a year and a half ago. I like to add things to my personal style from everywhere I go. I find that I do share a similar interest with sneakerheads because I like their music and their style, but there are aspects of my life that have nothing to do with that. I’m in love with my dog Biggie Smalls and she’s named after a major Hip Hop legend, but I like so much other music like electronic, house, indie, etc. And not all of my friends are sneakerheads. My friends from Bangkok are so different than the people I know here, but I have a common ground with everyone I hang out with and don’t like to identify with any particular group just because we like to dress similarly.”

MEET THE SNEAKERHEADS



What kinds of sneakerheads shop at Ubiq?

“It’s all sorts of people. You can’t pin it... there’s plenty of people that know what they are talking about. But then there are some that don’t. There’s the rich kid that can cop absolutely anything because he has the money, there’s the closet sneaker freak that shows up in business attire and has an 800-pair collection in his basement that his wife doesn’t know about. There are skaters and just a lot more people getting into the culture.”

How do you feel about your expansion of the culture?

“My sales have actually increased regardless of the economic situation right now, and it’s because the culture is gaining popularity. This surprises me, because in my opinion now is not the time when the culture is producing its best products...the older stuff was much better and worth the craze. Like I said, a lot more people are getting into it and that’s why; it’s good for the store though. I just wish people focused more on clothes too, because it’s about the package. You can’t just have fly kicks if your outfit is whack, and that’s what a lot of people don’t understand yet.”

What are you into wearing and from where?

“Whatever I can get and like. I wear whatever stuff is sent to me from companies like Nike and Converse. If I really want something and must have it, I’ll go and search, but nothing has been like that for me lately.”

What part of your personal style makes you, you?

“I like being subtle without overdosing. When I buy shoes now I make sure that I get what I want and only what I want. In NY, after a week of owning a pair of kicks and trying to keep them clean, it’s like forget it, so I buy shoes for utility mainly. Look good with what you got and do what you do. I like to be functional. Everything I have serves a purpose somehow. I don’t need to prove that I’ve got things, and if I meet someone because of sneakers, it’s just a common ground. I’ll always be fresh somehow, as long as my swag is right I’m still me.”

How does the NYC lifestyle relate to the sneakerhead culture?

“It’s a physical, active, urban lifestyle. That’s how I grew up and that’s why I do it. I started skateboarding in 9th grade, initially as a mode of transportation. I copped a cruiser and then eventually picked up to bikes. I ride a fixed gear and that’s definitely a subculture of sneakers and music that is now gaining more popularity. Shoes get messed up easily on fixed gear bikes, so Vans are actually making shoes for a new market: people who ride fixed gears.

You have to be on the grind to get things, and NY is where that started. I went to a progressive alternative high school; I was surrounded with that crowd forever. From that point on it mattered how I looked. My grandmother always said ‘Show me who your friends are and I’ll show you who you are,’ it’s true in so many ways. I hang out with different kinds of people but they all remain true to who they are in how they look and act, and that’s important.”



When did you start collecting and how many pairs do you have?

“I started in college, and I have about 40-50 pairs. I’ve always been into them but just never had the cash for it. When I grew up, my parents would buy me a pair or two every six months, mainly for basketball. That’s how I got into a habit of keeping them so clean - I knew I wasn’t getting another pair for a while.”

How do you pay for all of your kicks now? Do you still keep them clean?

“Every time I know a pair of kicks I want is coming out, I make a trip to Atlantic City. I love playing poker, and playing it enough to know what you’re doing pays off. And yeah, I still clean them every few uses and then store them back in their boxes in my closets.”

Is there a mode of dress that defines sneakerheads?

“Not at all, different types of people collect sneakers. In a way I’m even a closet sneakerhead, I don’t go all out and I’m not flashy about it.”

WHAT HAVE WORKOUTS DONE FOR YOU LATELY?

BY PHOENICIA PUGH
PHOTOS BY MICHAEL BUCHER

A moment on the lips and a lifetime on the hips are words tinged with regret. While some of us are born with the ability to eat unapologetically, dodging those love handles, for the rest of us a little workout goes a long way.

The thought of exercise may result in anxiety, whether you are repulsed by profuse sweating after relentless jumping jacks, or depressed by glancing at the next treadmill to see if you have surpassed your opponent's time. For some the gym is a haven, but to many of us it is a place to avoid.

In the quest to find an alternative workout to the elliptical machine, weight lifting and circus of overtly buff bodies, fencing, tae kwon

do, and yoga may spark enthusiasm for those who are not afraid to try something new. So before you give up entirely on the mission of fitness, take a walk or jog to these alternative workout spots in Philadelphia. You may find more than you bargained for.

FENCING

Imagine a form of exercise that employs a mask, gloves, and plastron. Yes, a plastron and a weapon, or at least foil. Instead of those dreadful repetitions of sit-ups, you could be improving cardiac as well as muscular capacity through fencing exercises. While the physical aspects of this unique workout will equip you for a healthier life, it will also improve coordination.

To find out more, visit the Fencing Academy of Philadelphia at 3519 Lancaster Avenue. There is no need to fret about exclusivity for

**IF THERE WERE A WAY YOU
COULD GAIN STRENGTH,
DISCIPLINE, AND
PERSEVERANCE AS WELL
AS HAVING THE ABILITY TO
KICK SOMEONE'S BUTT,
YOU MIGHT JUMP AT THE
CHANCE.**

this program. As Mark Masters of the academy says, "Good health, two sound legs, two sound arms are not necessary, for you could be a good fencer with one arm, if you pay attention."

While Masters first became intrigued with the 1952 film *Scaramouche*, the emphasis in fencing is on discipline, motivation and education about one's mental and physical abilities through a variety of exercises. Both young and old have developed their self-assurance and stamina, either in class or competition. While often referred to as the "Game of Physical Chess," don't let this challenging sport deter you. One of the members is 85 years old and relishes the fact that he defeats his younger opponents. It is about the individual's willingness to become better at their craft through responsibility and integrity.

YOGA

If you don't want to mess with a foil, the answer is just a walk a way; 3527 Lancaster Avenue is the home of Power Yoga Works, the yoga studio intended for hard workouts and complementing results. While yoga may seem at odds with a vigorous workout, try the westernized version of yoga, known as the Power Vinyasa Yoga, developed by fitness pioneer Baron Baptiste.

This technique focuses more on sweat, strength, and stamina, than on mantras and meditation. It does not however, discard all association to the older generations of yoga. It incorporates body and soul, with more emphasis on the body. "Take what you want, and leave what you don't," is the philosophy of yoga instructor David Krensing, former Philadelphia Ballet dancer. The exercises differ each day providing variety for the clients. Yoga provides a basic, yet realistic approach to fitness. It is about discarding baggage and drama while moving forward with a healthy outlook upon life.



TAE KWON DO

If there were a way you could gain strength, discipline, and perseverance as well as having the ability to kick someone's butt, you might jump at the chance. Look to Red Tiger Tae Kwon Do Center for a combination of judo, karate and kung fu.

Head instructor Marcello guarantees results with the persistence and dedication to the program. There are no prerequisites for the sport other than self-determination.

"Courtesy, integrity, perseverance, self-control, and an indomitable spirit," are the core values of this distinguished program. Whether your aim is relieving stress or attaining a black belt, Red Tiger Tae Kwon Do sharpens the mind and keeps the body healthy.



K₃ E₁ R₁ R₁ Y₁₀
 K₃ Y₁₀ L₂ E₁
 N₁ I₁ C₂ H₂ O₂ L₂ S₁ O₂ N₁
 T₂ E₁ A₁ M₃
 R₁ I₁ D₁ E₁ R₁
 G₂ E₁ T₂ Z₃
 O₂ W₂ N₁ E₁ R₁
 M₃ A₁ R₁ K₃
 B₃ R₁ E₁ N₁ D₁ S₁ T₂ E₁ T₂ T₂ E₁ R₁
 O₂ W₂ N₁ E₁ R₁
 K₃ E₁ V₄ I₁ N₁
 T₂ A₁ Y₁₀ L₂ O₂ R₁
 T₂ E₁ A₁ M₃
 R₁ I₁ D₁ E₁ R₁

AFTER 10 YEARS, NOCTURNAL SKATESHOP IS STILL HOLDIN' IT DOWN FOR PHILLY SKATEBOARDING.

