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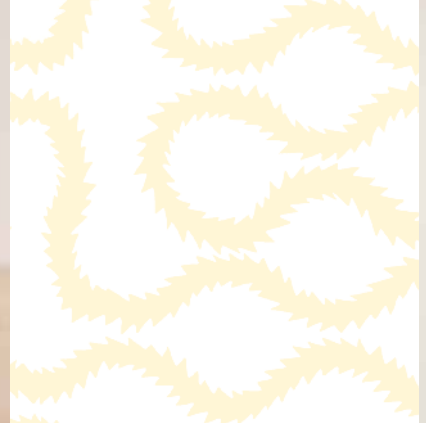


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D&M MAGAZINE

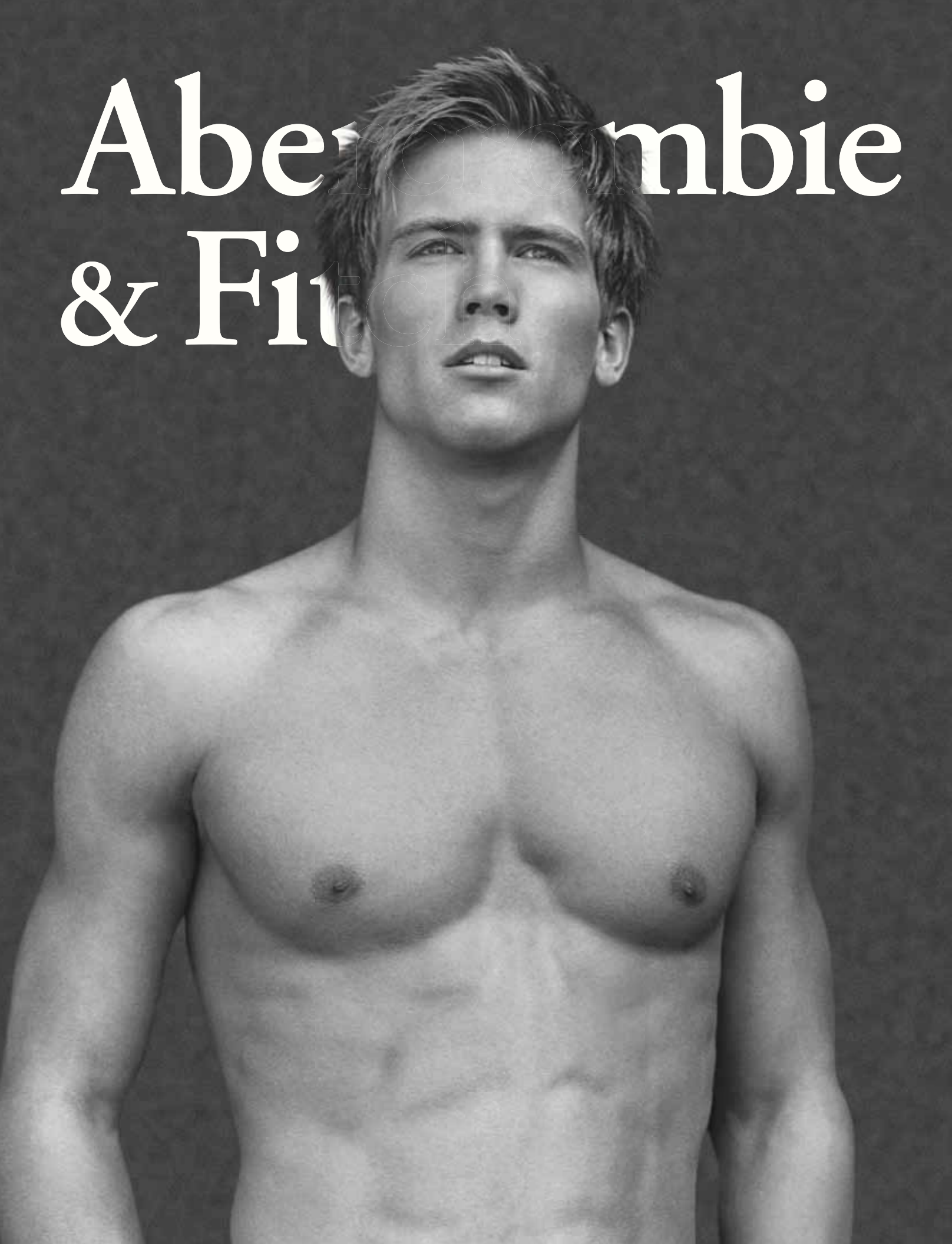
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d&m
magazine SPRING 2012

WELCOME

This year's d&m magazine team was the first to write about The Academy of Natural Sciences of Drexel University. While the esteemed Academy is celebrating its 200th anniversary this year, it only became a part of Drexel in 2011. Our photo team juxtaposed the creative efforts of Drexel Fashion Design students with some very ancient creatures in the dinosaur hall at the Academy - with some beautiful results.

The student journalists also expanded our vision to include both women's and men's fashion with features about Drexel campus fashion and top Philadelphia men's boutiques in addition to our stories for our female fashionistas.

This issue has stories to feed all the senses - from great recipes and restaurants for vegetarians to features about urban farming. Band portraits expand our playlists, and we even show you a new way to play bingo.

We would not be able to publish d&m magazine without the support of our Dean, Allen Sabinson, the Fashion Design and Design & Merchandising programs and our generous advertisers.

Read on and enjoy!

*Catherine Byers, Assistant Teaching Professor
Nick Cassway, Assistant Teaching Professor*

EDITOR'S NOTE

*Music can narrate the story of our lives. We all have the songs that take us back to those perfect moments in time when we were **doing something** extraordinary. There are the songs that make us smile as well as the ones that bring back the crushes and the heartbreak. Others evoke memories of **getting dressed** with a fashion sense that you can now only shake your head at. Music makes us dance, laugh, cry, roll our eyes and even scream, but what it mostly does is soundtrack our lives. Get to know this year's contributors by scanning the QR code on the previous page and **turning up** their playlists. Each playlist tells a little about who they are and what fires them to **think** and shake the world!*

Samara Cifelli student editor-in-chief

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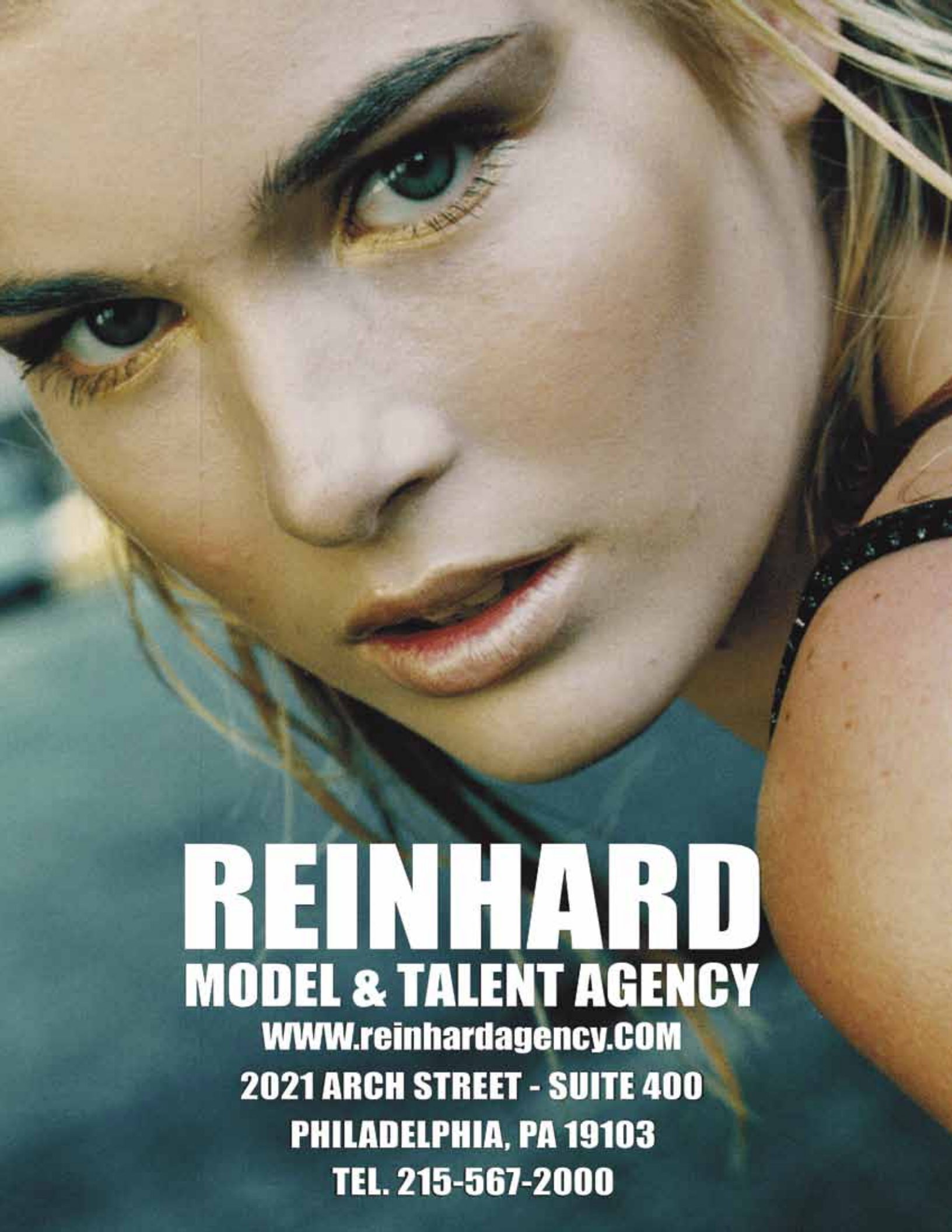
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DO
SOMETHING

Candice Wans

NOT YOUR GRANDMA'S

BINGO GAME



Joe Norris

LET ME TELL YOU ABOUT
SOMETHING CALLED
REBEL BINGO...

by ROBERT REYNOLDS

Church bingo games rarely feature a hip, sweaty British man who drinks whiskey from the bottle while you check your card for B-3. Then again, church bingo games also tend to lack PBR-soaked 20-somethings drawing on each other with markers and drink specials rivaling happy hour prices.

Soon after birth, everyone comes to the realization that bingo is a game for toddlers learning numbers and for their grandmothers looking to win a gift certificate to the Italian restaurant around the corner. To those between the ages of eight and seventy, the thought of playing bingo seems to lack any shine. That is, unless you know where to play a few rounds with the cool kids.

Bingo games have a rooted history in American church halls. The true beginnings of the game, however, date back to Italy in 1530. The game was a card-based lottery that allowed townspeople to keep the winnings of the money collected by buying a bingo ticket. Fast-forward to current times, and the first modern game of bingo was played in Pittsburgh in the early 1920s. Then called Beano, carnival goers could buy a cardboard square, have numbers stamped on them, and mark each number off with a dried bean as they were called. To claim your win, "BEANO!" would be shouted. Eventually, someone shouted "BINGO!" out of excitement for winning. The name stuck and the beans were ditched.

Not having played a true game of bingo since kindergarten, I found it necessary to reconnect with the basics of the game. Despite my thinking that I must have forgotten a rule over the years, I hadn't. You get one free space in the center of your 5x5 chart of numbers, numbers are called out, and once someone completes a line horizontally, vertically, or diagonally, they shout "BINGO!" and win that round.

With such simple rules comes a simple crowd. Bingo games manage to bring together everyone's grandmother (and grandfather if he is so unlucky to get dragged along). The noise is nonexistent, the caller so unenthusiastic, and the winners have the same reaction they do after cleaning their bathrooms. But what if bingo were to occur on a Saturday night? What if bingo came complete with a bar with specials on shots? Well, that bingo game seems to have some potential.

While living in London last summer, I was introduced to the hipster Fight Club of bingo, the Underground Rebel Bingo Club. Rebel Bingo was developed in London after a group of East London punks were intoxicated and playing bingo in the basement of a church hall. Realizing that being drunk and playing bingo provided complete insanity, they introduced it to a group of friends, who introduced it to their friends, until there was a society of bingo drunkards. People from other cities learned of Rebel Bingo and traveled to London to play. When this happened, the creators began to travel to other cities in the UK. Fast forward a few years, and Rebel Bingo is now played in 24 cities around the world, including New York, Philadelphia, Ibiza, Warwick, Toronto and Las Vegas.

Rebel Bingo is never advertised as Rebel Bingo. It hides behind different fronts to keep it a secret and to make

sure only the coolest kids make their way to party and win panda pajamas. While in London, I attended the "Youth Health & Fitness Seminar" that was held at an undisclosed location until hours before the event started. Emails went out and the bingo players threw on their ripped jeans and beat up Docs to gear up for deals on Red Stripes and shots of Jack, while never forgetting the purpose of going to Charing Cross: to play bingo.

Returning to Philadelphia, Rebel Bingo, also hosted at an undisclosed location until hours prior, was fronted as a "Neighborhood Watch Meeting." The concerned youth of Philadelphia showed up after a couple of pre-bingo drinks, showing full support for the safety of their neighborhood. Once inside, each player received two bingo cards and markers. These markers serve two purposes. The first is the obvious: to mark the numbers called on the card. The second is unique to Rebel Bingo: to draw on your friends and the strangers you meet, whether it is at a Fitness Seminar or a Neighborhood Watch meeting. The hosts of the night, both in London and Philadelphia, are picture perfect rebels with ripped clothes, whiskey breath and hairstyles and tattoos that would make your grandmother cry. The bingo callers announce each number in perfect prose filled with off-color remarks.

"I may be a whore, but here's number four!" After a few numbers called, these rhymes become normal and every rebel's eyes shoot down their bingo card to see if they have four. When you complete a line, shouting bingo is not enough to claim a win. A glory run up to the stage is required, including jumping over a barricade as a minor challenge. I managed to find myself on stage at the Neighborhood Watch Meeting, with high hopes that my numbers were all correctly marked. The hosts snatched the card from my hand, turned off the music, and caused the largest anxiety-ridden anticipation that bingo could ever provide.

The last girl went on stage with numbers incorrect and was booed off the stage while the screen projected "LOSER" and Ludacris's "Move Bitch" played in the background. I was hoping that I wouldn't suffer the same fate as she did. After a few hundred more heartbeats, the host slowly said, "Robert... you came here to play Rebel Bingo, and tonight you're leaving... A WINNER!" Celebratory music started and I was handed a massive boombox. The crowd cheered and photographers shot photos of my post-victory face as I held the massive stereo far over my head. Once offstage, I danced with my prize as other rebels congratulated me:

the sweetest bingo
victory I could
ever ask for.

BURBERRY'S AMERICAN WOMAN

Burberry's plaid is as iconic as the union jack, as British as the queen herself. Yet, for the past 5 years, the CEO position at Burberry has been filled by an American. An American woman, at that.



by AMANDA RODRIGUEZ

photo courtesy Burberry

Beginning in 2006, Angela Ahrendts took the reins at Burberry, and the company has been thriving. At a time when many brands are struggling to survive in tough economic times, Burberry saw a 37% increase in profits in 2011.