BY HEATHER STEWART
PHOTOS BY ANDREW GARRETT

As Philadelphia's other premiere skateboarders were moving out to L.A., Kerry Getz stayed in the city he loves and opened Nocturnal Skateshop in 1999 with partner Mark Brendstetter. Shortly thereafter, Love Park was shut down to skating but Nocturnal weathered the ensuing storm. Celebrating its 10-year anniversary in June, the shop and its team riders like veteran pro Kevin Taylor, rising talent Kyle Nicholson, and the many skaters that patronize the store are the ones keeping Philly skateboarding alive.

Nocturnal 610 S 3rd St (215) 922 3177 www.nocturnalskateshop.com





adapt

Like the Hokey Pokey, adaptation is what it's all about these days.
New experiences may seem scary, but it's time to plunge in.



zone. Global warming. Carcinogens. Deforestation. Words that seem to define the path our world is traveling - a path to destruction and, yes, perhaps the extinction of the human species.

With the world's resources diminishing at a dizzying rate, it is time for everyone to start living a greener lifestyle. Some major companies are leading the way by taking steps to bring green and organic products to the mass market. Even Walmart, Sam's Club and Payless have introduced organic and other natural products to millions of Americans. Former Sam's Club ladies apparel buyer, Coral Rose created a line of organic cotton yoga wear, which sold over 190,000 units in 10 weeks. From there Rose rebuilt an organic movement at Walmart. Walmart is now America's biggest company and biggest purchaser of organic cotton. Walmart supports organic producers, and because of the volume of units Walmart carries, it can afford to keep prices low.

Payless also plans to sell a line of eco-friendly shoes and handbags. They are going to launch nearly a dozen women's shoe styles with an average price of \$30 or less. Payless is also preparing for a men's and kid's green shoe as well. The new brand will be made from materials with less impact on the environment, such as organic cotton, hemp, and recycled rubber. New assembly machines will use biodegradable glue, and products will be shipped in boxes made from recycled materials. This line will help expand

the materials and methods to add green to their other brands.

Other companies that have pioneered introducing green products to their lines are Timberland, Teva and Patagonia. Last fall, around 30% of those companies surveyed by the Alliance to Save Energy, an energy consumption watch-dog group, said they had made energy management a critical part of their business plan. Even companies like Cargill, the global food processor, are turning waste to energy, using meat scraps to make methane and replace high-cost natural gas.

Scientists from around the world with the Intergovernmental Panel on Climate Change (IPCC) tell us that during the past 100 years, the world's surface air temperature increased an average of 1.1°F. With 1° change in temperature, sea level will start to rise. During the 20th century, sea level rose about 6 inches because of melting glacier ice and expansion of warmer seawater. Models predict that sea level may rise as much as 23 inches during the 21st century, threatening coastal communities, wetlands, and coral reefs.

If we don't start making a difference now, the costs to our environment could be deadly and irreversible. Burning fossil fuels releases carbon dioxide and other greenhouse gases into the atmosphere. These added greenhouse gases have caused the earth to warm more quickly than it has in the past.

Ways that you can make a difference in your everyday life are

simple and don't cost anything, in fact, they save you money. Turn off lights, televisions, DVD players, and computers. Running your dishwasher and washing machine with a full load will save you water, electricity, and detergent. Unplugging your mobile phone when it is finished charging and doing your weekly shopping in a single trip saves electricity and gas respectively, as well as money.

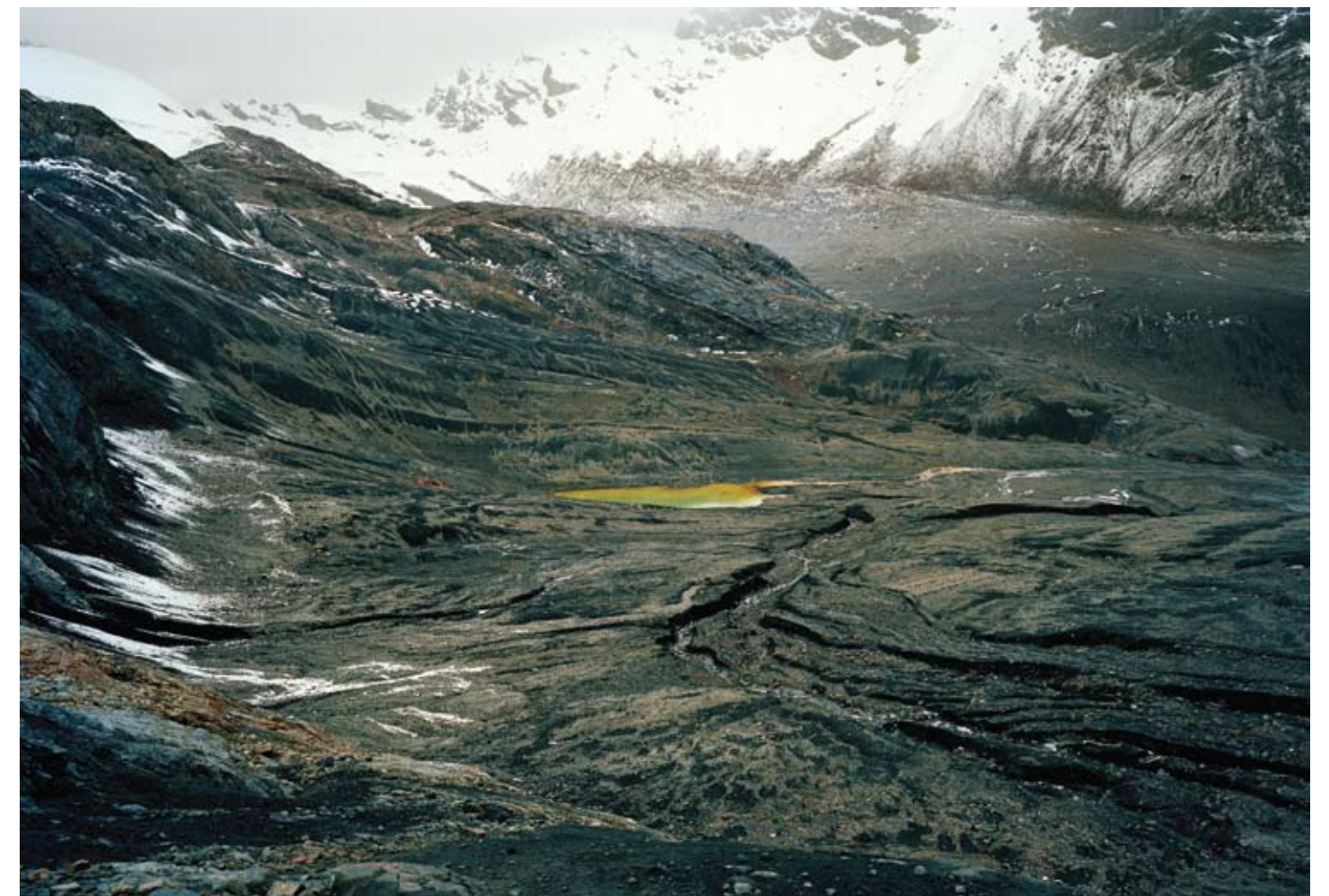
Buy local fruits and vegetables, or even try growing your own. Stop buying bottled water. This will reduce your carbon footprint by eliminating emissions from the manufacturing, packaging and transportation processes, and it will save you money. Sign up with a green energy supplier, which will supply electricity from renewable sources like wind and hydroelectric power.

Going green sites abound online. Drexel faculty member Anne Cecil has created a blog with many useful steps to living a greener life. She posts blogs on how to go green, and about what people and companies are doing to go green. (www.minervamedia.com/howgreen.html) Another good website for tips on easy ways to add a splash of green to your life is ecologue.com. This site has about 15 "bubbles," each offering different categories like energy saving and crafty recycling.

If everyone started doing his or her part to live a greener life, it would improve the ecological health of the planet dramatically. The pollution from our factories and transportation methods and the destruction of our natural resources have done so much damage to our planet that it will soon be conceivable that the damage will be irreversible. We need to take action now. We need to change our self-destructive ways, and that change must begin with each one of us. Meeting the challenge does not have to be painful, in fact, it can be fun, economical, and healthy. Besides, do we really have a choice?

**WAYS THAT YOU
CAN MAKE A
DIFFERENCE IN
YOUR EVERYDAY
LIFE ARE SIMPLE
AND DON'T COST
ANYTHING. IN
FACT THEY SAVE
YOU MONEY!**

by Dana Dougherty
Photography by Susannah Sayler



URBAN CAMOUFLAGE

why not match your city?

art direction **emily vartanian**
photography **par tangjaitrong**
styling **emily vartanian**
hair **marissa lorezo**
makeup **veronica gilbert**
model **sangeeta koets**

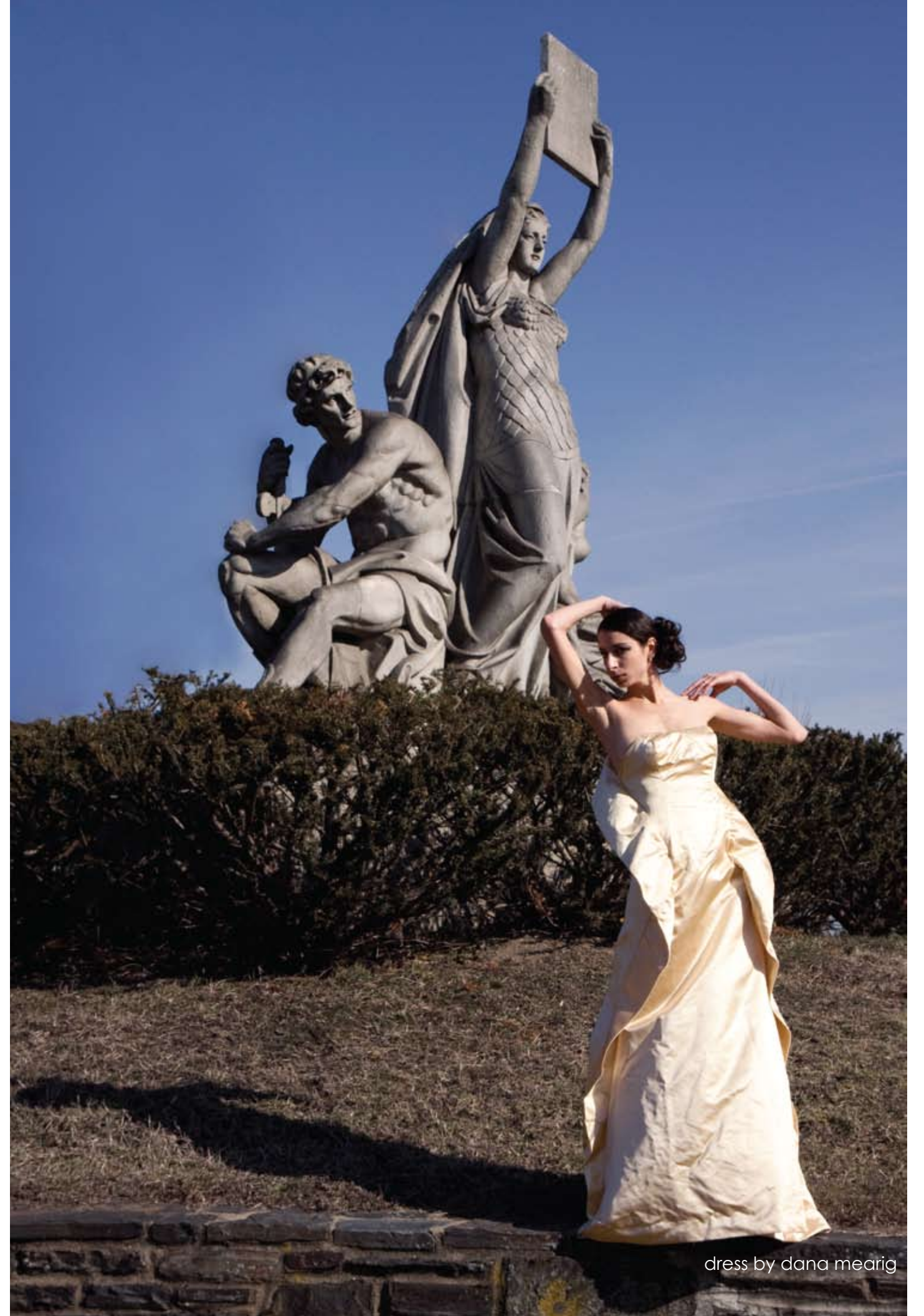
dress designers
elizabeth ko
samantha butler
dana mearig
amanda barkhorn
tabitha sivi



dress by elizabeth ko



dress by amanda barkhorn



dress by dana mearig



dress by tabitha sivi

Your favorite pair of jeans, your worn-in T-shirt, the game winning soccer jersey all hold a special place in your heart and become a part of another's when found at a vintage store. Each vintage store tries to create a unique shopping experience, and in the times we are facing today, vintage clothing shows its numerous advantages. The durability of the pieces made from years ago, the discounted prices on designer items, and the eco-friendly aspect of recycling clothes are all advantages of saying,

"OH! IT'S VINTAGE."

By Danielle Smith Photography by Par Tangjaitrong



Vintage Connection

Shop owner Heather Waity fell in love with vintage fashion at a very young age looking up to her mother whom she saw as a fashionista. Wearing her mother’s vintage clothes from the ’60s and ’70s she knew that vintage was a style that would stay forever. Her shop on 9th and Bainbridge is inviting and open and she is always willing to lend a helping hand. Vintage Connection receives new shipments of clothing from vintage trade shows where Heather searches for key styles and trends of the season to ensure there is always a new assortment for her customers. Whether you are looking for designer vintage or just a classic piece, Vintage Connection is a great place to start searching. 701 S. 9th St. 267-528-1625

“We can do small things to help make the world a better place. Buying and wearing vintage clothes is a great way we can contribute. Reusing clothes helps conserve textiles, which use a lot of energy and pollute the environment. If you like being a trendsetter you can be sure that no one else will have one piece quite like yours.”
 —Heather Waity, owner Vintage Connection

Forbidden Planet

Wow. The store is overwhelming with such a small floor space and a large amount of merchandise, but with help from one of the sales associates you automatically feel at home. Johnny and Susan, vintage experts and fashion connoisseurs, look over your style and will immediately lead you to pieces that they think you will love, and they are usually right. The store is organized by silhouette so that you can easily move from dresses to suits to sweaters. The accessory section is unrivaled and each piece comes with a little story about it and the owner who donated the piece. You get a one-of-a-kind experience from this store, and the quality of the merchandise will keep you coming back. 20 N. 3rd St. 215-923-7399



Buffalo Exchange

For a store that works across the spectrum, Buffalo Exchange is a place where clothes are bought, sold, and traded directly with customers. The store customer can bring clothes that they want to exchange for a percentage of either 50% store credit to use within the Buffalo Exchange store or 30% cash that you receive on the spot. The staff that inspects the clothing is very attentive and adheres to strict guidelines to ensure that their store is selling quality clothing. Customers can also enter the store just to shop for unique vintage pieces that have been donated by locals of Philadelphia. It’s a great way for students to make some extra cash and also a great place to shop for deals on vintage clothing. 1713 Chestnut St. 215-557-9850