Burberry has broadened its appeal beyond the trenchcoat, scarf and umbrella crowd to include a much younger, fashion-forward customer who loves the traditional designs, especially in accessories, but also aspires to wear the hip, edgy Burberry Prorsum line.

Ahrendts has led the brand's growth for the past six years, and this Spring, she visited the Drexel campus and appeared as the Distinguished Speaker for the Department of Fashion, Product, Design & Merchandising.

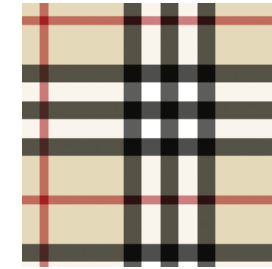
Drexel students had the opportunity to talk with Ahrendts twice this spring – once via a live webcast with a Design & Merchandising seminar and again when she visited campus in May. She highlighted Burberry's social media marketing efforts, citing its popular Art of the Trench website where customers can post images of themselves in Burberry trench coats while listening to contemporary acoustic artists. The company delivers content across a variety of channels, including the most popular Facebook page among luxury brands.

She discussed the company's rapid global popularity and expansion in both Asia and South America, and its commitment to established markets in Britain and the U.S.

The following are questions posed by the students who produce D&M Magazine.

What has been the biggest challenge to grow the younger, fashion-forward customer while continuing to please the classic Burberry fan?

Honestly, we think about this more in terms of opportunity than challenge. We've been able to build on the brand's incredible heritage and reputation for classic elegance and interpret this for a younger generation. So we haven't alienated the more mature customer, but we've also invited a new, younger customer into the brand, and we're thrilled by how engaged they are with Burberry. We talk about ourselves as a 'young, old' company because of the way in which we combine



156 years of history with a very modern attitude, and I think this younger customer really connects with that.

Product innovation has been key from the start. Christopher Bailey, our Chief Creative Officer, constantly reimagines our core icons – the trench coat and the Burberry check – season after season, so

they feel fresh and relevant while remaining completely authentic. Equally important has been how we've created compelling content around this, amplifying the brand's Britishness and putting these core icons front and centre. From featuring young exclusively British talent in our campaigns, to building a social media site (artofthetrench.com) around the trench coat, to showcasing unsigned British bands through Burberry Acoustic, we know that this content is the greatest connector we have, particularly with a young, digitally native audience. Today we have more than 12m fans on Facebook, which I think is a great indication of how people are responding to the brand.

As CEO, how much are you involved in the creative design choices for the brand? How closely do you work with Christopher Bailey to determine each season's design direction?

I believe that as CEO of a creatively-driven business it is critical to have a chief creative partner and so it's been my great privilege to work with Christopher these past six years. He is truly a brand visionary and has created an incredibly pure and consistent image for Burberry.

Ours is a great creative partnership: we often talk about him being the 'art' while I am the 'commerce.' So while he oversees all the product design, we work very closely together on the overall season and brand concepts.

Having graduated with a degree in Marketing and Merchandising, what is your advice for Design & Merchandising seniors about to enter the fashion industry?

Know thyself, know what you know and what you don't know, and what you love and long to do. Then you will do it intuitively and will want to focus on perfecting your talent 24/7. If you do what you love, it will never feel like work, and your passion and energy will put you on the path to success.



www.burberry.com

BREAKING STEREOTYPES

Campus Greek life often conjures images of Animal House, hazing and outrageous parties. Fraternities and sororities frequently get a bad reputation. There are many stereotypes about Greek life, but are these stereotypes true? What actually goes on behind the scenes at sororities and fraternities at Drexel University?

*by CHRISTY LUCCA
photography by NATALIE SHAAK*

What would lead any independent person who values their individuality to join Greek life?

When Kelly Simmonds, the current president of all Panhellenic sororities was a freshman, she was unsure about joining a sorority because she is so independent, but decided to give it a try. She is now proud to be involved with Greek life on campus, and says, "The greatest benefits of being involved in Greek life are the opportunities that arise. We have the chance to take part in community service, run for executive and committee positions, meet new people within a large community, network with university faculty and staff as well as alumni and employers. Greek life has helped me mold who I am and shaped my life the way I want it to be."

They only join to get drunk and have parties.

It is true that chapters hold many social events each term, but they do not all involve getting intoxicated. Fraternities and sororities hold brotherhood and sisterhood events for bonding experiences within the chapter for people to get to know each other better and to simply have fun. Some social events include dinners at chapter houses, paintball, creating ceramics, movie nights, tea parties, barbecues and events for families and alumni. It is common for fraternities and sororities to hold themed parties together, which some chapters choose to do at least once a week. Members can also choose to participate on intramural sports teams in flag football, basketball, softball, soccer and volleyball. In 2010, almost 85,000 Greek-sponsored non-alcohol social events were reported at Drexel.

Members of fraternities and sororities are too busy to do well in school.

It is important to all of the Greek organizations to maintain good grades and stay on track academically. It is mandatory that all members in every chapter maintain a minimum GPA of 2.5, and some chapters set the bar even higher for members. Even with all the activities that these students are involved in, they are still able to keep up with the cumulative 3.26 GPA of all students at Drexel. The all-fraternity GPA average was a 3.16, and the all-sorority GPA average was 3.32.

Maggie Olson, the president of Phi Mu, is a leader in her chapter and has gained academic success at Drexel. Maggie says, "Being in a sorority has exponentially improved my time management skills. This directly translates to my academic success because by knowing that I have upcoming sorority functions, I am more apt to complete my homework and studying sooner, rather than procrastinating. Older members in my chapter who have already taken the classes can help me, much like I help the younger girls in my chapter who share the same major."

Nothing about joining a sorority or fraternity will be beneficial to me.

Being involved in Greek life offers opportunities to grow as a leader and network for

and a community service chair. Students can also be involved in the Panhellenic Council (PHC) or Interfraternity Council (IFC), which are the organizations that oversee all of the fraternities and sororities. The students who hold positions on the PHC and IFC executive boards plan events, hold fundraisers, organize recruitment and work closely with the Drexel faculty to make sure that everything is running smoothly. Taking a leadership role in a fraternity or sorority is a great way to meet others outside of one's own chapter and gain experience that will help with careers.

Being a part of a fraternity or sorority also allows the opportunity for networking, meeting other students in a similar major and receiving help with classes. Jerry Rava, a member of Tau Kappa Epsilon, believes that being a part of Greek life will be a significant benefit to him in the future.

"Some of the best parts are the networking opportunities that are presented. Alumni are very involved and help organize many projects with the members who still attend college." Jerry said that being in a fraternity has given him networking opportunities for jobs and internships and is a valuable resource on a resume.

Fraternities and sororities are stuck up and selfish.

Members of fraternities and sororities take time every term helping and giving back to others. Being involved in Greek life presents many opportunities to become involved in community service. As a chapter, the Tau Kappa Epsilon brothers partici-

partate in over a thousand hours of community service per term and hold clothing drives, blood drives and toy drives at the house on a regular basis. Greek students also participate in many other events such as the Race for the Cure, Nick Pipino Run, Relay for Life and

volunteering at soup kitchens and homeless shelters. In 2010, the Drexel Greeks donated over \$211,000 to charities and completed over 22,000 hours of community service.



the future. Within each fraternity and sorority are leadership positions and an executive board that runs everything from community service to social events. Most chapters have a president, vice president, treasurer, secretaries, recruitment chair, social chair

Every year, Alpha Pi Lambda, also known as Apple Pi, participates in Philly Cares Day. At Philly Cares Day, this fraternity cleans up parks, builds playgrounds and has even painted school lockers. Ryan Connors, a member of Alpha Pi Lambda, says, "I have been able to take part in a multitude of community related projects. The reality is that without the West Philadelphia community, Drexel University and Drexel Greek life would not be where it is today." This is why Connors takes so much pride in community service and philanthropic activities.

Members of Greek life pay for their friends.

It is true that every member of Greek life is required to pay dues to their chapter each term. However, this money is used to fund many of the fraternity or sorority events and activities. These dues make it possible to have food at events such as dinners, rent out venues for formals, go on retreats and leadership conferences, make improvements to the chapter house, fund events to raise money for philanthropies and recruit new members.

The stereotypes of fraternities and sororities are now outdated. Members are able to develop lifelong friendships while developing leadership skills, volunteering in the community, and forming networks that will bring them success.

YOUR FASHION CO-OP SHOPPING GUIDE

Most students choose to come to Drexel to find their dream co-op job. Internships in the fashion industry are diverse, and finding the right “fit” (pun intended) can be confusing. To help discover the best company for you, we offer some insight into a variety of corporate cultures that Design & Merchandising and Fashion Design seniors encountered during their six-month industry explorations.

by CANDICE WATTS photo by KATE WILT

THE DEVIL WEARS WHOLESAL

A wholesale conglomerate for a corporate fashion company is structured around its clientele, and teams are usually separated by big name retailers and small boutiques or regions of selling. This environment is competitive, fast-paced and focused on sales and knowing the client. Attending trade shows, sales meetings with clients and helping in the showroom are all responsibilities of this internship. Many wholesale groups are located in New York City, so this internship may require commuting or moving.

WHY CHOOSE THIS ENVIRONMENT?

- ▷ Work well under stress
- ▷ Have an outgoing personality
- ▷ Have sales experience
- ▷ Have experience with Excel and Numbers
- ▷ Like a fast-paced environment

COMPANIES WITHIN THIS CATEGORY:

BCBG Max Azria NYC

Nicole Miller Wholesale, Philadelphia

WHAT IT'S LIKE:

Kristia Morabito did her co-op with BCBG for six months. She sat in meetings with Max Azria, and worked with the President of Sales for the company. She says, “A position in wholesale requires close attention to detail and a ton of motivation. I’ll be the first to say this internship is not your average walk in the park—it takes going that extra mile to stand out in a sea of other interns. There will be days when running errands will be your primary task, but don’t fret. If you work hard enough, your dedication will pay off. It was inspiring to sit just inches away from Max Azria and watch the models from their first audition to their fitting appointments and finally walking down the runway at Mercedes Benz Fashion Week in NYC.

Let’s face it, most new graduates will not be named creative director of a brand. Most will start out in an assistant position and then work their way up if they’re lucky. Although this internship did not focus on creativity, it taught me the logistics of how a brand survives, which is absolutely essential. The tools learned in this environment can transfer to multiple positions down the road, and it gave me amazing insider information and experiences.”

TO SUM IT ALL UP:

You can take so much out of the internship if you are persistent and stay positive.

NOT SO CORPORATE, CORPORATE

These companies are the young, contemporary businesses that experiment with new office ideals. Though young, they are larger corporate companies, and often more internationally based, and they are constantly testing the boundaries of typical Human Resources departments — dogs at work and innovative interior office space. The environment of this company can be laid back with the team structure varying from department to department.

WHY CHOOSE THIS ENVIRONMENT?

- ▷ Self-motivated personality
- ▷ Creative and flexible work-ethic
- ▷ Willing to take an unpaid or low paying co-op
- ▷ Attracted to innovation and experimentation
- ▷ Like working in a large community

COMPANIES WITHIN THIS CATEGORY:

URBN Inc. , Zappos.com, American Eagle,

Abercrombie & Fitch

WHAT IT'S LIKE:

After interning in buying for Women’s Loungewear at Urban Outfitters, Rachel Koll, a senior in Design & Merchandising has this to say:

“The best thing about working for this type of company

is that everyday was a different experience. What needed to be done depended on what time it was in the season, what meetings were coming up, and the stage of development. The only thing that was set in stone were our fit model appointments and our open-to-buy meeting. The best thing about the job was seeing all of the garments through from the very beginning when they were only a concept, to when they ended up on the racks in the store. It’s a type of creative fulfillment that cannot be matched. I stayed with my four-person team throughout my entire internship. There were some tasks I was given specific instructions to do, but there were also times when I was encouraged to do things in my own way as long as I got the task done. For me that is the best kind of team, one that appreciates everyone’s opinions and working styles no matter what their position or rank.”

TO SUM IT ALL UP:

Do as much as you can while you can, and if there is a job you really want, find a way to get it. College is the best time to squeeze in as much work experience as possible, even outside of co-op. I got this internship independently by submitting my resume and cover letter to a posting online. If you are really passionate about the job and the company, it won’t go unnoticed.

THE SMALL APPLE

This is a small fashion house that sells clothing, intimates, or accessories at wholesale. These companies can sell high-end or lower price points, and are normally newer in the fashion world. The working environment is fast-paced like any other fashion company, but more laid back than wholesale. The structure of the office is still divided into different teams, but each team is only one to two people. Because of how small this company may be, the internship will most likely report to the President or Creative Director. Responsibilities will vary from day to day as the internship may require you to work in all departments.

WHY CHOOSE THIS ENVIRONMENT?

- ▷ Work well in a close-knit environment
- ▷ Can learn tasks quickly
- ▷ Flexible in daily environment
- ▷ Learn about how to start your own small business

COMPANIES WITHIN THIS CATEGORY:

Hanky Panky, Charlotte Ronson, Derek Lam

WHAT IT'S LIKE:

Sophie Hastings, a senior Fashion Design major, did her co-op at Hanky Panky for six months. Hanky Panky is a small, independently designed lingerie company that sells to large department stores such as Neiman Marcus and to small high-end boutiques. The offices are in Manhattan, and the manufacturer is located in Queens. Hastings found the internship independently and interned for the Creative Director and the President of the company. Although she interned with the Creative Director, she was able to experience all departments. She developed patterns using PhotoShop and worked with each designer to complete daily tasks. She was able to sit in on design and sales meetings, while also able to experiment in the

fabric rooms. She said this environment allowed room for self expression. There was no dress code, and the owners brought their dogs to work. No one cared what you looked like, just that you were as passionate about the company as they were. She used her assertiveness to ask questions and explore a variety of tasks. She says that by the time she left she “knew almost every aspect of the company.”

TO SUM IT ALL UP:

You have to be on the ball and asking questions to get the most out of simple tasks like counting samples or cutting swatches. When you show you can work, you will gain respect, be able to work on larger projects and learn more.

THE UNDERSTATED CORPORATE

This is a small corporate fashion retailer, often a specialty brand that is well known in its category. These companies have structured work environments, and interns are assigned to small teams of four to six people. Each member of the team may have a different specialty and background to balance the team’s contribution. Daily tasks and routines will be well defined, and the environment, although fast-paced, will be upbeat and easy.

WHY CHOOSE THIS ENVIRONMENT?

- ▷ Location, pay or convenience
- ▷ Corporate setting with small team interaction
- ▷ Specific work in one area of the business
- ▷ Longer time frame to intern
- ▷ Recognizable name

COMPANIES WITHIN THIS CATEGORY:

Destination Maternity, A Wish Come True, Burlington Coat Factory, The Charming Shoppes

WHAT IT'S LIKE:

Destination Maternity offers a lot of internships and co-ops to the Drexel University Design & Merchandising students. As a sophomore, I interned for the company on the International Merchandising team for about a year. I learned about global customers and about new ways of merchandising and organizing deliveries to international locations. After about three months I was given projects and presentations to coordinate on my own, which gave me the opportunity to communicate with international partners. The team I worked with was small, which gave me the opportunity to build relationships with my supervisors. On a daily basis I had tasks that were routine, which helped me to develop my skills, while at other times I was challenged to think outside of my comfort zone. Working on a small team gave me the opportunity to reflect on my work more often and ask more questions. The size of the company created a homey environment, and everyone in the company gets to know each other. I am grateful for working at Destination Maternity because it gave me the skill sets that I need to be successful in my school life and career.