Retrospect

If thrift stores are more your style, Retrospect is a great place to start. Located on South Street, this store opened 7 years ago and has your favorite old-school baseball T-shirts or the perfect ’40s dress that has the look and feel of a modern silhouette. Not only does Retrospect sell clothing and accessories for both men and women, they also have vinyl, retro furniture, housewares, and many other unique items in their store. 534 South St. 267-671-0116

“Basically, if you look hard enough, you’ll probably find what you’re looking for, or discover something you simply can’t live without.”
 — from www.retrospectvintage.com

- Continue your search for vintage treasure at these locations
- Antiquarian’s Delight**
615 S. 6th St.
215-592-0256
 - Ballyhoo Vintage**
213 New St.
215-627-1700
 - Bella Boutique**
527 S. 4th St.
215-923-2880
 - Decades Vintage**
615 Bainbridge St.
215-923-3135
 - Green St. Consignment**
700 South St.
215-733-9261
 - Past and Present**
7224 Germantown Ave.
215-242-2908
 - Sazz Vintage Clothing**
38 N. 3rd St.
215-923-7299
 - Sugarcube**
124 N. 3rd St.
215-238-0825
 - Topstitch Boutique**
311 Market St.,
2nd Floor
215-238-8877
 - Vagabond**
37 N. 3rd St.
267-671-0737
 - Yesterday’s Treasures**
603 S. 9th St.
215-923-0364



It seems as though everyone these days is consumed with the idea of “going green” and leading a naturally healthy lifestyle. Organic beauty products are a small change that may be as beneficial to you as they are for the environment.

By Cynthia Ditaranto

Photography by Par Tangjaitrong

Those who use organic cosmetics believe that maintaining a healthy balance within your body comes not only from the makeup you apply, but also from having naturally healthy and happy skin. Without getting too much into a biology lesson, our skin absorbs 60% of what is applied into the bloodstream. Many mass-produced products contain potentially harmful toxins. One way to reduce the amount of additional chemicals we expose ourselves to is by being conscious of what we apply to our skin.

There are many organically “safe” products out there - you just need to know where to look. Aveda is a company praised for specializing in plant-derived and 100% organically certified products. The company is highly aware of the way nature and beauty interact with products ranging from hair care to skin care. Beth Pinero, promotional coordinator at Aveda in Philadelphia, said that “people are much more aware, and want to know how things are manufactured.” Aveda’s website contains a full list of the ingredients they use, and the staff at their stores are exceptionally friendly, knowledgeable and willing to help with any questions.

Another popular organic brand providing natural body care is Kiss My Face. The company began with a big bar of soap made of pure olive oil. Now, 25 years later, their product line includes body care, beauty and face, oral care and sun care. The innovative brand

is known for providing its customers with all the glitz and glamour of regular products but with healthy, cruelty-free product choices.

Zirh is an all-natural line of skin care products for men that merges masculinity with creativity. New to the assortment of products is their “Warrior Collection” shower gels. Each scent is named after a historically powerful male. For example, Julius Caesar represents refreshing citrus, and spicy wood declares Alexander the Great as its mascot.

Other brands that stick to the organic code are Origins, L’Occitane En Provence and Dr. Hauschka Cosmetics.

Along with organic products, vegan cosmetics are becoming in increasing demand in the industry. Vegan makeup and beauty products contain absolutely no ingredient derived from any animal source, including animal byproducts.

A reputable vegan skincare and cosmetics brand is Sevi, which means, “love” in Turkish. They offer an “as natural as it gets” approach by using organic ingredients and pure essential oils in their products. Their price points are also reasonable in comparison to some other companies, with blush and glosses retailing for \$13.50.

Popular beauty brands sold on the shelves at Sephora such as Urban Decay, Hard Candy and MAC, declare themselves “cruelty-free companies” and also offer vegan options. Urban Decay and Hard Candy use graphic icons to indicate which products are vegan - Marley’s purple paw for Urban Decay and a pink heart for Hard Candy.

In addition to being animal friendly, many of these companies also take part in raising awareness for certain causes. MAC supports the environment, with their Back 2 MAC recycling program. Save your makeup containers when you run out, and once you have 6 “empties,” bring them back to a MAC store and they will give you a free lipstick of your choice. Kiss My Face also just launched their Lip Action line, which donates \$1 from each purchase to the Alliance for Climate Protection. It is a win-win situation for everyone.

For further information, many of these organic and vegan companies include lists of ingredients and information on their websites. You don’t have to worry about sacrificing quality and professional results by replacing the existing products in your medicine cabinet with all-natural ones. Adding more organic cosmetics to your daily routine is an easy way to improve the ultimate health of your body and the environment.

naturally beautiful



PhillyCarShare

vs.



zipcar

by Crystal Newton

Like living in Philly? Good! Now get out. This is the urban dweller's guide to getting around for cheap. Living in Philly without a car has never been easier! While it's great to have many public transit options in Philly, sometimes you really just need a car.

Welcome to car share! PhillyCarShare and Zipcar rent cars for short periods of time, so if you need to make that quick trip to IKEA you don't have to wait an hour for the #7 bus.

Must be 19 or older

One-time \$25 application fee.

RATES FOR MEMBERS
WEEKDAYS
HOUR: \$3.85 plus \$0.17 per mile.
DAY: \$39 plus \$0.17 per mile.
WEEKENDS
HOUR: \$7.90 plus \$0.16 per mile.
DAY: \$95 plus \$0.16 per mile.

RATES FOR NON-MEMBERS
HOUR: \$5.90 plus \$0.16 per mile.
DAY: \$59 plus \$0.16 per mile.

Insurance and gas included in price of rental.

phillycarshare.com

Must be 21 or older

One-time \$25 application fee.
Plans start at \$50 per year.

WEEKDAYS
HOUR: \$7.25 DAY: \$55

WEEKENDS
HOUR: \$7.75 DAY: \$60

180 miles included with reservation. Applicable for first day. Additional 20 miles free per hour rented up to 180. \$0.45 per mile after.

Insurance and gas card included in price of rental. May pay deductible if involved in an accident.

zipcar.com/philadelphia

Have a Nice Day! Thanks for Shopping Here!

by Nicholas Ruiz

Did you know that in the United States over 380 BILLION plastic bags are consumed each year, according to the EPA? The annual cost to produce these bags is estimated at \$4 billion, a cost then passed to the consumer. Globally, each year an estimated ONE TRILLION bags are consumed. If you're mathematically savvy, that's one million bags every minute. EVERY MINUTE. In the US, every five seconds 60,000 plastic bags will be consumed. One. Two. Three. Four. SIXTY THOUSAND PLASTIC BAGS. The shocker: only one percent of those bags will be recycled. ONE PERCENT! Feeling sick? Keep reading.

Think of all the places that gather your goodies and place them into a plastic bag. Did you know those bags are composed of a natural gas or petroleum-based plastic called polyethylene? Polyethylene is a non-renewable/non-biodegradable product that takes 1,000 years to photodegrade, meaning it will break down into smaller and smaller toxic parts, contaminating the soil and waterways. These are the same soils and waterways that begin the circle of life and end with the food in your belly. Plastic bags are not so convenient after all.

Not all bag news is bad news. In fact, many governments have begun to implement taxes and laws to regulate the over-consumption. In Ireland, the government has imposed a fifteen-cent per bag tax, named the "PlasTax." Since its introduction in 2002, Ireland has been able to reduce consumption by 90% and save approximately 18,000,000 liters of oil. Furthermore, some countries have taken an initiative to completely ban plastic bags, like Bangladesh. Here in the States, San Francisco became the first US city to ban the plastic pests. Though some see banning as the most effective method, our main crisis is our overconsumption and how we MUST – USE – LESS.

To help drive this point further, I would like you to turn the page and read the comic strips about little Tommy Tannet and how his plastic consumption led to his terrorist assault on our planet.





create

Are you fully self-expressed? We are.
Check in with these local artists and perhaps your inspiration will ignite.