TO SUM IT ALL UP:

I learned a lot about the fashion industry, developed skills that I wouldn’t have learned in the classroom, while also making close friends along the way.

FRIDAY THAT DATING DIED?

What happened to dating? I don't understand why it's such a taboo concept. Even the word "relationship" sends people running. I'll be honest, it used to scare me too, but I'm tired, dammit. I can't keep up with these hook-ups that I thought were not just hook-ups. It's doing a number on my emotions, and I can't handle it. Of all of my friends, I can name one that has been in a steady relationship in the past few years.

by KRISTEN LEVINE



My example. I met a guy a few months or so ago, and we really hit it off. We were together for 12 hours straight, and nothing was awkward. He was from New York, and I'm from Philly, so eventually it had to end. But where did we go from there? We texted flirtatiously for a week or so and then met up again the next weekend. This time we cut through the formalities in his rented studio in Brooklyn and took bolder steps. But then this conversation occurred...

Boy: I have a fever, I think I'm gonna go back to upstate New York.

Me: ...um, what?

Boy: Is that ok?

Ok, this has thrown me for a loop. I know we just met last week, but you'd think after all the trouble I went through to meet up with him in New York City, he'd at least want to stick around a little bit longer.

Me: Yeah that's fine, if you're sick you should go.

Boy: Are you sure? You don't look like you're ok with it...

I guess my cool exterior is not as calm and collected as I want it to be. Eventually I convince him to go, that I'm fine, like this is perfect protocol for a guy and girl that have just met. But do I really want it to be like this? Do I want this one to go somewhere? How are you supposed to start a relationship in today's hook-up culture? And then there's the only way we seem to communicate when starting a relationship...texting.

Texting has ruined me. It has turned me into a pile of anxiety and uncertainty. I cannot go an entire day without wondering why he hasn't texted me back. If we were face-to-face, I would be all confidence and flirtation. And I think I've figured it out. Texting is UNNATURAL. We are apparently programmed to act based on what we think the other person's reaction will be. It's called symbolic interactionism (thanks Comm class!) But when we text, we can't figure out what the other person's reaction will be.

If someone asked you how you are face-to-face, you would not wait four hours to respond. Not only is it rude, it's just plain strange. Would you walk away from someone mid conversation? I would not be happy if I asked someone how they were doing and they just looked at me, turned, and walked away. A lack of response via text feels like a slap in the face. I try to give him every benefit of the doubt for not texting back right away. He could be driving, or have no service, or maybe he's just plain busy. It's the fact that I NEVER get a text back. Not even a,

"Sorry for the late response." It takes TWO SECONDS to respond to a text. Which is really a catch 22 for my emotions. I'm not too thrilled when he doesn't text me back, because, as I said, it takes two seconds. But, why am I so happy to get a response? It takes two seconds, it's nothing special. (And this is just a preview into the crazy, over-analytical mind of a college-age woman.)

Texting is just a whole new language that I have not mastered. I would not normally take a few minutes to formulate a response to "How are you?" but now I scrutinize every smiley face emoticon, every form of punctuation. You have to be careful with those exclamation points, they could mean anything.

“HE HAD AN “!” AND A “:)” ...THAT MUST MEAN SOMETHING.”

And then there are these standard questions: How often do you text one person in a day without seeming desperate and clingy? Who texts first? If I was the last to text yesterday, is it weird if I'm the first to text today? It's anxiety inducing but also elating. One text from someone can make me so happy, but lack of response can put me in a bad mood for the rest of the day. How do you even interpret texts? There is no tone whatsoever. But when it's your only form of communication, you want to put your best foot forward.

How did we get here? One week of flirtatious texting, a wild weekend in a studio in Brooklyn and what am I left with? One text message saying he had fun and can't wait for next time? And I'll overanalyze it until every word in that text has lost its meaning. He had an “!” AND a :) ...that must mean SOMETHING. But at the same time, if it takes two seconds, he might not mean anything at all. Maybe I'm just keeping my options open. And this is what dating is for my generation. Hanging out with someone, hooking up and texting until the next time you can meet in another setting filled with loud music, alcohol and friends that know everything about the situation.

Dating is pretty much non-existent today.

According to match.com, 35% of singles have had a one night stand turn into a long term relationship. This is our new version of dating: hook up with someone and hope for the best. What happened to dinner dates? Movies? Planning a date in advance, getting excited about it, dressing up and getting to know someone? What really astounds me is the success rate of online dating sites considering how much social media has ruined dating for my generation. The match.com success statistics are insane. One in 1,369 dates leads to marriage. But I also have a theory about this. People do not use social media for the sole purpose of finding a "soul mate," but boy do some people try. Everyone that is using match.com or any of its competitors is looking for the same thing - a relationship.

And now we can use online dating sites no matter where we are. New apps for smartphones allow the user not only to see the user profile, but also to see where they are geographically. At first this seemed really creepy to me, but it kind of makes sense. It can take weeks to meet up with someone through online dating sites. These new apps make it possible to meet up almost instantly, because my generation is only interested in instant gratification. OkCupid is one such online dating site that has made the leap into phone apps. They are already the fastest growing online dating service, and they use a calculated "match percentage" to find you the perfect guy or girl. According to the *New York Times*, OkCupid's version of this app, OkCupid Locals, has had over 100,000 dates posted since its inception last year. I don't think that this will be very successful in promoting dating in our culture. It could be just another way to meet someone fast and hook up even faster. However, it is more likely that our generation would use this app than a dating site like match.com.

Maybe online dating is our generation's only hope to meet someone without feeling an immediate pressure to do something physical. Maybe dating has died forever. For the sake of my sanity, I hope my generation shapes up, because I am losing my mind.





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PARTY ALL NIGHT



DNA NIGHTLIFE EVENT COORDINATOR

NAME//LONG PHAMDO
AGE//32
HOMETOWN//PHILADELPHIA
OCCUPATION//PARTY PROMOTER

Long Phamdo has been creating and hosting nightlife events in Philadelphia for the past six years. His company, DNA Nightlife plans exclusive parties in Center City every weekend. With stylish and exciting themes hosted at many of the city's hot spots like G Lounge and Whisper, Phamdo never throws just an ordinary event. Leading up to the date, he spends his time booking venues, hiring aspiring DJs from all over the country and advertising his parties through social media outlets like Facebook. To take advantage of Philly Night Life, Long Phamdo's followers can check out his website that gives information for upcoming events. www.dna-nightlife.com

by EUNHAN JEON

APP SOLUTELY DOWNLOAD WORTHY

Smartphones have become as common as reality television on MTV. From their chunky, buggy beginnings to the now razor thin, lightening fast models such as iPhones, Droids, and Blackberrys, they have transformed dramatically. One early smartphone was the brick-sized Palm Trio, barely small enough to fit in one's front pocket. It incorporated a full qwerty keyboard, an MP3 player that could only hold a handful of songs and a "deluxe" built-in stylus holder. These groundbreaking features at the time were not only revolutionary but also added up to make one expensive gadget.

Today's smartphones boast cameras with more mega pixels than your everyday point-and-shoot, full internet connectivity and WiFi hot spot hubs crammed into incredibly small user-friendly devices. Every day hundreds of new and exciting apps are developed around the world to entertain, enlighten, and inform users at the touch of a button, or in this case, a screen. With a database of over 300,000 mobile apps currently on the market today, the staff at *D&M Magazine* have comprised a list of their top five free apps.

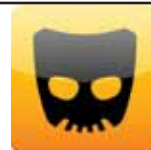
by PATRICK BARTSCHERER



With the endless array of discount retailers and the addition of hundreds of online retailers, the competition among them to offer the lowest price on desired products is at an all-time high. Consumers are faced everyday with the problem of purchasing items at higher costs because they cannot easily search to find a lower price at a different retailer. This problem is solved with **ShopSavvy**, a highly intelligent barcode/QR code scanner. With a quick scan of a product's barcode, the app displays the cost of the same product at not only nearby stores but online locations as well. This eliminates the unsettling feeling while purchasing something that it may be cheaper at the next store (or website) down the road.



While surfing Facebook and Perez Hilton can be a great way to waste time, after several hours one needs a little spice in Internet browsing. StumbleUpon, now available for your iPad, is a website discovery tool that allows users to specify categories of interests to find new and interesting webpages. From blogs to viral videos, **StumbleUpon** utilizes a sleek and easy-to-navigate interface that allows users to "stumble upon" just about anything. With millions of web pages out there, this app will make any low key Sunday afternoon fly by with just a press of a button.



Picking up a man at a bar could never be easier (as long as you are one). **Grindr**, the location based "hookup" application for iPhones and Androids, helps men seeking men find local guys looking to meet up. With a quick set up process requiring users to add photos and stats, this app is great for shy guys searching for love in a digital society that has become anything but shy.



Ever been listening to the radio or at a party and hear a song you love, but don't know the name of the artist? **Shazam** is the application that brings the song's information right to your fingertips. With a short listen, Shazam identifies the song currently playing and gives the user full information of the track including its title, artist, album and album art. It even offers the user the option of listening to the song on YouTube or on iTunes. This application will help to expand your music collection and keep you updated on the hottest hits.



The days when students and professors needed heavy bags to carry all of their files to and from their homes are finally over. With the number of documents, movies and audio files that people use on an everyday basis, the need for a remote filing cabinet is far beyond just a convenience. **Dropbox** allows users to store all of their files in almost any format in a "cloud" to be accessed anywhere the device has a cell or WiFi signal. With a quick and easy set-up on one's home computer, files can be stored on the cloud in record time. Dropbox is a necessity for anyone working on-the-go and who prefers a phone about the size of a deck of cards over a cross-body satchel.



Mike Arrison

LET'S EAT

WHAT DO YOU EAT...*LETTUCE*? ?



by SAMARA CIFELLI
photography MIKE ARRISON

"Never have I ever, had meat or fish!" In the playful game of 'never have I ever,' I can successfully knock out every player in the game. I am proud to say at 21 years old that I have never had meat or fish EVER in my life. Next question from the peanut gallery of elementary school, *"Never? There's no way, you never had it! I don't believe you!"* My mother has been a strict vegetarian since she left for college 40 years ago, and my father has been a vegetarian for over 33 years. My brother and I both grew up in a 100% meat- and fish-free lifestyle. When I was younger, people were less knowledgeable and understanding of vegetarianism, and finding vegetarian restaurants or restaurants with a vegetarian option was a challenge. Comments from the peanut gallery of middle school about my everyday home packed lunch were "Veggie girl, tofu girl, or vegetable hugger." All nice comments to make you thick-skinned. The biggest struggle for many trying to understand vegetarian diets is the nutritional value. Comments from the peanut gallery: *"There's no way you are healthy, you need to eat meat to live."* Maintaining a nutritious diet is a challenge for everyone. However for vegetarians, because meat and fish products are eliminated, it is important to consume enough protein. Eating tofu, seitan, (also known as wheat gluten), and soy products are all ways to eat ample amounts of healthy protein. The largest challenge I've faced being a vegetarian is getting people to be open-minded and understanding. There are still adults who can't even imagine how I feed myself without eating animal products. Comments from the adult peanut gallery: *"What do you eat then? Like salad and pasta?"* There's a lot more to a vegetarian diet than salad and pasta, so I'm here to show you meal by meal the abundant, nutritious, and delicious variety of foods one can consume in just a day through the quality vegetarian and vegan restaurants of Philadelphia.

BREAKFAST

Grindcore House
1515 S. 4th St

Start off your day the vegan way! Grindcore House is a unique coffeehouse that serves completely vegan coffee, teas, pastries, and sandwiches in South Philly. You can start off the day with an almond milk chai latte or a cold brewed iced coffee with chocolate chip banana bread or a bagel with jalapeño cream cheese. All ingredients are 100% vegan. Even the coffee cups are vegan and compostable! Add soy, almond or coconut milk to any of your drink choices, and you've started the day with more protein and significantly less fat than cow's milk!

LUNCH

Blackbird Pizzeria 507 S. 6th Street
Blackbird Pizzeria is 100% vegan and offers several specialty pizzas. These pizzas have a range of toppings from seitan pepperoni, seitan sausage, daiya cheese (dairy-free vegan cheese), avocado, fennel, jalapeño peppers or Yukon gold potatoes. Their 'South Philly' pizza topped with seitan sausage, broccoli rabe, fennel, eggplant, tomato sauce and daiya cheese will leave you stuffed! The crust of the pizza is the perfect thickness with a delicate crisp. With such quality ingredients and unique tastes, you forget the cheese isn't even real! Blackbird also offers sandwiches, salads and sides. Don't forget to grab one of their unique flavored sodas from the fridge or fountain.

DINNER

Su Xing House 1508 Sansom Street
Su Xing House is by far the best vegetarian restaurant in Philadelphia offering Chinese vegetarian meals for an affordable price. Start your dinner off with Hot & Sour soup and Scallion Pancake for appetizers. Su Xing House knows how to do their sauces best with exquisite flavors that carry the entire meal. Unforgettable entrees include Eggplant and Tofu in Garlic Sauce, Sesame Seitan, Glutinous Rice Rolls, Triple Shredded in Garlic Sauce, Tofu in Black Bean Sauce or any noodle dish. Although the names maybe sound unappetizing to the non-vegetarians, you will be sold once you've tried them. The proof is with the countless requests from my carnivore friends who regularly ask me if we could go back to Su Xing House. "We love that place!" Not only is it delicious, but it's healthy too! Su Xing House has also been recognized as one of the Top 100 Chinese Restaurants in the USA with special recognition in the Top Healthy Menus category.

Vegetarianism has grown significantly as a lifestyle in the past 40 years. I am grateful to have all these delicious options compared to my mother who got through college on Heinz vegetarian beans, grilled cheese and some cheese and crackers on the side. YUCK! As the most experienced vegetarian I know, she now sees the lifestyle of vegetarianism moving more into veganism in the past few years. Comments from the college peanut gallery: *"You don't even want to try it? So you'll never eat meat or fish?"* The answer: No. With so many options and a strong belief in the healthy diet, I can speak for my brother as well, that we will uphold the vegetarian lifestyle for the rest of our lives. So until the day I die, *"Never will I ever, eat meat or fish."*

BRING A CARNIVORE TO LUNCH

Restaurants that offer both vegetarian and meat dishes:

- Home Slice:
1030 N. American Street
- Cherry Street Chinese Restaurant: 1010 Cherry St
- Lemon Grass:
3630 Lancaster Ave

GOVINDA'S TO GO

BEST CHEESESTEAK IN PHILLY!

There's nothing like a Philly cheesesteak. But we aren't talking about Pat's, Geno's, Tony Lukes or Jim's... We are talking about a healthy vegetarian cheesesteak from Govinda's. Govinda's Vegetarian is located on the corner of South and Broad and has been making a name for itself in the vegetarian community since 1985. Their Famous Chicken Cheesesteak is ordered most and is made of soy chicken (made from seitan) and rainbow peppers grilled in olive oil and topped with cheese. These cheesesteaks are phenomenal! The soy chicken is seasoned to perfection with the ideal amount of crisp.

THE DISH YOU CAN'T MISS

- Mama's Vegetarian 18 S. 20th Street: Falafel Sandwich
- Mi Lah Vegetarian 218 S. 16th Street: Steamed Edamame Dumplings
- Loving Hut 742 South Street: Golden Roll Sushi
- Basic Four Vegetarian Snack Bar *Reading Terminal*: Breakfast Scramble Wrap

CAN'T WHEAT to EAT

A GUIDE TO GLUTEN-FREE DINING



by JILLIAN FRAGETTI photography MIKE ARRISON

The savory aroma of fresh Italian food invited me into the East Center City restaurant. Everything looked and felt like traditional Italy, and I couldn't wait to get a great tasting meal. To my surprise, half of the conventional dishes on the menu had a small "GF" next to them, and the entire back page was labeled "Gluten Free."

I couldn't imagine how any of the gluten-free food would be prepared, or if it could taste good, but I decided I'd take the chance. I ordered the fusilli with prosciutto, English peas and fresh mushrooms tossed in a tomato cream sauce. The kitchen prepared a wheat-free Schar Brand pasta, and in a short time an amazing looking plate arrived.

The pasta was a little tough, but the overall quality of the meal was just as good as the Italian food I grew up with. The waiter informed me that the pasta was made of corn, tapioca and rice. Now, even traditional restaurants such as Giorgio on Pine in East Center City are transforming their entire menus to include gluten-free selections.

Those with a wheat allergy or celiac disease are forced to focus their diets around avoiding gluten, the protein found in wheat, rye, barley or oats. According to the National Institutes of Health, more than two million (or one in 133) people have celiac disease. The intake of this protein is extremely dangerous for those with the allergy. A celiac gluten-free student, Natasha Sepe says, "A few months after finding out about my allergy I found products in my local co-op, a market that carries healthier food choices and vegan options, but none of them tasted very good. Bread that would crumble in your hands, cookies that would stick to the roof of your mouth - none of it was good," she explains. If the food produced was that terrible tasting for so long, what sparked the interest of the food market to step it up a notch?

Knowing more and more people are eating gluten-free, I did some Philadelphia exploring. A place like Giorgio on Pine isn't that unusual after all. It turns out most restaurants are doing something similar. Large chains like P.F. Chang's have a separate menu for their gluten-free customers an identical selection to the original.

If you are looking for something sweet, flour is usually a major ingredient in any type of baked good. Quality gluten-free

desserts have been hard to come by because most were very dry and lacked that "melt in your mouth" moist texture. Now, things have changed. Sweet Freedom on 14th and South Street offers a large selection of cupcakes that will blow you away. The chocolate cupcake with chocolate frosting kept me eager for more and not even questioning the replacement of wheat with ingredients like sorghum flour (an African grain flour substitute) and tapioca starch. The bakery also is completely vegan and allergy-free for all of its products, reaching an even larger target. Reading Terminal and the Italian Market both include a variety of gluten-free alternative shops. To find any gluten-free shop, all it takes is some searching, and most places are eager to share the information with you. Toté is a bakery in the Italian Market where you can find a range of wheat-free desserts and breads, from a moist red-velvet cake to freshly made bread that tastes just like the original.

Not only are restaurants and bakeries producing fresh, better tasting food, but grocery stores are expanding the goods they offer. Even Drexel's own North Side Market carries more gluten-free products today.

Why are all of these businesses looking to accommodate what used to be an overlooked need? Diets. People with no allergy to wheat have decided to put themselves on gluten-free diets as a means to both stay fit and be healthier. As diet fads go in and out, the food industry does its best to follow what the consumers need and want. A-list celebrities, like Oprah Winfrey have even made these lifestyle changes. Lady Gaga transformed her entire diet to be gluten-free to stay in shape and has all of her dancers on tour doing the same.

The alternative ingredient choices to replace the wheat are actually healthy for you. The lack of starchy, refined carbohydrates is what leads to the weight loss and improved lifestyle. Some have said that the advantages of a gluten-free diet are more hype than health. Some gluten-free foods, like packaged junk foods, can be just as fattening as the original version, so this "diet" doesn't automatically mean the pounds will drop. And although it is still pricey, you will see wheat-free foods more frequently on shelves and in restaurants, both with a drastically improved taste and quality.

SUPER YUMMY GLUTEN-FREE CHOCOLATE CUPCAKES

INGREDIENTS

3/4 cup white rice flour
1/4 cup and 2 tablespoons
millet flour
1/4 cup unsweetened cocoa
powder
1/2 teaspoon salt
1/2 teaspoon baking soda
1-1/2 teaspoons baking
powder
1/2 teaspoon xanthan gum
2 eggs
1/2 cup and 2 tablespoons
white sugar
1/3 cup sour cream
1/2 cup milk
1 teaspoon vanilla extract

DIRECTIONS

Preheat oven to 350 degrees F (175 degrees C). Grease two 12-cup muffin pans or line with paper baking cups.

In a medium bowl, stir together the rice flour, millet flour, cocoa, salt, baking soda, baking powder and xanthan gum. In a separate large bowl, beat the eggs, sugar, sour cream, milk and vanilla. Stir in the dry ingredients until smooth. Spoon the batter into the prepared cups, dividing evenly.

Bake in the preheated oven until the tops spring back when lightly pressed, 20 to 25 minutes. Cool in the pan set over a wire rack. When cool, arrange the cupcakes on a serving platter.

ENJOY!

THE ULTIMATE



STEAK-OFF

by KATIE MICHELLA photo KATE WILT

PAT'S VS. GENO'S

For 45 years Philadelphia residents and visitors alike have debated and argued one question... Pat's or Geno's? At the intersection of 9th & Passyunk, these two nationally recognized restaurants make what many consider the best cheesesteaks in Philadelphia and possibly the entire United States. The Philly cheesesteak has become an icon of the city. There are dozens of restaurants in Philadelphia that claim to be the best, but Pat's King of Steaks and Geno's Steaks are constantly being compared. Why? Located less than 15 yards apart, they are the most visited cheesesteak sellers in the world and have a following of American and international travelers.

There are many people who claim to be the creator of the cheesesteak, however the most accepted story was that of hot dog stand owner Pat Olivieri in 1930. One day while serving dogs at his South Philly stand, Pat decided to have something different for his own lunch. He sliced up some fresh steak, added grilled onions and placed it all on a warm Italian roll. A passerby saw this meaty concoction and insisted on purchasing one. The customer was amazed by the delicious sandwich and encouraged Olivieri to sell them daily. After a few short years, the gooey melted cheese was added, and the Philadelphia cheesesteak (and Pat's) was born.

Thirty-six years later Joe Vento, late owner of Geno's Steaks, moved in across the street and the turf war began. Vento decided that moving across the street from an established steak location would be daring but the best way to gain interest. Starting out with a couple of dollars and only two boxes of steaks, Geno's Steaks took off and immediately became competition for Pat's King of Steaks.

So whose is better? I decided to try to find out. Both priced at \$9.00, the sandwiches are stuffed with four delicious ingredients: juicy rib-eye steak, gooey melted cheese and delicately grilled onions all resting on a warm moist Italian roll. Offering the option of Provolone, American or Wiz cheese and additional toppings such as peppers and mushrooms, both locations have a variety

of possible sandwich outcomes. Aside from the obvious ingredients, each location prepares the mouthwatering concoctions with slight differences. Geno's prepares their steaks in long slices, chops the onions and spreads the cheese inside the bun. Pat's chops up their steak into small pieces, dices their onions and coats the top of the sandwich with a thick layer of cheese. Two steaks including the exact same ingredients, yet still customers find they prefer one over the other.

“PAT'S STEAK IS WAY BETTER AND CHOPPED UP A LOT FINER. I WILL DEFINITELY BE ABLE TO TELL THE DIFFERENCE, BLINDFOLDED OR NOT.”

I drove to 9th & Passyunk looking for answers. At almost any time of day, these two 24-hour restaurants are busy, busy, busy. On a nice day lines can become so long they block the streets and can cause traffic. There is never one line longer than the other. One after another, Philadelphian after Philadelphian, tourist after tourist, the lines of hungry customers wrap around the buildings and down the street. Under the darkness of night, the streets are illuminated with glowing neon signs, and the air is filled with the scent of what might be described as heaven. Interviewing the waiting hungry customers brought me no conclusion. I found that most Philly residents were die-hard fans of their particular restaurant while outsiders claim to have “picked the smaller line to wait in.” Very few patrons who had tasted both Pat's and Geno's had no preference, most claimed to have a favorite. Whether it be the steak preparation or bun consistency, most interviewees were able to pick one over the other.

Leaving South Philly, four cheesesteaks in hand (two from each), I was determined to find an answer. A blind taste test would be the only way to achieve this goal. I called it, The Ultimate Steak-Off. With five willing participants, I got my answer.

All five volunteers were 21-year-old men, each interviewed individually before the test. Three of the five claim to strongly prefer Pat's Steaks to Geno's. One told me, “Pat's steak is way better and chopped up a lot finer. I will definitely be able to tell the difference, blindfolded or not.” The final two had only tasted one sandwich, leaving them without preference. While blindfolded, each participant was given a Pat's cheesesteak in their right hand and Geno's in the left. After a few minutes of tasting, and silent deliberation, they were asked to raise the hand of their preference. The results were interesting. Three right hands shot up while only two left, giving Pat's steaks the higher vote. The previously quoted die-hard Pat's fan contradicted his own vote, raising his left hand.

Although the outcome of this playful experiment is not conclusive, it is safe to say that Pat's Steaks holds the lead in The Ultimate Steak-Off. The cheesesteak is and always will be one of the most well known American sandwiches, and people will forever know where to find it.

NOT A FAN OF OUR 9TH & PASSYUNK FRIENDS?

TRY ONE OF THESE OTHER GREAT CHEESESTEAK OPTIONS

- Tony Lukes Cheeseteaks
39 East Oregon Avenue
- Jim's Steaks
400 South Street
- John's Roast Pork
14 Snyder Avenue
- Campo's
214 Market Street
- Rick's Steaks
1625 Chestnut Street

Food is at the top of our list when we head out to explore Philadelphia. *d&m* magazine reviewers sampled amped-up American cuisine and one of the city's most popular Asian-inspired restaurants.

RESTAURANT REVIEWS

POD

3636 SANSOM ST

As I walked into Pod with five friends at 8pm on a Friday, the white organic shapes and the swanky décor immediately enchanted us.

Our hostess led us to our table past a crowded bar full of young business professionals flirting and socializing with each other. The restaurant was packed, which was normal for this popular Steven Starr joint on a Friday night. We walked past couples nestled in dimly lit booths and small groups of friends seated at crowded tables. The sushi bar caught our attention, a conveyor belt with small plates of sushi to choose from surrounding a chef who was cutting fresh fish and rolling them up into rice and seaweed.

We felt almost honored to be seated in one of the exclusive “pod” tables. There are only two pods in the restaurant that provide a more secluded and intimate eating experience. My group enjoyed sitting at this round table because we were able to make conversation with everyone, which wouldn't have been possible at one of the long rectangular tables or the sushi bar. We were also entertained by our view of the restaurant. This was fun for people-watching and admiring the artistic presentations of food being served to them. As we experimented with nine buttons at the side of our table that changed the color of the lighting in our booth, our waiter, Kevin, arrived.

He was helpful and informative while explaining some of the menu items to our friend who had never been to the restaurant before. Kevin suggested that we start with a round of drinks as well as appetizers or sushi rolls. He was honest and told us that it wouldn't be necessary for all of us to order main dishes since they were large portions that we could share.

For appetizers, we ordered the Tempura Rock Shrimp and Crab Fried Rice. The Tempura Rock Shrimp was made with grilled pineapple and candied walnuts, which was the perfect combination of salty and sweet. The walnuts added just enough crunch, and when it was gone, we were all wishing for more. The Crab Fried Rice was another hit at the table. It was nothing like the average fried rice served in most Asian restaurants. This appetizer was made with large chunks of jumbo lump crabmeat, fried egg and cilantro. It was perfect once we splashed it with a small amount of homemade soy sauce.

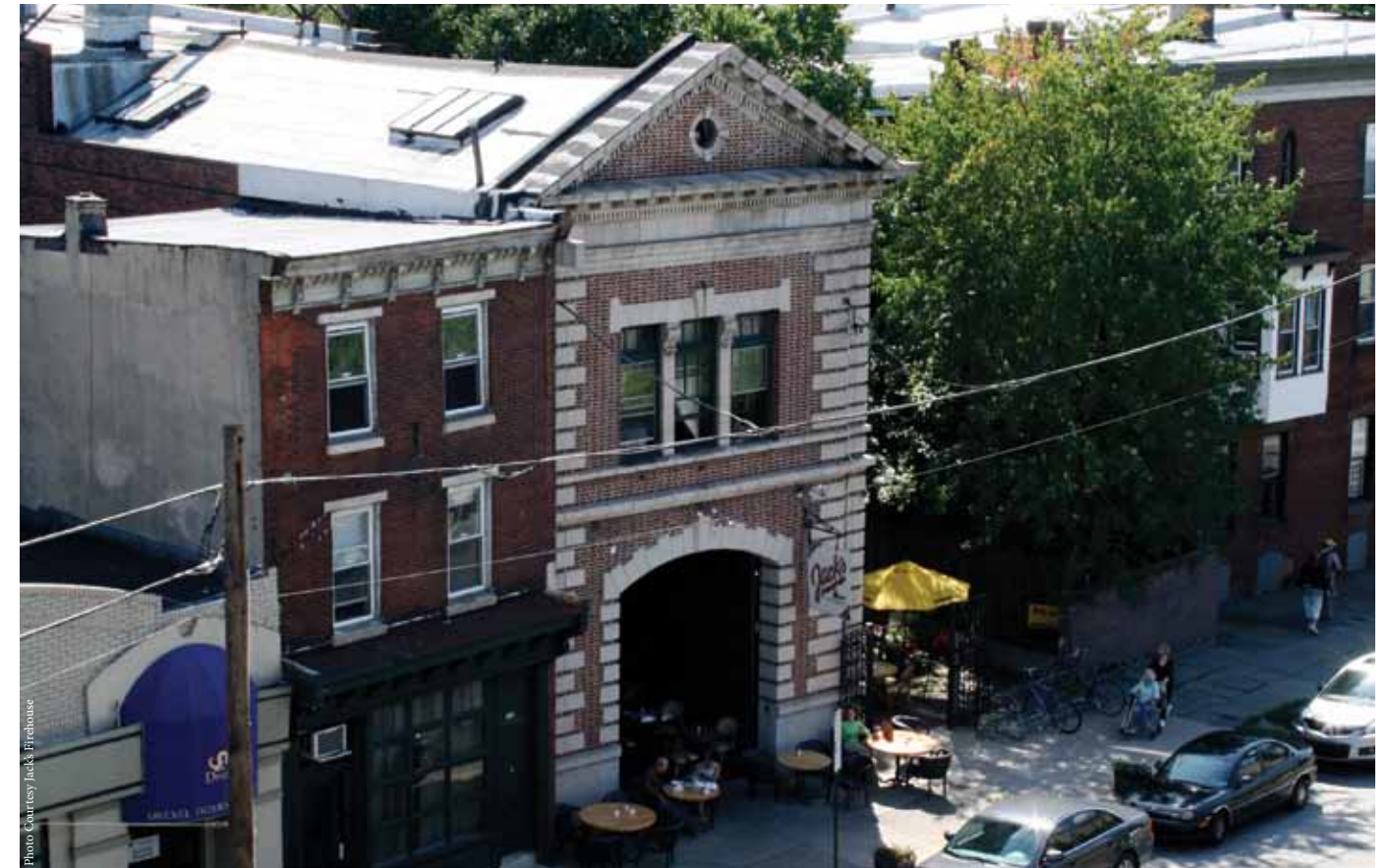
Per Kevin's recommendation, we ordered a few sushi rolls for us to split. The Penn Roll was a twist on the classic spicy tuna roll, with mashed tuna, spicy mayonnaise, and tempura flakes wrapped in rice. My group was excited to taste the Shiro-aoi sushi made of spicy white tuna and avocado, topped with yellowtail fish and jalapeños. None of us had ever tried sushi made with jalapeños. Contrary to our initial fear that the rolls would be too spicy, the jalapeños added just the right amount of flavor, and

they balanced with the ripe slices of avocado inside. One friend insisted on ordering the Rainbow Roll, which we thought was overpriced at \$16 for a measly six pieces. There was nothing special about the roll, which was simply a California Roll covered in slices of tuna, salmon, yellowtail and shrimp sashimi. It was clear that Pod achieved more success with their specialty rolls over those seen on every other sushi menu in Philadelphia.