ART WITH A CONSCIENCE

Cave paintings. Fine photography. Krumping. As long as there has been a human race, art has been used to convey its messages.

by Emily Vartanian

Ralph Waldo Emerson said, “Everything in creation has its appointed painter or poet and remains in bondage like the princess in the fairy tale ‘til its appropriate liberator comes to set it free.” With the potential to open people’s eyes to important issues, shouldn’t art have a conscience? These Philadelphia artists think so.

“If you can write a song that really touches people and gets them excited,” Nora Whittaker says, “and it happens to say something positive, then that’s great.” For Whittaker, a Temple grad student, penning positive messages has always come naturally. She started out writing an anti-bullying rock musical for kids, and most recently she’s teamed up with the band The Hustle to write a fusion of soul, blues, pop, and r&b songs that address a number of social issues.

Her newest song is about the challenges of growing up in Philadelphia without good role models, and many of her other songs focus on seizing the day. If any of this sounds familiar, you were probably one of 30,000 people who saw her and rapper Kuf open for Bruce Springsteen at Philadelphia’s “(Ba)Rock the Vote” Rally for Barack Obama in October 2008. She was understandably psyched to perform at this massive venue. “I told myself, I’m not going to get really excited till the day of, and then when it came I thought, oh my goodness, what am I gonna wear!” With a red tee and a cowboy hat, she motivated the crowd by belting out lyrics like “you gotta move, don’t care what you do but you gotta choose. You know you don’t want to stay, so don’t live for tomorrow; what you’ve got is today.”

Since the big day, she’s also performed at a voter registration rally in South Jersey and “Rock the Vote” at Drexel. These have been perfect outlets for her music since her message reflects the tone of the recent election: we need some positive change and we need it now.

She’s hoping that people will listen to her music and be reminded of a little thing called altruism. “We’re all out for ourselves in a lot of ways, and people need to be reminded that, in the US especially, we have to encourage community and search for it.” She’s a firm believer that being involved in a musical project reflects this sense of community and perpetuates the idea of giving back. “If I can collaborate with someone like Kuf and The Hustle, and we can write something positive and bring a little joy to people’s lives through the music, and they can have a good time at our show, it’s a win-win situation.”

Sitting on a tire might seem kind of awful (not to mention a bit hillbilly-esque), but Jamie Salm is determined to change your mind about that. He recently designed a stool with a seat made entirely of post-consumer recycled tires, and that’s just one of the many unexpected materials you might find in a Salm creation. “Isaac, the numbers guy and Jaime, the design guy,” as the brothers say, founded MIO, a sustainable modern design consulting company in 2001.

You may have noticed the nod to the Spanish language, and this is no coincidence. The brothers moved to Philadelphia from Colombia, and Jaime opened the business after his graduation from the University of the Arts in Philly. It turned out that his thesis project, furnishing

with recycled paper, caught the eye of a visual coordinator from Anthropologie. Advising Anthropologie became his first consulting job, and it wasn’t long before he realized that there was a market for this brand of design. And so MIO was born.

For Jaime, it has always been about making sustainable home design beautiful, affordable and understandable. “The reality of the marketplace,” he says, “is that there is no company that is 100% sustainable at the moment. I think we are moving toward that, but we need to be strategic about our choices and decide where we can have the most impact and still hit the budget. We still want to meet the client’s needs, but we have to look at the project from a very holistic point of view and decide where we can eliminate environmental impact.”

Over the years, he’s met many people who are hesitant to move forward with a project because they fear that it’s not possible to create their perfect sustainable vision, a term he’s affectionately coined “ideal solution paralysis.” His hope is that in the not so distant future, sustainability will just be a part of the curriculum in schools and all designs will work with the environment. When this is a given, designs will be evaluated aesthetically, not just based on whether they’re sustainable or not.

With the environmental design restraints that MIO has taken on, they have been given the opportunity to challenge the way that people see and do things. Not many set out to buy lamps made out of recycled wool, but Jaime’s designs are so beautiful that they could win over even the most conservative of home decorators. As Jaime puts it, “Changing people’s minds is fun.”



Photograph courtesy of Nora Whittaker



Images by Samantha Sheehan



“I don’t do art as an activist thing too much. I do it from the heart – not to save the world.” Cheryl Hendershot says with a laugh, “I have a day job.” Hendershot is an elementary school art teacher and potter living and working in Philadelphia. Last year, she happened upon her first artistic social message. She created two perfect, angelic heads of clay. The first, titled “Deforestation,” is covered in vines, roots and most noticeably, a huge stump emerging from the side of the head “like a bad hair day, only more interesting,” says Hendershot. The second in the series, called “Delaware Valley Naiad,” is a statement about the Delaware Valley Watershed. This head is laden with reliefs of dead fish, shells, crystallized rocks and flowing water.

Her series can be read as a telling image of the impact that human beings have on natural places. Hendershot, like many artists, is reluctant to tack on any in-depth or literal explanations to her pieces, but the serene expressions and pretty faces belonging to the heads perhaps suggest that as a race, we are blissfully unaware of the effect we are having on the environment. The work was so well received that The Clay Studio in Philadelphia, where Hendershot is an associate artist, prominently featured it not only in an exhibition, but in the advertisement for the show.

Hendershot was inspired by her recent sustainable education. Prior to creating the pieces, she started an environmental information program at her school, which included a recycling and gardening club.

Since “Deforestation” and “Delaware Valley Naiad,” Hendershot has revisited other environmental themes in her work. “I’ve been doing pieces about the watershed. They’re not preachy pieces, they’re more subtle,” she says. For her, if someone finds a message in her art, that’s fine, but it’s more about setting out to create something that is important to her at the time. “Art has historically been a communication tool. It can present issues to people...it reflects the culture that we’re in and is a good way to let people know what we’re thinking.”

PHILADELPHIA RETAILERS

a focus on design

by Lauren VanderBroek

Your mother always told you not to judge a book by its cover and applied the adage to a multitude of situations. This lesson doesn't always sink in. In fact, judging by appearances is precisely what the general public does, in nearly every situation—judging a book by its cover, a retailer by its storefront and a product by its packaging.

Many Philadelphia-based companies have a strong focus on the visual aesthetic of their store, whether it's in their product, their interior design, or the overall design concept of the store. Nearly every type of retailer in the city has at least one shining example of a business that exhibits exemplary design, from Stephen Starr's ambiance-oriented restaurants to the ahead-of-the-curve merchandising of Urban Outfitters Inc. With a quick stroll through the city, one would soon discover many businesses that cater to the customer's aesthetic sensibilities, also showcasing their ability to adapt to the most recent trends and demands of the industry.

One of the most well-known design-forward businesses in Philadelphia is Urban Outfitters Inc. (including Urban Outfitters, Anthropologie and Free People). Urban Outfitters is a retailer that caters particularly well to the college-age customer. The company knows how to speak to this customer, and does so in a visually creative manner. The stores feature uniquely merchandised apparel and products, with a strong focus on communicating a sense of lifestyle through their brand.

By continually changing the interior of the store as well as the product, Urban Outfitters is setting an example of how a business can go about maintaining a relationship with the customer.

Urban Outfitters Inc. strives to create an atmosphere that is “creative, unique, innovative, edgy, radical and smart,” said Evelyn Richards, merchandiser for the company. “We are ever-changing—that’s why I think Urban is smart. That’s what I would attribute our success to.”

As a merchandiser for Urban Outfitters, Richards is responsible for the visual aesthetic of the store. What makes Urban especially different from other retailers is the way that the merchandisers are expected to arrange the clothing and accessories, “incorporating the whole outfit into one fixture or one area,” said Richards. Her objective is to create a “dynamic and interactive environment.”

On a smaller scale, the local retailer Omoi stands out from the crowd by offering a unique assortment of merchandise, most of which comes from Japan. At Omoi, it's the merchandise that really makes the statement. Owner Liz Seiber likes to “mix fun [merchandise] with traditional Japanese,” selling things like hand-painted wooden dolls, stationery, collectible toys and comics.

Seiber doesn't have a rigid system for choosing her merchandise, and she doesn't have to answer to



Michael Bucher



anyone or meet any quotas. As she says, “I pick whatever I’m into and whatever I think customers will respond to.”

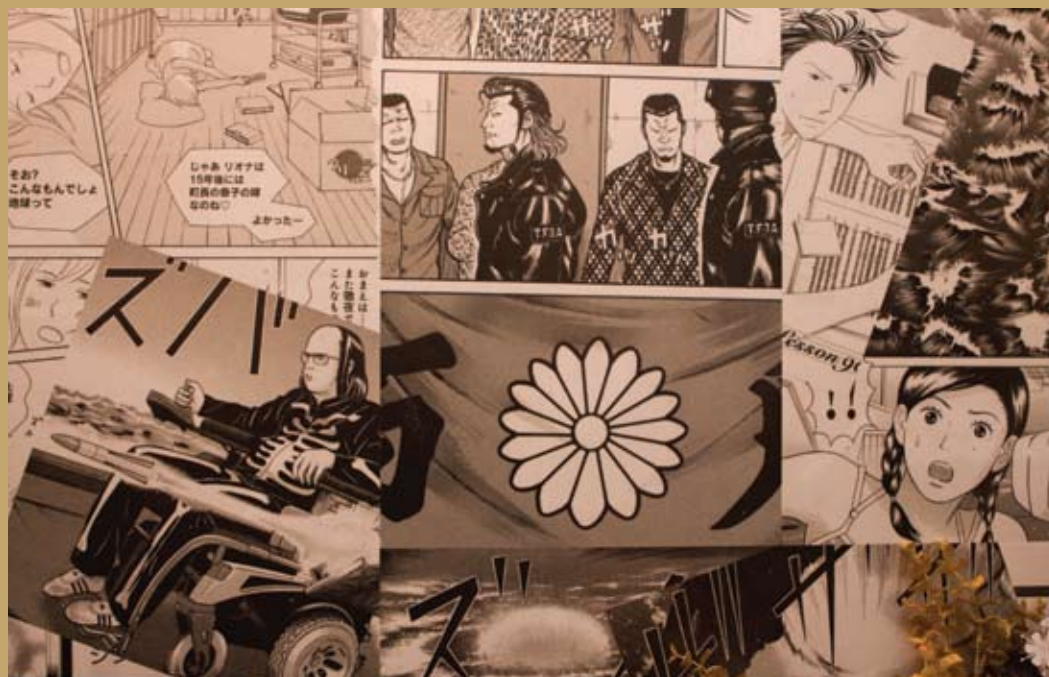
Her customers shop at Omoi because it is one of the few stores in Philadelphia that stocks unique Japanese merchandise. Richards has found her niche and has remained true to her customer. When her customers show a strong interest in an item, she has to be willing to adapt to the trend by quickly ordering more or by sourcing similar products.

The store itself maintains a style that is surprisingly representative of what it sells. “I thought it was funny how people thought Japan was tranquil, yet when you go [shopping in Japan], everything is jammed with merchandise up to the ceiling. That’s what I wanted. I wanted it to be colorful, vibrant and anti-simplistic,” Richards said.

Located in the heart of Center City is a small shop that specializes in bath products, particularly hand-made soaps. Duross and Langel, a store created by Steve Duross and James Langel, has been in business since 2004. The owners started out with only a few bottled products under their own name, but the business quickly grew. As demand for the product increased, they expanded the line to include more hair and skin care products and fine soaps.

They have always been committed to creating their products out of all natural ingredients, and have more recently focused on going “green.” As it has become increasingly common for businesses to make changes to become more environmentally friendly, Duross and Langel have made changes to follow suit. Their packaging is made of 100% recycled material, and they encourage customers to bring their own reusable shopping bags in order to reduce waste even further.

Though the gift boxes and shopping bags are made of recycled material, the packaging remains



all photographs Michael Bucher

beautiful and tasteful. Each gift box is wrapped in ribbon that coordinates with the hand-designed soaps. The overall presentation is understated and chic.

The store makes the most of the natural sunlight that comes through the large front window. Rich black shelving contrasts the rustic red brick walls. The shelves are neatly stocked with their products and organized by category, including their specialty soaps, men’s products, hair products and candles. The gift boxes are also neatly displayed, allowing the customer to choose their favorite color combination.

Though the retail space at Fabulous Stationery may be small, the assortment of stationery is certainly not lacking. There are over 400 designs from which to choose. The Philadelphia-based company began solely as an online retailer, but in December 2007 opened its storefront located near Rittenhouse Square at 18th Street.

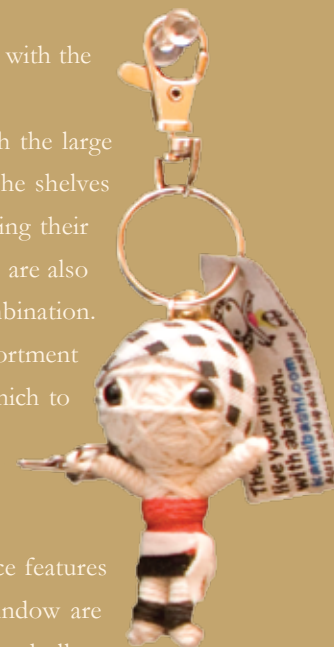
What the store lacks in space is made up for in design. The retail space features an all-glass storefront, maximizing the natural light let inside. In the window are various card displays, featuring hanging cards on white trees atop modern hollow white boxes. The walls are brightly colored and are decorated with graphic art. The shelves are stocked full of the company’s stationery and organized by style and occasion. It doesn’t feel cluttered or crowded because it has been organized so well.

Beyond the storefront itself, the stationery is also creative and skillfully designed and constructed. The designs tend to be modern in their character, with bold colors and clean lines. Each card is designed by Trish Demasi and printed using the latest software and technology. The result is a modern line of stationery available in hundreds of styles, for countless occasions, from baby showers to holiday greetings.

Customers have responded well to the design aesthetic at Fabulous Stationery. The company is going into its fifth year of business, and continues making changes to keep up with the trends. Though they have grown and changed over the past years, they have remained true to creating chic and modern stationery at a reasonable price.

As competition grows in every industry, for every business, companies must find new ways to separate themselves from the rest. Many Philadelphia-based companies have realized that they must continually update their design aesthetic in order to do this.

In the eyes of the unknowing consumer, a product is only as good as it looks.



Urban Outfitters 110 S 36th St 215 387 6990
1627 Walnut St 215 569 3131 www.urbanoutfitters.com
Omoi 1608 Pine St 215 545 0963 www.omoionline.com
Duross and Langel 117 S 13th St 215.592.SOAP
www.durossandlangel.com
Fabulous Stationery www.fabulousstationery.com

TWO LOCAL ARTISTS SHARE THE NEW OPPORTUNITY THE INTERNET PRESENTS AS A PLATFORM TO SHARE THEIR ART WITH THE WORLD

By Kristin Finn

The Internet has saturated so many aspects of our lives. It has changed the way many industries conduct business. Retail has been reinvented as e-commerce. In the same way the Internet influences shopping, it also is altering the art world.

In our technology-crazed age, art is stepping outside its traditional role and crossing into uncharted territory. Artists around the globe are posting their work on blogs and creating web pages that have a much farther reach than a small opening in a local gallery. The web also is making it easy for them to reach out to other artists and art boutiques for help and advice in establishing themselves.

The art world is being blown open, and its accessibility is expanding for both artists and consumers. This exposure can also have its down side, because it may invite knockoffs.

Nevertheless, some local artists who use the web as a vehicle to show their work overwhelmingly praised it and deemed the negatives being far outweighed by the opportunities it is creating for them.



Kris Chau and Heidi Kenney are two artists who use the Internet to promote and sell their art. Chau, a Philadelphia-based illustrator by night and designer by day, has been drawing since childhood and selling her artwork since she was a kid, though in those days

it was only for McDonald's dollars. While Chau displays her work in galleries across the country, she attributes much



of her success to the Internet, appropriately naming it "the wild west of art." She loves the idea that you can create something so personal and share it with the world without even leaving your home.