By the time we received the main course meals, most of us were already full from stuffing ourselves with the sushi and appetizers. We ordered the Macadamia Nut Chicken Stir Fry, which was cooked with delectable bite-size pieces of chicken, sugar snap peas and broccoli and served over white rice. The stir-fry sauce was slightly sweet and absolutely delicious. My friends also ordered the Wasabi Crusted Filet Mignon cooked medium-rare and served with wasabi-mashed potatoes. The steak was nothing to brag about on its own, but we loved every bite of the mashed potatoes.

The overall experience at Pod was excellent. We agreed that this restaurant was above average from start to finish and well worth the price for most of the food. My group also didn't seem to mind the added 20% tip for our helpful and honest server, Kevin. The modernized Asian menu was both creative and refreshing all around, and I would definitely recommend this restaurant to others.

- CHRISTY LUCCA



JACK'S FIREHOUSE

2130 FAIRMOUNT AVE

Located just up the road from the Philadelphia Museum of Art and a thrilling step away from the Eastern State Penitentiary, stop by this one-of-a-kind contemporary American food joint, the Firehouse. When Jack McDavid, most famously known from his show on the TV Food Network, “Chillin & Grillin,” came to Philadelphia, he recognized what the city had been lacking: a unique eatery in a historic landmark. Jack's Firehouse formerly known as “Truck A,” was built in 1872 and was the first paid fire company of the Philadelphia Fire Department.

There is no official entrance to this 19th-century firehouse, especially during the summer months when they keep the large sliding doors open, creating an indoor/outdoor experience. Even in the brisk weather of a winter night, Jack's is able to provide a cozy feel. Upon walking into the building you are faced with a central mahogany bar. Directly above this is a large eight-person rowing shell, complete with

16 massive oars. This may seem a bit out of place in a firehouse, but adds to the feel of the Boathouse Philadelphia neighborhood just a few blocks away. Notice the small plaques dedicated to the original 12 men who worked at the firehouse. To add a historic flare, there are even some of the original brass fire poles still standing in the dining area.

Moving on to the important stuff — the food. You would expect a working firehouse dinner menu to consist of large vats of spaghetti and meatballs, or some mac & cheese. Jack McDavid brought this Firehouse back to life by reinventing the classics and adding in some of his own style to traditional American firehouse cuisine. One popular entree, Roasted Chicken Breast with Bacon Mac & Cheese and Mushroom Sauce, takes a typical meal and makes it worth that \$18.95 price.

Sliding down the menu, you will find other more contemporary additions that make the food selection special. For starters or a less expensive meal, try the Calamari with Jalapeno Chips, Carrots & Hot Lava. Don't be afraid to ask for extra-hot lava. Using a unique blend of spices added to a favorite

American appetizer, this squid delivers a delicious punch. You can also purchase the hot lava sauce by the bottle. Each plate, whether appetizer, salad or entree, is presented beautifully and is nothing short on taste.

To review a restaurant that is serving American cuisine means writing about the filet. The most expensive item on the menu, it is expected to impress. Not only is the filet cooked just right (at medium rare) but it is organic and straight from Pennsylvania farms, so you know it is fresh. Along with the meat come organic vegetables grown by Jack's or other local farmers. This organic twist helps put the Philly back into the menu, while not including the ubiquitous cheese steak.

The bourbon selection alone keeps Jack's guests coming back for more. With a unique assortment of bourbon, Jack's lack of beers on draft won't disappoint. Jack's serves 29 different bourbon whiskeys.

Too scared to go to the Eastern State Penitentiary? Stop by Jack's for a meal that will delight your tastebuds and some bourbon that will calm your nerves.

- CANDICE WATTS

10 TIPS FOR THE PERFECT BBQ

THROWING A BARBECUE CAN BE STRESSFUL, OVERWHELMING AND FRUSTRATING. ARE YOUR GUESTS HAVING FUN? DO YOU HAVE ENOUGH FOOD? IS THE MUSIC OKAY? HERE IS A LIST OF TEN GREAT TIPS FOR THROWING A FUN, SATISFYING AND DELICIOUS BARBECUE THAT YOUR FRIENDS WILL NEVER FORGET. by KATIE MICHELLA photo KATE WILT

TIP 1-GUEST LIST

Don't overwhelm yourself! If you invite too many people you will not have the chance to relax and enjoy the time with your friends. Base the guest list on your judgment of budget, space and character. And remember, it is never a good idea to invite the crazy drunk!

TIP 2-SNACKS

Snacks, aside from warm greetings, are the first thing guests encounter when they come to a barbecue. A dip or spread should be out at all times especially if children are involved. Dishes such as buffalo chicken dip or chips and salsa are great salty snacks. However, it is nice to have a few lighter options like nuts or pretzels and if your budget allows, maybe a nice vegetable platter.

TIP 3-MEAT

The meats you choose are the heart and soul of your barbecue. Always make sure to have at least two varieties of meat. Choose chicken or steak, burgers and hot dogs, or pork and ribs. Having a variety will keep everyone happy. Don't forget your vegetarian friends! Always have a few veggie burgers on hand just in case.

TIP 4-SIDES

For a BBQ, having heavy side dishes is never a good thing. Keep the sides light and give options like salads (pasta, potato or macaroni) and veggies such as corn or grilled peppers and zucchini. This will make the healthy eaters happy and leave room for drinks. When seasoned properly, they can really be an excellent addition to the meal.

TIP 5-DRINKS

Bottles of water, iced tea and lemonade are perfect solutions for thirsty guests. Keep away from bottles of sodas – they cost more and are high in sugar, which can attract bees. If children are there, purchase a small pack of juice boxes.

TIP 6-DESSERT

As the party winds down and you want to signal that it is almost time to leave, setting out desserts should be your go-to move. Fruit salad, watermelon, Jello and brownies are light desserts that are just enough to please a sweet-toothed friend. Feel free to hand off dessert responsibilities to others, it is easy and cheap and will take a few extra tasks off your list.



TIP 7-ALCOHOL

Keep the drink list short and limited. Offering two to three types of beer is perfect. Sangria is always a great addition to the party. It's sweet and delicious and everyone loves it! Don't be afraid to ask people to bring their own either!

TIP 8-ENTERTAINMENT

The key to the perfect barbecue playlist is diversity. Have a little bit of everything so everyone present has the opportunity to hear his or her type of music. You always want to make sure to keep the songs upbeat and low in profanity. If the music is too loud or dark it isn't fun. Try to have at least two activities for guests to play. Some of the more interactive backyard games are Kan-Jam, Bag-O and volleyball. Depending on the size of the yard, games like Taboo or Pictionary can be good when space is limited.

TIP 9-WEATHER

Always be prepared! Weather can be crazy and unpredictable, especially in the summer. Always remember to have the house clean with enough space inside for the whole gang. If you have a tent, great! Put it up just in case. Having shade is never a bad thing. Also, keep sunscreen on hand. No one remembers to bring their own.

TIP 10- K.I.S.S

Most importantly, KEEP IT SIMPLE! Don't over exert yourself, this is supposed to be fun for you too! You will find that most guests will welcome the invitation with open arms and ask if you need them to bring anything. The answer is YES! If you feel certain extras are out of budget, don't be scared to hand some sides and snacks off to others.

WHITE SANGRIA RECIPE

1/2 cup peach schnapps
1/2 cup cognac
1/4 cup white sugar
4 oranges, sliced into rounds
2 mangoes or peeled peaches
(based on flavor preference)
4 (750 milliliter) bottles of dry white wine,
Chilled
(Pinot Griogo, Riesling, Chardonnay)
1 liter ginger ale or club soda
depending on your sweet tooth



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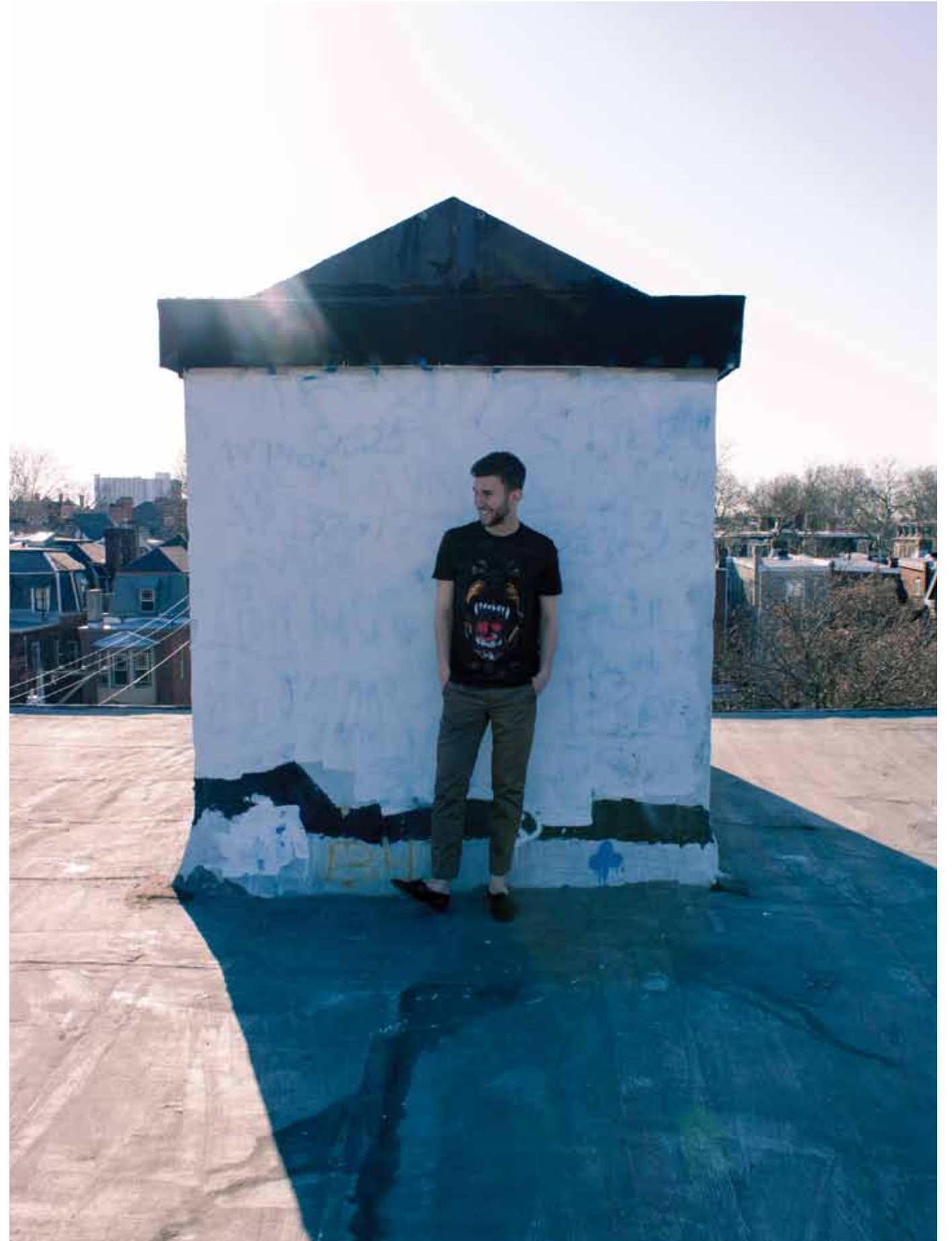


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 Tee: Givenchy
 Pants: Marni x H&M
 Shoes: Stylist's own

photography ROBERT REYNOLDS
 styling ROBERT REYNOLDS
 CANDICE WATTS



CHARLOTTE RONSON



BEHIND *the* SCENES

by CHRISTY LUCCA
photography EMILEE ESPINAL

Amidst the busy sidewalks and backed up traffic next to Bryant Park in New York City sits the office of fashion designer Charlotte Ronson. An article recently published in the New York Times dubbed Charlotte Ronson "one of the most successful retail entrepreneurs of her generation." This 34-year-old is often associated with her celebrity DJ twin, Samantha, and Grammy award winning music producer brother, Mark, but her success stems from her dedicated passion for design.

Her collections shown during fashion week every season include women's clothing that is feminine with a grungy edge. Each piece is slightly out of the ordinary (floral and sophisticated prints, leather details, studs or beading), which is what makes her garments so special. Charlotte Ronson also designs a more affordable line for J.C. Penney called I Heart Ronson. In September, she also became the first fashion designer to collaborate on a beauty collection for the makeup superstore Sephora.

Fortunately, Charlotte Ronson has hired several Drexel design students to intern for their co-op experience. I worked there during the Spring and Summer of 2011. With as much positive feedback and following that the Charlotte Ronson brand has received, it is hard to imagine a full-time staff of less than twenty employees. Because it is such a small company, Drexel interns get a lot of hands-on experience in many aspects of the fashion brand including design, sales, production and public relations.

Tatiana Beckman is a senior Design & Merchandising student at Drexel who also interned at Charlotte Ronson last year. She says, "My favorite part was being able to help out each department. They were willing to teach and assign projects that enhanced my skill sets that I've learned in school."

With so much going on, it is difficult to describe a typical day at the office. Intern responsibilities are constantly changing, depending on what is going on that week. Daily tasks may include counting and

documentary about hip-hop culture and graffiti artists. For these designs, each intern created multiple options and received feedback until we came to a consensus and the final graphic was approved. We were then responsible for pricing the screenprinting, choosing the style of t-shirts and applying extra details.

The interns are also involved in the Charlotte Ronson sample sales, where past season clothing is sold inside the office at significantly discounted prices. We start to prepare weeks in advance by going through the inventory and figuring out what to sell. We tracked all of the merchandise through Excel, tagged it and priced each item. The front of the office and conference room were then completely transformed into a miniature boutique, which was swarmed by insane shoppers rummaging through the condensed racks. Patience is definitely put to the test while running around assisting customers and restocking the clothes and shoes, but the fast-paced environment is something to be expected in the world of fashion.