Heidi Kenney relates personally to the idea of the home studio and office because she is a mom creating plush art from her home in a small town in Pennsylvania.

Both artists boast web pages where they have work for sale and information about themselves and their upcoming shows. In addition to connecting with fans through the web, these artists also welcome the opportunity to connect with other artists.

Kenney says she finds information about tradeshow and has developed friendships with artists, all via the web. To her, the Internet is creating a community and platform for discussion and advice, which might be more intimidating at an art gallery. Similarly, Chau is a blog enthusiast, collaborating with other artists to share thoughts and opinions on everything from art to food. In addition, she thinks blogs are a great way to see other artists' works and read about their ideas and opinions.



When asked about people stealing their artwork, both artists remained surprisingly calm and collected. While Chau admitted it is sometimes odd to see something so personal to you as the background of someone's web page, she remained flattered as opposed to threatened. Even more surprising was the nonchalance they felt in having their images used on other products. Neither is saying they would sell out for money, and both insisted on having influence on the product. However, they both viewed any manipulation of their art, such as placing an image on a T-shirt, as creating a whole new artwork, and as long as credit was given where due, it was flattering and appreciated.

Kenney reveals how she loved working with the Kidrobot toy company to create vinyl figures of her plush pieces because it was something she personally could not create. This divergence from the design industry which is constantly trying to copyright ideas is a refreshing look at how these artists hope to share their work with the world.

In addition to the exposure the Internet has granted, these artists say they are grateful for the opportunities the web has given them. In our current economic crisis, the web gives starving artists a reasonably priced way to share their artwork with the world. Chau went so far as to call it a blessing because all you need is "an awesome website and get on an awesome blog and watch where it goes."



All artwork in frames above by Kris Chau & All Plush art by Heidi Kenney

KRIS CHAU

Home

South Philly,
born in Hawaii

Occupation

Designer for
Free People by day,
Illustrator by night

Education

BA from California College of
Arts and Crafts in San Francisco

Artistic Inspiration

Pretty chubby girls and what
they are doing or thinking when
you're not looking
www.krischau.com

HEIDI KENNEY

Home

Waynesboro, PA

Education

Self Taught

Artistic Inspiration

Thrift shops and vintage toys
www.mypapercrane.com



Andrew Lipke

Girls and death... but not at the same time.

By Crystal Newton

Andrew Lipke's demeanor was quiet, slightly unsure. He has long hair and an untucked plaid shirt. His quiet, monosyllabic answers left something to be desired until I asked him about his music. His eyes brightened slightly, he sat up a little straighter, the hands came off his lap, and he started talking with childlike enthusiasm that is rare in today's world. If this is what a real musician looks and sounds like, I am never going back to mass-produced drivel with synthesized 'artists.'

With his thoughtful lyrics, Philly local artist Andrew Lipke's new album *Motherpearl and Dynamite* is an iTunes stop that even digital rights management won't stop you from making. Lipke's alternative/folk rock sound will keep your mp3 player rocking.

Born in South Africa to missionary parents, Lipke has been singing for as long as he can remember. He started playing piano at a young age, and after moving to Virginia at the age of nine, picked up a guitar and taught himself. With no particular drive to go to a music school as a teen he saw a poster advertising the University of the Arts and decided to attend and study composition.

In college he performed in a progressive rock band and after it disbanded he took his music in a new direction, opting for a more acoustic, emotional rock sound. In our interview he explained, "I wanted to be part of something more organic." Lipke's eclectic group of influences includes Pink Floyd, ABBA and John Denver.

He was drawn to nontraditional instruments, and he began to include a cello, with an added pedal board. Lipke explained that his music tends to follow two themes: girls and death, though not usually at the same time. Death is a recurring theme for Lipke because he is fascinated by endings. When asked why, he said, "The sadness of death is what makes life so beautiful."

As far as the future of the band and its continuing evolution, Lipke plans to bring a more polished presence to the stage for the people who appreciate music.

I ran into Lipke again at the CD release party for *Motherpearl and Dynamite* in November. The stage was empty of people but littered with instruments, sound equipment, computers, pedal decks and cords. After a rocky start, a little later than anticipated, Andrew Lipke and the Prospects dove into their set. The album is great, but don't think you really know Lipke's music until you see him perform live. The band has a passion for music and you can feel the emotion and energy behind his voice.



WARNING!!
TOY CAMERAS
ARE NOT FOR
CONTROL FREAKS

By Lisa Joseph

It's easy to fall in love with the imperfections of toy cameras.

Unpredictability, accidental double exposures, blurry edges, light leaks are the imperfections of toy cameras that leave the photographer with the perfect, poetic photographs. Rita Bernstein, a Philadelphia photographer who works with toy cameras, said, "photography can be a bit too literal for my taste, and toy cameras always have the potential to surprise me and to open my eyes to an alternate reality."

Many people also feel this way- toy camera photography is a nice alternative to digital photography. Chris Macan, a Philadelphia photographer, started using toy cameras as an icebreaker at photo shoots. In October 2008, his toy camera photography as well as Rita Bernstein's was featured in Toyland, an exhibit of toy camera photography at the Nexus Gallery. Chris had never used toy cameras seriously before Toyland. His last project had been about precision. Chris said that toy camera photography is, "fun and playful," which is a change from his last project. Some popular cameras are the Diana, Holga, and Oktomat. No matter what toy camera you choose to use, the possibilities are endless.



Chris Macan • www.chrismacan.com

Holga

Price: \$70

History: Created in Hong Kong in 1982, has since been remade by Lomography

Features:

- Produces quirky, random photographs
- Built-in color flash, runs on two "AA" batteries
- Multiple and partial exposures
- Manual focus with 4 distance settings
- Shutter speeds varies
- Takes 120 film with a 35mm film adapter



Rita Bernstein • www.ritabernstein.com

Diana+

Price: \$50 without a flash, \$95 with a flash

History: First made in the 1960s by the Great Wall Plastic Factory in Hong Kong, discontinued in the '70s and recreated by Lomography in 2007

Features:

- Two shutter speeds
- Two image sizes
- Pinhole feature
- Multiple and partial exposures
- Takes 120 film, a 35mm film adapter can be bought for \$50
- Creates photographs of the present with the feeling of the past



Chris Macan

Oktomat
Action Shot Camera

Price: \$40

Features:

- Takes 8 frame sequence photographs in 2.5 seconds and puts them all on one photograph
- Fixed speed and aperture
- Uses 35mm film



ART FOR THE PEOPLE

WORDS AND PHOTOS
BY EMILY VARTANIAN

For scores of undercover artists, the streets of Philly are nothing more than a sprawling blank canvas, ripe and ready to be beautified. These anonymities have hidden little treats for the noticing eye all over the city. You don't even need to venture out. Check out the alternative art that's redecorating our streets right from the comfort of your own street.



Repurposed

By Lisa Joseph

“What is that?” I asked my roommate when I came back to my apartment to find my toaster taken completely apart and hanging on my wall. My roommate had recycled it into a work of art. I came back another day to find that my roommate had covered our cabinet with army men figurines. She had them left over from a project, so we spray painted them white and added another odd piece of artwork made of recycled materials. I have found that she isn’t the only one making new items out of old materials. In fact, *Etsy.com*, which is a website where homemade items are bought and sold, has an entire group of people who just make items from recycled materials. Maps, magazine pages, and take-out menus can all be made into envelopes. Toothbrushes can be made into bracelets, old records into bowls. Repurposing items is also an awesome way to save money and stop waste. Find yourself needing a corkboard to hang your papers, business cards, photos, or menus? Instead of going out and buying a corkboard, find some old forks, hang them on the wall with some Velcro and stick your papers in the prongs.



Wall Organizer

Items Needed:
Old Cans, Glue (epoxy glue works well), Screw, Screwdriver



1. Peel labels off cans and wash them.



2. Arrange them into fun shape.



3. Glue cans all together.



4. Wait for glue to dry and hang with screws.

Chalkboard Globe

Items Needed:

1. Old classroom globe
2. Newspaper
3. Chalkboard Paint
4. Metal coat hanger

Steps:

1. Remove globe from mount
2. Bend coat hanger straight, stick through globe
3. Hang the globe over a layer of newspaper
4. Paint globe with chalkboard paint
5. Remount the globe when dry



Steps:

1. Take out all stiff inserts (e.g., thick ads, subscription cards)
2. Fold every 10 pages into the binding for the whole magazine
3. Fold the front cover around the 1st crease
4. Repeat steps with more magazines
5. Attach magazines with a stapler



Magazine Column

Uses: column to display items (picture frames, plants)

Items Needed: Old Magazines, Stapler



ENVELOPE

Items Needed:

1. Any old paper (maps, takeout menus, magazines)
2. Scissors
3. Old Envelope that hasn't been ripped
4. Glue Stick or Double Sided Tape

Steps:

1. Carefully take apart the envelope without ripping it.
2. Trace the outline on the piece of paper you are using. Cut out the outline.
3. Fold and glue or tape the sides and bottom.
4. When ready to mail item inside envelope, glue top down or close with a sticker.

SIGHTSEEING TOURS OF PHILADELPHIA

Frequent departures from 5th & Market Streets

Philadelphia
TROLLEY WORKS
and
76 CARRIAGE
COMPANY

THE BIG
BUS
COMPANY



Trolley Tours
24 or 48 Hour Pass
20 Stops
90 Min. Daily Tours



Carriage Tours
Private Coaches
Daytime Tours
Evening Rides

The double-decker bus tours provide amazing views of the City!

- Hop on Hop Off
- 20 Stops
- 24 or 48 Hour Pass

Call for **FREE** shuttle pick up from Center City Hotels



Tickets sold on vehicles and in the Independence Visitor Center

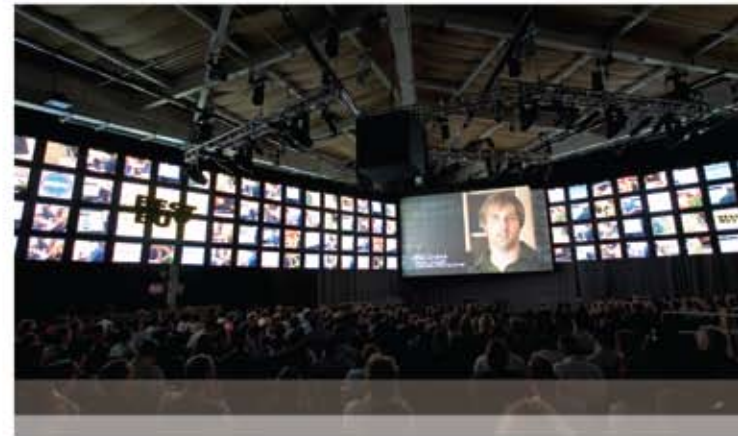
Check out our Speciality Tours



Departs from Philadelphia Downtown Marriott – 12th and Filbert Streets.

Amish Country, Ghost Tours, Duck Tours, Mural Arts and More!

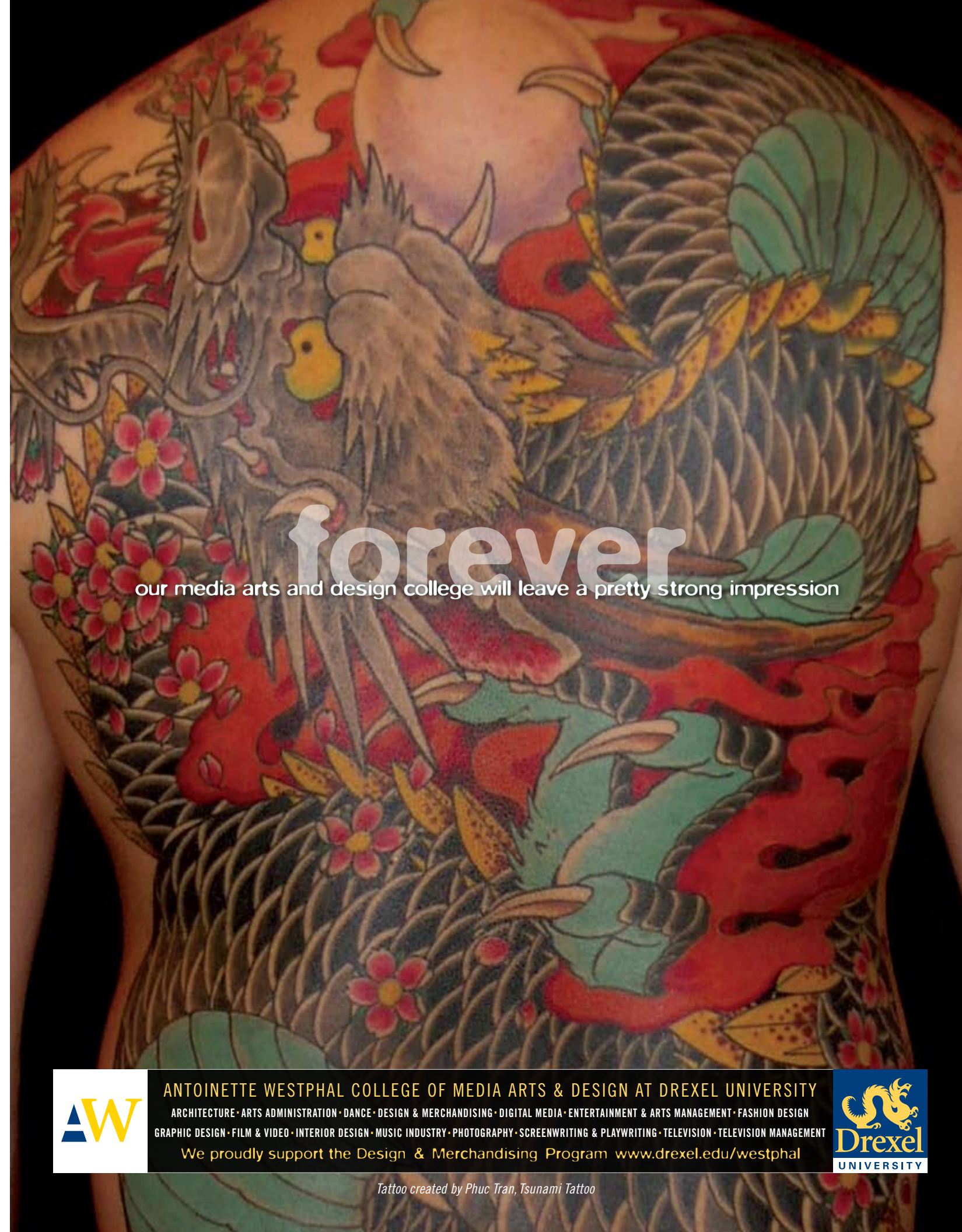
215-389-TOUR | phillytour.com



**STRATEGY CREATIVE
PRODUCTION
MANAGEMENT MEASUREMENT**



Driving Brand Performance.™
Exhibits | Events | Environments | Experiences
Sparksonline.com | 800-925-Sparks



forever
our media arts and design college will leave a pretty strong impression



ANTOINETTE WESTPHAL COLLEGE OF MEDIA ARTS & DESIGN AT DREXEL UNIVERSITY
ARCHITECTURE • ARTS ADMINISTRATION • DANCE • DESIGN & MERCHANDISING • DIGITAL MEDIA • ENTERTAINMENT & ARTS MANAGEMENT • FASHION DESIGN
GRAPHIC DESIGN • FILM & VIDEO • INTERIOR DESIGN • MUSIC INDUSTRY • PHOTOGRAPHY • SCREENWRITING & PLAYWRITING • TELEVISION • TELEVISION MANAGEMENT
We proudly support the Design & Merchandising Program www.drexel.edu/westphal



Tattoo created by Phuc Tran, Tsunami Tattoo

URBAN OUTFITTERS.COM