♥♥*Being able to go to a sales meeting with the head of sales was my favorite and most satisfying part of working at Charlotte Ronson because I was able to observe the sales and buying end of a well known designer and successful boutique. This experience sparked my interest in retail buying and sales even more.*♥♥

tracking inventory, sorting fabric swatches, taking notes during fittings, sourcing embellishments, preparing gifts for celebrities and friends or making trips to the library to do research on trends for upcoming designs. It was common for interns to attend meetings and shadow the employees as well.

"Being able to go on a sales call with the head of sales is my favorite and most satisfying part of working at Charlotte Ronson because I was able to observe the sales and buying end of a well-known designer and successful boutique. This experience sparked my interest in retail buying and sales even more," says Beckman.

Over the six months that we interned, we also worked on small collaboration projects with companies such as Flywheel Sports, Snap-X and Style Wars. The interns had to do much of the work for these projects, showing the design assistant progress along the way. The Style Wars project consisted of designing t-shirts to be auctioned off to raise money to restore a decades-old

The madness of the sample sales got us ready to handle all the hard work we would put into the fashion show. About a month before, we began to receive multiple shipments of the clothing samples for the runway and our showrooms that had to be sorted, labeled and checked off on our inventory sheets. As interns, it was our job to help with all the last minute changes as the show came closer. We sourced buttons in the garment district, switched and sewed the buttons, cut lining out of tops and dresses and dyed various pairs of shoes. We created an emergency runway kit full of matching thread, needles, scissors, Tide to Go pens, shoe inserts and lint rollers. At this point, things were just getting started.

The model castings began about two weeks prior to the show with help from Natalie Joos, a well-known casting agent in New York City. We had a schedule of models coming to the office every day to try on specific looks and be photographed. Ronson and our stylist, Natasha Royt, looked at each

model's book, which contained all of their information and photographs to decide who had the right look for the show. After they narrowed it down, it was time to confirm if they were available for the day of the show. Two of the confirmed models were chosen to come in to meet with Natasha to try on different outfits and decide what exactly was going to be shown down the runway. Each look was photographed and posted on boards for the design team to narrow down. We ended up with 39 looks.

Once the models were confirmed, they came into the office to try on some of the outfits, so Joos and Ronson could decide who would be wearing what. These were the days that I helped dress the models, took pictures and made the model cards. Every model received a poster showing the pictures of the exact look that they would be wearing on the runway. The cards explained exactly how to put on the entire outfit including shoes and accessories. These model cards were extremely helpful on the day of the show because they made sure everyone who was backstage was on the same page when dressing each model.

The day of the show was stressful. We all headed to Lincoln Center and had hours of downtime before we could head backstage. There were two to three models assigned to each rack, and the dressers spread out their looks and made sure everything was ready to be put on quickly. All of the interns helped dress the models and lined them up according to their look. In a matter of ten minutes, the show was over and we were all finally able to breathe! The fashion show culminated our co-op experience, so with the sigh of relief came a bittersweet goodbye.

These experiences at Charlotte Ronson helped shape the path for what is to come in the future. Without the foundation that we all learned in our classes at Drexel, we would not have been fully prepared and confident in our responsibilities. The co-op experience at Charlotte Ronson served as a stepping stool for our careers after college.

"Working at Charlotte Ronson will help my job search when I graduate because I can say that I had a hands-on experience at the company. This will help me in my interview process, and I have a better idea of what types of companies and positions I'll be applying to," says Beckman.

Charlotte Ronson is definitely a designer to watch as she is gaining rapid success globally...with behind-the-scenes help from Drexel students.

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ENJOY FASHION!



style by
**YOKO
ARAYAMA**
STYLIST @ JOAN SHEPP

SPRING/SUMMER 2012 **STYLING TIPS**

by EUNHAN JEON
photography ROBERT REYNOLDS

Yoko Arayama has come a long way – halfway around the globe. She was born in Tokyo, went to Sydney, Australia to learn English as a teenager, and came to Philadelphia to become a Fine Arts major at Temple University. Today, she works as a sales associate at Joan Shepp, a Walnut Street fashion leader since 1971. This high-end boutique has been named one of the “Top 10 Boutiques” in the U.S. by *Lucky Magazine*, and its brands include Dries van Noten, Rick Owens and Yohji Yamamoto.

With the boutique positioned as one of the city’s finest, Arayama has developed a keen sense of style and customer service. Here, she shares her love for fashion and offers tips to help us all reach our full fashion potential.

WHAT DOES FASHION MEAN TO YOU?

I think that fashion is an art form that everyone can enjoy. It is a way to express yourself, and you can be whomever you want, depending on how you dress. Good fashion is when you “own” the look. The most important thing to me when I get dressed is the fit.

Never look like you tried too hard to look trendy. I always look at myself in a big mirror before I leave my place to see if I can get rid of anything and not look boring. Does my outfit work without this hat? If it does, I leave the hat at home.

WHAT DO YOU THINK ABOUT PHILADELPHIA WHEN IT COMES TO FASHION?

I don’t consider Philadelphia a fashion mecca, but it is a perfect place to be a fashionista and stand out in a crowd. I enjoy sitting in a coffee shop and watching what people are wearing – here and in New York, Tokyo, London or Paris. It’s fortunate that Joan Shepp has little competition in this city – no one is doing what she does in terms of the designers she carries.

WHAT ARE THE TRENDS FOR SPRING AND SUMMER 2012?

The trend this season is for much cleaner silhouettes, more tailored, body-conscious fit. Other trends include organic fabrics, photographic image printing and both

saturated and muted colors. The ’70s are coming back again. Casual, but fine jewelry such as diamonds, emeralds and sapphires will be good to wear with jeans and classic tops.

WHAT ARE THE SIX MUST-HAVE ITEMS YOU RECOMMEND TO FASHION LOVERS?

A beautiful white blouse, a body-conscious dress with a vibrant print, a fine jewel ring, necklace or earrings, a pair of micro shorts or mini skirt, a pair of men’s style shoes and a pair of Dries van Noten sunglasses in light colors.

HOW WOULD YOU SUM UP YOUR FASHION PHILOSOPHY?

Have your own style. Know what works for your body – that is the first thing to remember. Never follow trends that don’t work for you and don’t become a walking advertisement for just one label.

THE ROAD TO
THE ACADEMY



“The dinosaur and the dragon meet today, and two fantastic beasts they are,” Academy of Natural Sciences President George W. Gephart Jr. announced last year, referring to the Drexel mascot and the Academy’s proud dinosaur. “I don’t know whether you call it a dragosaurus or what.” Philadelphia’s Academy of Natural Sciences had officially joined forces with Drexel University.

Walking into the Academy of Natural Sciences can evoke different emotions in different people. It may inspire nostalgia for your childhood when you first experienced the museum on a field trip or with your parents. You may also be excited because this is your first visit. Whether a first timer or you have been going there for years, the mystery and adventure that the Academy holds never goes away.

The 200-year-old establishment is home to over 17 million specimens. The exhibits allow us to travel back to the time when dinosaurs walked the earth while also taking us to the foreign lands on which they roamed. The oversized shadowboxes framing the entry walls filled with skeletons, fossils, shells, taxidermy and other fascinating specimens from all over the world bring to life the creepy crawlers that most of us shy away from. The sandbox dig brings out the kid in all of us as we search to find hidden ancient fossils. The giant, fully constructed Tyrannosaurus rex towers over Dinosaur Hall and makes even the tallest of men feel small. Hundreds of butterflies from Kenya, Costa Rica and Malaysia flutter around you as you walk through the rain-forest inspired

butterfly room. Dioramas bring visitors come face to face with beasts that they would never dare approach.

Through this amazing partnership the Academy will gain new resources for their scientists and museum. They will be able to use Drexel’s updated technology and media arts programs for their new and current exhibitions. Co-op jobs are now offered at the museum, which will bring fresh ideas and innovation to Drexel students and the Academy alike.

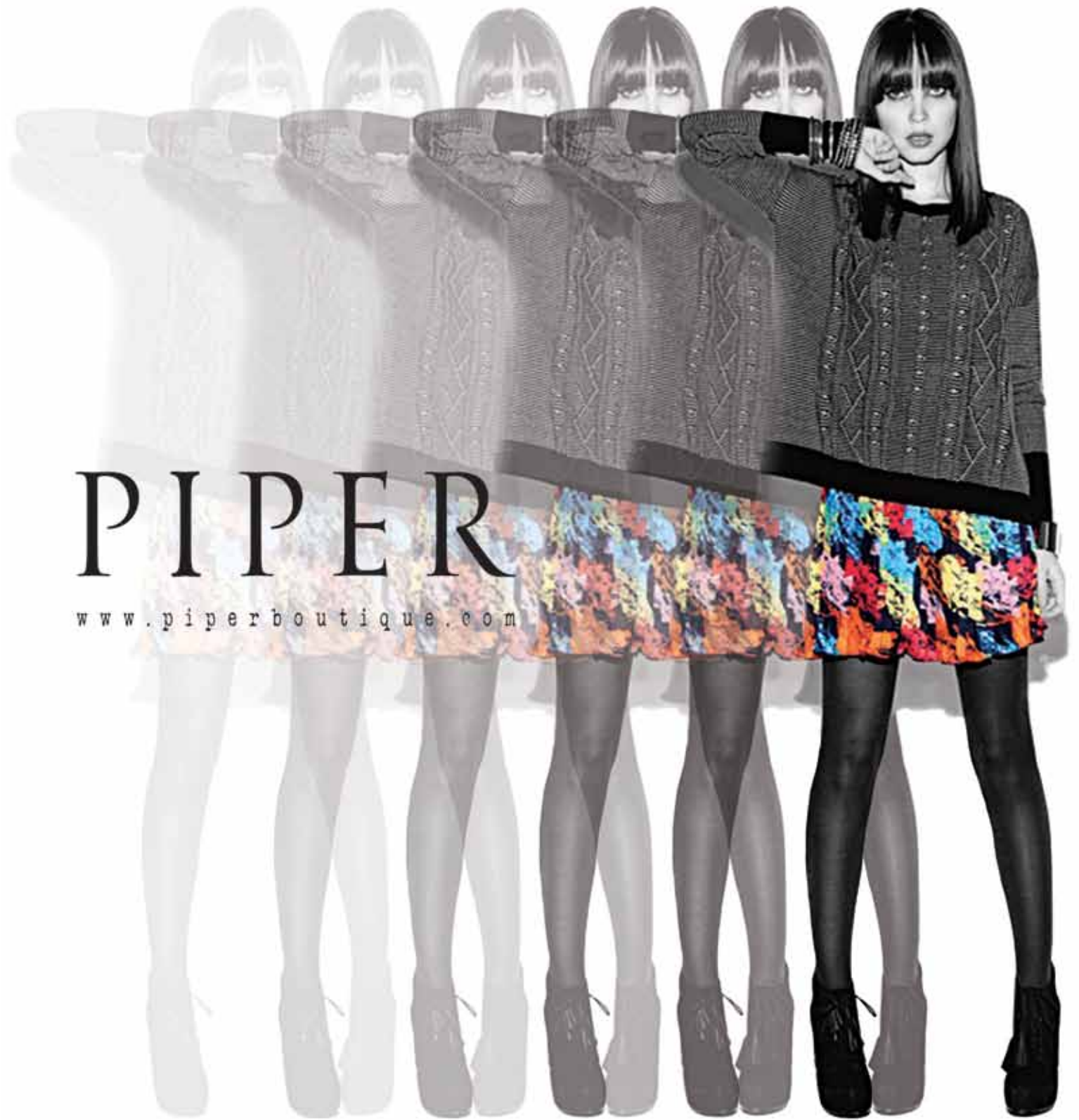
The co-op and collaborative opportunities are not limited to the sciences, but have also incorporated Design & Merchandising students. Rachel Koll, a D&M senior worked this year with the Academy to design a new visual merchandising strategy for the museum gift shop. Upcoming Visual Merchandising classes will help implement the plan. In addition to student opportunities, some academy scientists will teach classes at Drexel. The two will use the power of joint forces to research environmental degradation, biodiversity, global ecosystem interactions and sustainability. The partnership will allow for both the Academy and Drexel to have a better chance of competing for grants and investments from philanthropists, private foundations and government agencies.

To celebrate the inspiration that is emerging from the partnership of the dinosaur and the dragon, *D&M Magazine* chose evening wear from Drexel Fashion Design seniors and photographed it in some of the Academy’s most popular locations.






story KIRSTEN MCKENNA *photography* JEN GENTLE
stylists PATRICK BARTSCHERER, ROBERT REYNOLDS, CANDICE WATTS, SAMARA CIFELLI
designers HILLARY DAVIS, KATIE PEASLEE, LEXY BURNETT, ALEX PIERSON, ASHLEY ELMER
models CATIE DRUSSELL, JORDYN GANZ, NOY REUVENI, LEX DAVIS, SIMA PATEL



140 s. 34th street philadelphia, pa 19104

 piper boutique

DOC MARTENS

A REBEL STORY

story and photography by ROBERT REYNOLDS



THERE'S JUST AN OUNCE OF TEEN ANGST IN EVERY STOMP AS THEY HIT THE CONCRETE.

A pair of Dr. Martens suggests a rebellious, “Don’t Give a Damn About My Bad Reputation” spirit. There’s just an ounce of teen angst in every stomp as they hit concrete. Don’t be put off though: there are pairs with floral prints to rival your grandmother’s sofa, ones covered in spotted pony hair, and even a collection of Doc heels that allow you to carry an offbeat attitude while wearing a dress. Docs have twisted and turned as a brand since their debut in 1947. None of that brand transformation was planned, but the company reacted and rolled with each developmental punch that the public gave them.

German army doctor Klaus Maertens had injured his foot while skiing in 1945. In response to the uncomfortable standard-issue army boots, he revamped the boots to have softer leather and a lighter, bouncier sole. Satisfied with his creation, he attempted to market these boots, but no one showed interest in them. In 1947, Maertens collaborated with an old university friend, Herbert Funck and went into to the business of Dr. Martens. The boots were sold as work footwear that could hold-up in rough conditions, whether in factories or patrolling the streets as a cop. It wasn’t until 1960 when the Griggs family of Northeast England met Maerten and Funck that the brand transformed into anything similar to what it is today.

It took until the 1960s for America to invent the teenager. Until then, teenagers were adults in the making. There was not a youth culture, and they did not exist as a target market. The 1960s hit and suddenly people between 12 and 20 actually meant something to society. Teens desired to grow up not to be their parents. Britain became home to the skinheads: fashion-obsessed, ska-loving teens (who were far different from the modern meaning of skinheads associated with extreme racism). With shaved heads and Ben Sherman gingham shirts pressed and buttoned perfectly, they adopted Dr. Martens as their shoe of choice. The skinhead culture rapidly expanded throughout England, and Docs became directly related to this youth subculture. Docs never marketed to these teens, but found that the brand was no longer a workman’s boot.

Doc’s popularity only grew with time. As subcultures expanded into smaller niches, everyone who wanted to be young and rebellious to the standard ideals of the time were strapping into a pair of Docs. The skinheads, punks, hardcore kids and metalheads all laced up into a clear sign of rebellion each day. The brand had become synonymous with youth culture: a part of the Dr. Martens identity that still exists today.

Jump a few decades and inventions (internet, cell phones, MTV), and these niche groups have faded, or perhaps melted together. The technological boom of the 1990s and 2000s has caused the explosion of the young individual. A fan of the Sex Pistols no longer necessarily wears safety pins through their torn-up leather jacket, and tattoos aren’t only on the skin of the no-good punk. The Generation Y kids have grown up being bombarded with every kind of media. MTV made bands famous overnight and popularized the music video. Any song is available for download in seconds, news from East London arrives in Philadelphia in minutes, and films from decades ago can be located and watched instantly. We’re no longer trapped in a group that has a specific identity. We have morphed into a society of individuals, and in response, Dr. Martens now cater to this even more rebellious spirit. Because what’s more rebellious than being in a rebellious youth group? Not being contained within a rebellious youth group, of course.

Now you can get a pair of Docs that are covered in studs or in a purple and yellow floral. Even today, the classic 8-hole boot, known as the 1460, remains popular in original colors of the 1950s and 60s and in outrageous patterns to satisfy any modern youth with a hint of rebellion in their blood. Zebra print, patent leather, extra straps, 14-holes, paisley print: they’re all available. Dr. Martens fans are very loyal, and the brand has responded to them by giving them more of what they want. There was never an effort to stop the skinheads from wearing their boots. Instead, there were more options offered. Dr. Martens have let youth and time take the brand where it needs to go, which has allowed them to remain a powerful, wearable symbol of youth and rebellion for over fifty years.

Doc ’n Roll.

ADRIAN JORDAN

SCREENWRITING, SENIOR

Adrian Jordan plays on the Drexel Club Hockey Team and is a screenwriting major with aspirations of becoming a writer or Navy Seal. Today, he is wearing graphic socks, navy Drexel Hockey shorts, an Eastern Mountain Sports logo tee and a beanie - a creation of whatever he could find in his closet in the shortest amount of time. "Whenever I look subpar, it's either because it's laundry day, or I simply don't care," he says. "If I had to put a title on it, I'd think my style is European."

There is a definite distinction between the style of the guys in his major and the guys on his team. "The hipster mentality reigns supreme in my major," Jordan says. When asked about the "bro-style" among today's college generation, Jordan says his team basically fits the bill. However, they all love a fitted Ralph Lauren tee or polo shirt. "For the majority, kids on the team wear flat brims, saggy sweatpants, sweat shirts, or any range of team warm-up gear. Also - Polo."



D & MEN

by KIRSTEN MCKENNA
photography JEN GENTILE

There is a stigma attached to Drexel that the men walking our campus share a style, or a lack thereof. Penn is known for its Ivy League look, complete with sweater vests and argyle, and Temple for its urban distressed fashion. So where does the male population at Drexel fit in? Are these guys really as bland as their reputation?



ROSS COOPER

DESIGN & MERCHANDISING, FRESHMAN



Ross Cooper, a freshman Design & Merchandising major, has moved six times since he was 12, so he has seen different styles across the nation. He attributes all of his fashion success to his mother. "My mother is a fashion queen." His response is bold and demanding, so there is no questioning that this woman has style. "She dressed me beautifully when I was younger, and I always accompanied her when she shopped. She taught me to try new styles and really craft my own unique look."

His style is classic with a bit of an androgynous twist. His silhouette is almost always slim with the occasional baggy top or jacket. He sticks to basics with edgy details like a cashmere crewneck with skinny jeans and a big spike necklace, or an otherwise preppy outfit with combat boots. What is his favorite outfit? "I wear boots, jeans and a sweater 99% of the time in fall and winter. There are many variations within that look, but it's my go-to. I can't recall a day (other than formal events) when I haven't worn jeans in years."

Cooper doesn't name a favorite brand, however, if he were only allowed to shop at Barney's Co-Op until the day he dies, he wouldn't complain. When asked for his thoughts on the "bro" style he simply responded, "I am not a fan of the look." He believes that you have to give the appearance of success and confidence. "Sweatpants, baggy basketball shorts, and flip-flops make you look like a mess. I find any sort of subculture intriguing, and the fact that this look is so pervasive here is notable on a sociological level."

SAM MSHELIA

GRAPHIC DESIGN, SENIOR



Sam Mshelia is a senior Graphic Design Major from Nigeria. Sam's style is reserved, never anything too loud or in your face. Today, he is wearing a baseball varsity jacket, blue jeans and Vans 'Zapato Del Barcos.' "They're cloth boat shoes that Vans decided to fancy up by calling them 'Zapato Del Barcos.' It annoys me but I love saying to people I'm wearing 'Zapato Del Barcos,' and they're like WHAT?"

Even Mshelia puts a title on Drexel's male style. "At Drexel, the dress codes for guys are: Skateboarder, Geek or Athlete." So where does his style fit in? He says it evolves on a daily basis. It reflects how he feels when he wakes up in the morning, but he is always experimenting with footwear. "Except Jordans. Jordans are whack!" On the topic of accessories, he is very specific. "Always keep accessories...African. For the most part, I only wear bracelets I get from home." One thing that will never be a part of Sam's style... "I hate tucking in my shirt."

BEYOND OLD TEES & RAGGEDY JEANS

by PATRICK BARTSCHERER

Philadelphia may not have a Madison Avenue lined with designer shops, but a knowledgeable Philly shopper can find some of the best men's boutiques on the east coast. Rittenhouse Square offers everyday clothing companies like J.Crew, Zara, H&M and American Apparel, but for a city with as much culture as Philadelphia, unique shopping options for men are scarce. In a single afternoon, we set out with a comfortable pair of shoes—and a little help from Google—to explore the city's top three boutique clothing stores for men.

SOUTH MOON UNDER

1731 Chestnut St. Philadelphia, PA 19103 215.563.2298 southmoonunder.com

South Moon Under is located in the Rittenhouse Shopping district two blocks north of the square on Chestnut Street. This beach-inspired clothing boutique features an extensive selection of women's clothing upstairs and an even more impressive mix of men's clothing downstairs. Friendly and knowledgeable staff are plentiful at South Moon Under making this boutique great for men desiring one-on-one attention and fashion styling advice. Apparel from brands like Scotch and Soda, Original Penguin, and J Brand Denim are sold here at prices that fit as well as the clothes themselves. Being one of the few stores that distribute Scotch and Soda in Philadelphia, the demand for the Amsterdam designed clothing line is high, and the selection of the brand's collection is vast. Scotch and Soda is one of South Moon Under's best-selling brands along with its variety of styles from the basics company Alternative Apparel, which is popular at the store among doctors and nurses. South Moon Under is a perfect shop if you are looking for a quick outfit for a night out or statement pieces for the upcoming season.

METRO MEN'S FASHION

1615 E. Passyunk Ave Philadelphia, PA 19148

The next men's boutique on our list is located along Passyunk Avenue in South Philly. Metro Men's Clothing is an all men's clothing boutique geared to the upscale preppy customer. Featuring brands like Ben Sherman, Fred Perry and Parke & Ronen, this shop is a must for well-dressed men of all ages. Metro Men's Clothing prides itself on its incredible customer service, offering customers champagne, beer and mixed drinks while shopping.

SUGARCUBE



124 N 3rd St Philadelphia, PA 19106

215.238.0825 sugarcube.us

Don't be intimidated by Sugarcube's immense selection of clothing, accessories and trinkets that this boutique jams onto their industrial racks. This store has everything a financially successful Philly hipster could ever want. Not only does Sugarcube sell high-end new clothes, they also have a section dedicated to one-of-a-kind vintage pieces. Collaborations with local designers and an assortment of premium brands like A.P.C. Denim and Steven Allen make Sugarcube a one-stop shop for a great looking wardrobe. The staff members are even more passionate about the clothing than those shopping. Within minutes of walking into the store, an employee approached us explaining the ins and outs of the new distribution of the Brooklyn-designed denim line BLKSMTH, which is dubbed "the new A.P.C denim at a fraction of the price." Sugarcube is not for the rushed shopper looking for a quick solution to a fashion crisis, but is perfect for any gentleman looking to update his wardrobe with fashion-forward staple items.

Service like this is worth the high prices found in the store and will keep customers coming back for more. The owners are passionate Philadelphia residents that keep the fun and playful atmosphere of the establishment at an all-time high every moment they are open. Stop by Metro Men's Clothing not only for a great selection of modern casual sportswear, but for a complimentary cocktail and an experience worth every penny of your trip.

SAY HELLO TO UNIVERSITY CITY'S NEWEST FASHIONISTA



PIPER BOUTIQUE

by KRISTIA MORABITO
photography KATE WILT

Fashionista Alessandra "Ali" Coffenberg has scored two dreams that many Design & Merchandising students have from the moment they enter college - working for Marc Jacobs and owning a boutique. She has achieved both by the age of 25.

Coffenberg opened Piper Boutique in 2011, bringing cutting edge fashion to the limited shopping options available in University City. While a few national chains have retail locations near the Drexel and Penn campuses, it has been hard to find unique brands at affordable prices.

When Coffenberg was looking for a second store location (her first is in upstate New York), she says, "I would put on a baseball cap and visit colleges. I'd act as though I was interested in attending the school and ask 'Where do students like to shop?'" She found the perfect niche on 34th Street, just off Walnut. Since the grand opening in September, Piper has received a positive response thanks to Coffenberg's selection of merchandise and quality customer service.

Her industry experience gave her strong skill sets and an understanding of what her customers want and need. Her passion for perfection is seen in the beautifully decorated, intimate space of the retail shop. The ambiance created by the large chandelier constructed solely of tree branches, handmade fixtures, vintage trunks, sewing machines and costume history books showcases Coffenberg's understanding of how to attract customers in and keep them coming back.

But what really keeps the customers returning is the merchandise. Sales Associate (and D&M Senior) Molly Beckner says, "Ali really understands what her customers want. Ali knows everyone, she always recognizes returning customers, and she will go out of her way to make sure you walk out of Piper with exactly what you're

looking for. And if we don't have it that day, Ali will personally find and order a piece that matches what you want."

Coffenberg has created an affordable alternative to high-end boutiques located throughout Center City. Featured brands offered at Piper include Jack, BB Dakota, IT Denim, SOLD Denim and Collective Concepts. The boutique's influence may even begin to revolutionize how students are dressing for class. One Piper frequent customer stopped in to show off the dress she had purchased the previous week. "I just wanted to show Ali that I'm going to class cute today!" the student expressed.

Coffenberg's professional journey started in New York after she graduated from St. Lawrence University with a degree in economics. She began in the financial world, but moved to a job at Marc Jacobs where she says the brand was "everything you'd expect fashion to be, at 100 miles an hour." After working for Marc Jacobs for a few years, Coffenberg decided to pursue her life's dream of becoming an entrepreneur. She decided to take a risk and open her own boutique in Syracuse, New York. The boutique was successful, and in the summer of 2011, Coffenberg decided to expand to Philadelphia.

What is next for the Philly fashionista? Coffenberg is looking to add a private label to Piper's selection. She may feature a Drexel University student or alumni designer, providing growth for both Piper and others new to the fashion scene.

Coffenberg describes Piper as the pinnacle of her aspirations, but she will continue to work on one dream job at a time. "I always tell people, don't stress out if the first job you get is not your 'dream job.' It all comes full circle, and you will use the tools you've learned in one position at the next, until eventually you're doing exactly what you had hoped."

Philadelphia is a city of neighborhoods, and its hair styles reflect the city's diversity. The common factor that unites these unique neighborhoods is their playfulness, which is reflected in attitude and style.

by KRISTIA MORABITO photography KATE WILT

SPOTTED



on the **STREETS**

d&m magazine spoke with local stylist Miranda Faith of the Saturn Club for her advice on looking your best during busy college years: "University City is known for student life. For Drexel and University of Pennsylvania students, hair isn't always a first priority. However, a carefree on-the-go look works for the rush of student life. Letting your hair loose is exactly what University City is about."

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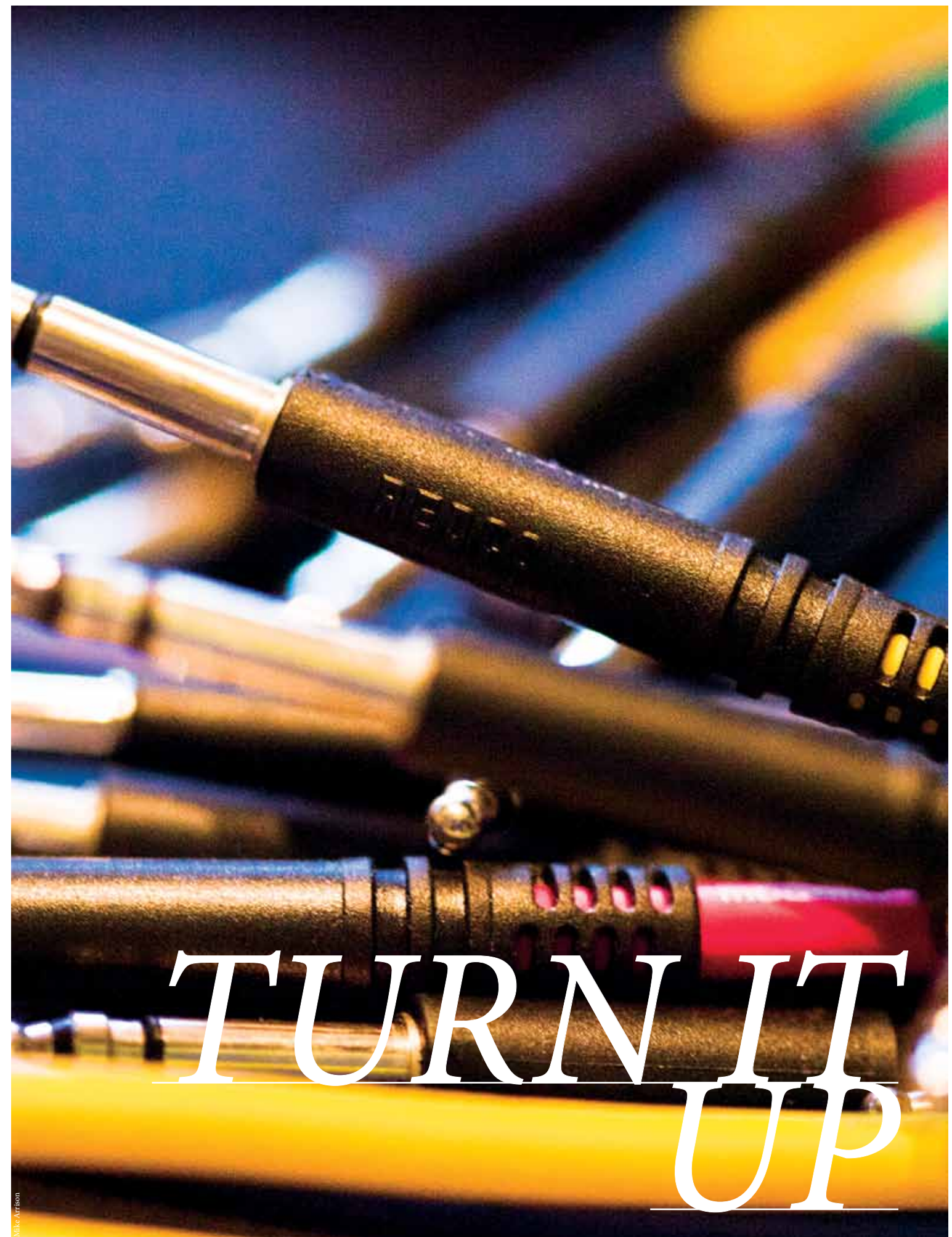
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PHILADELPHIA



NEW YORK



TURN IT UP

Mike Arison

by AMANDA RODRIGUEZ

THE DEATH & RESSURECTION OF MUSIC.

Vinyl downloads and CDs, which is why it is slowly making its way back into the music scene. But how did record companies cater to and grab the attention of such a lethargic audience?

For one thing, it's about the creative marketing tactics. Most record companies are tucking extra little goodies into album sleeves that you cannot get digitally or by purchasing a CD. Extras include graphics, posters, photos, coupons on digital downloads or sometimes even a complimentary CD. Vinyl graphics have become larger, brighter, and more eye catching to lure the younger generation. Although most of the time the sleeves for the LPs are similar to that of the CD cover, vinyl can be used as an expressive art form. The coupons for digital downloads allow the customer to download the album for free or at a discounted price online whether through their website or through iTunes. This gives the customer the best of both worlds. Customers are able to enjoy the richer sounds of vinyl on their turntable and take the digital album with them wherever they go.

“Yes, yes, I know. It's easier to download music, and probably cheaper. But what's playing on your favourite download store when you walk into it? Nothing, that's what. Who are you going to meet in there? Nobody. Where are the notice boards offering flat shares and vacant slots in bands destined for super-stardom? Who's going to tell you to stop listening to that and start listening to this? Go ahead and save yourself a couple of quid. The saving will cost you a career, a set of cool friends, musical taste and, eventually, your soul. Record stores can't save your life. But they can give you a better one.” -Nick Hornby rants on the website for Repo Records.

An all-but-dead form of music that defined an era for our parents is quickly resurrecting from its long nap. This resurrection is grabbing a great deal of the iPod generation's attention as well as attracting the older nostalgic generation. Music junkies everywhere are astonished to find that many people are tossing their CDs into the trash to start blowing the dust off of their vinyl records.

There is an undefined culture around vinyl that refuses to die. Dan Matherson, owner of Repo Records in South Philadelphia, believes he knows why vinyl is such a cult phenomenon. He says that vinyl creates an experience through the lavish packaging, breathtaking artwork that fills every crevice of the sleeve, or maybe it's the warm soothing sound quality. This vinyl junkie says only people who are passionate about music enjoy spinning a few records here and there. “People who are really into music like the sound of vinyl. A lot of people who just download or burn stuff are really not into music,” Matherson says.

Let's be honest - quick downloads often have terrible sound quality. This is because the recording process compresses files, obscuring audio detail. Some bands are now choosing to record to vinyl to improve sound quality. Bands within the indie culture, such as Bon Iver, Wilco, Radiohead and Fleet Foxes are producing more vinyl. Drexel's own Mad Dragon Records, a student run record label, has teamed up with bands such as Motion City Soundtrack, The Company We Keep, Brick + Mortar, Goldrush, The Skies Revolt, and A Great Big Pile of Leaves to create a series of 7-inch records entitled *Making Moves*. Generally vinyl exhibits a richer and much warmer sound than digital

“RECORD STORES CAN'T SAVE YOUR LIFE. BUT THEY CAN GIVE YOU A BETTER ONE.”
- NICK HORNBY



THE CLICK CLACK BOOM

“WE LIVE VERY INTERESTING LIFESTYLES SO I THINK THAT BECAUSE OF THAT, THERE’S NO DRY WELL OF INSPIRATION.”
-NATHANIEL

K: FIRST QUESTIONS FIRST, WHY IS THE ALLIGATOR HERE?

Joe: You can't talk about the alligator.

Nathaniel: No Comment

K: WHY NOT?

Joe: Oh it's an illegal animal, you absolutely cannot talk about the alligator.

K: OK HERE, HOW'S THIS ONE? DESCRIBE WHAT YOUR MUSIC SOUNDS LIKE TO SOMEONE WHO HAS NEVER HEARD IT BEFORE.

Joe: A mix between Fat Boy Slim and Insane Clown Posse.

Nathaniel: We recently were compared to Fleet Foxes and Arctic Monkeys. And I thought that was kind of accurate.

K: WHERE DID THE NAME COME FROM? CLICK CLACK BOOM.

Nathaniel: My mother is a stunt double. And I grew up just always being around...my first words were Click Clack Boom.

K: OH YEAH?

Nathaniel: Yeah (laughs)

Grant: It came from the sound of the drums.

K: CAN YOU GIVE ME A BRIEF HISTORY OF THE BAND?

Nathaniel: Grant and myself, we've been together for a while.

Two of the guys stopped touring.

We moved to New York. Grant punched our last bass player in the face, and he left us in North Carolina. Joe started playing bass with us, and on the 4th of July we met Jesse, and ever since we've been happy.

The Click Clack Boom's been together for four years and Joe and Jesse are relatively new members. So this is the debut record for this line-up.

K: WHY DID GRANT PUNCH YOUR BASSIST IN THE FACE?

Nathaniel: I think it was either over pizza...I'm not really sure (laughs).

K: DO YOU LIKE WHERE THE BAND IS GOING WITH THE NEW LINE-UP?

Nathaniel: Yeah I'm really happy. Everything's been really busy ever since everyone now has been involved. Things are rolling nicely. We just did that tour.

We're writing this record and then we're doing another tour in the southwest and the west coast.

K: TALK A LITTLE BIT MORE ABOUT THE TOUR YOU JUST FINISHED. IT'S KIND OF UNUSUAL THE WAY IT WAS SET UP.

Nathaniel: We went to Miami. We played a show in New York, and then we had to be in Miami in two days so we drove to Miami, and we played an after party for a fashion show for a company called Andrew Charles.

K: ANDY HILFIGER, RIGHT?

Nathaniel: Yeah it's Andy Hilfiger's clothing line. It was Steven Tyler inspired. And he wanted to do a tour of all the different outlets selling his clothes so he could get out and meet people.

K: HOW DID YOU GET CONNECTED WITH HIM?

Nathaniel: We met Andy five years ago. Grant had met his nephew when they were considerably younger, and our manager started working with him. We started writing songs with him. We played something called Hilfiger Sessions in New York, and he saw our band and really enjoyed it. He's taken us under his wing and looks out for us and is working with us.

K: SO DOES HE INFLUENCE YOUR MUSIC AT ALL? OR DO YOU INFLUENCE HIS DESIGNS?

Nathaniel: We're just really close friends. You know I think that by being around each other there's probably some influence that crosses over. I don't think that he looks at The Click Clack Boom's style for his clothing line any more than he would look at anyone else. We don't really look to him for musical inspiration, but he is a musician and we see him play, so I'm sure there's some inevitable crossover.

K: WHAT DO YOU USUALLY WRITE ABOUT?

Nathaniel: Whatever happens to be on my mind at that particular moment. That might be a cop-out answer, but it's whatever I can honestly relate to at that point in my life.

Joe: Relationships with people.
K: DO YOU HAVE A WRITING PROCESS FOR THE ALBUM AS A WHOLE?

Nathaniel: We live very interesting lifestyles, so there's no dry well of inspiration.

K: DID YOU GUYS GET ON EACH OTHER'S NERVES ON TOUR?

Jesse: Every day.

Joe: Define nerves.

Jesse: Definitely.

Nathaniel: Yeah.

Joe: Have I ever thought of paying someone to kill one of my bandmates? Absolutely.

K: DO YOU FEEL LIKE YOUR GENRE OF MUSIC IS WELL-KNOWN, POPULAR, MAINSTREAM, UNDER-APPRECIATED...

Nathaniel: I think our music is relatively accessible. I don't think that it's particularly niche-y music. We have fans that are pretty diverse.

Jesse: A lot of parents.

Nathaniel: We have a pretty diverse age group.

Joe: You never know who you'll meet at a Click Clack Boom show, that's for sure.

K: WHAT MUSIC ARE YOU LISTENING TO RIGHT NOW?

Nathaniel: For the past couple weeks I've only been listening to our music.

Jesse: And Bon Iver.

K: WHAT DO YOU THINK PEOPLE ARE DOING WHEN THEY LISTEN TO YOUR MUSIC?

Joe: Back flips.

Jesse: Landscaping.

Joe: Observing the biblical verse of be fruitful and multiply.

Nathaniel: I don't know what people are doing, what do you think people do to our music?

Joe: Hopefully people are gettin' down.

Jesse: We have one fan who drives a tow truck, you can say that.

K: I JUST HEARD THIS QUOTE ABOUT HOW LIKING YOUR OWN MUSIC IS LIKE KISSING YOUR SISTER, THAT IT'S WEIRD, IS THAT TRUE?

Nathaniel: I am very proud of the record we're recording right now. Right now we're recording, so we're looking at it, trying to see what we wanna change or how we feel. It's not like we're listening for enjoyment.

Joe: It's like looking in a mirror. Sometimes you're really psyched at what you see, and sometimes you're really depressed.

Jesse: I'm always psyched at what I see. If you don't like your own music, then why would other people like it? I fall asleep listening to my music while looking at pictures of myself on the wall...I speak for the band when I say that.

I HAVE STEPPED INTO WONDERLAND,

Hiding in an alleyway in North Philly, disguised by a wall of graffiti is the coolest recording studio that I have ever been inside. Walking through the rusting metal door is like falling down the rabbit hole.

Inside, The Click Clack Boom has made this studio their home for two weeks. Nathaniel Hoho, the singer and co-founder of the band, sleeps on a pink Victorian style couch that is placed in the middle of a half-pipe (yes, there is a half pipe in the studio.) Joe Grazi, the bassist, sleeps on an air mattress that they found on top of the half-pipe. Walk up a black, spiral staircase into a loft area and you'll find Jesse Kotansky, the violinist/guitarist/keys player, among his many instruments and tucked away in front of a vintage Nintendo arcade game. Grant Wilson, the drummer and also original member of the band, can be found passed out on the floor of the actual mixing area.

A crow's nest with an old-school desk towers over the middle of the room. Ladders are strewn across from the loft area to the opposite wall which is covered in bicycles. A basket swing is attached to the wall, which The Click Clack Boom has fully explored in a dog costume that they found buried somewhere in the studio. Every inch of the walls is covered in Def Leopard inspired paintings and foreign flags. Behind a door disguised as a bookshelf, there is a live alligator.

This studio is just as strange as the interview I had with the band. Sometimes it was like speaking with the Cheshire cat. These guys have been in motion for about a month straight. Touring for two weeks, recording for another two, and now back on the road. I was lucky to catch them for a few hours, even if their responses were somewhat unusual...



Photo courtesy of the Click Clack Boom

by KRISTEN LEVINE

TUNE IN TURN ON ROCK OUT

AR: YOU DESCRIBE YOUR SOUND AS CHIPTUNE AND POP, WHAT IS CHIPTUNE? DESCRIBE WHY GAMEBOYS ARE USED IN THIS PARTICULAR GENRE.

KW: Our music could be described as a hip-hop influenced pop that's comprised almost entirely of the blips and bleeps you remember from your old Gameboy and Super Nintendo. Chiptune is essentially the utilization of chips from video game systems to make music. For us, it's Bobby's manipulation of a bunch of classic Gameboy sounds and a program called LSDJ that basically turns said Gameboys into little synthesizers. Bobby's always been inspired by and has been a fan of video game music which eventually led him to experiment with chiptune music/programming.

AR: IF TWO BANDS OR ARTISTS CAME TOGETHER AND HAD A CHILD, WHICH RESULTED IN YOUR BAND, WHO WOULD THE PARENTS BE?

KW: Definitely Ke\$ha and probably Anamanaguchi, a band that definitely helped pioneer the chiptune/rock music sound.

AR: YOU GUYS DO A LOT OF COVERS. WHICH IS YOUR FAVORITE AND WHY? WHAT DO YOU FEEL SETS YOU APART FROM MOST COVER BANDS?

KW: My personal favorite is probably "Little Secrets" by Passion Pit. A lot of shows we play, we figure kids won't know it or at least won't know the words so we don't play it that often. A few times that we did, kids really went nuts. [Laughing] I'd definitely say the Gameboys set us apart from other cover bands.

AR: DO YOU FEEL YOUR GENRE OF MUSIC IS WELL KNOWN, POPULAR, MAINSTREAM, UNAPPRECIATED? WHY? WHO IS LISTENING TO YOUR KIND OF MUSIC?

KW: I guess unappreciated? It's sort of an untapped resource. Don't get me wrong, there's definitely a market that listens to Chiptune and has been for a long time, but it's a small demographic. A lot of people just don't know that it exists. Gamers, definitely a lot of gamers, listen to Chiptune.

AR: IF YOU HAD THE OPPORTUNITY TO TOUR WITH ONE BAND, WHO WOULD IT BE AND WHY?

KW: I think touring with someone like LMFAO would suit us perfectly. They write crazy good dance/pop songs and don't take themselves too seriously. I think their fans would dig us.

AR: IN ONE WORD DESCRIBE YOUR BAND.

KW: Dudes

AR: WHAT DO YOU THINK PEOPLE ARE DOING WHEN THEY LISTEN TO YOUR MUSIC?

KW: Hopefully getting ready to party.



by AMANDA RODRIGUEZ

Jen Gentile

LESS GAMING AND MORE BEAT MAKING IS WHAT THE BAND KILL3R WHALE IS ALL ABOUT. DRUMMER ANDREW LIM AND BEAT/ LYRIC GENIUS ROBERT JOFFRED WERE CHILDHOOD FRIENDS AND NOW SHARE THEIR UNIQUE SPIN ON MUSIC. LIM, A DREXEL MUSIC INDUSTRY MAJOR, AND JOFFRED, A MUSIC EDUCATION MAJOR, CONVERT TODAY'S POPULAR SONGS AND TWIST THEM INTO CHIPTUNE GOLD. WITH THEIR USE OF GAMEBOYS AND HARD BEATS, THIS MUSICAL DUO IS SURE TO GET THE PARTY STARTED.



DESCRIBED AS A BLUES-INSPIRED ROCK BAND DIPPED IN GASOLINE AND LAID OUT TO DRY, MATERMATHU HAS A UNIQUE SOUND. COLLEGE BUDS TIM PASSARELLA, MATTHEW JURASEK, ALEX FRANKEL AND DAVE LAPINKSI ARE SHARING THEIR RAW PASSION THROUGH CLEVER LYRICS AND SONGS. MATERMATHU IS A MELTING POT OF MUSICAL MINDS THAT COMBINE TO CREATE THEIR UNIQUE SOUND.



by AMANDA RODRIGUEZ

Jen Gentile

AR: DESCRIBE WHAT YOUR MUSIC SOUNDS LIKE TO SOMEONE WHO NEVER HEARD OF YOUR BAND BEFORE.

MM: Matermathu sounds like blues inspired rock and roll. Period. Like one of those late night sessions in a dark London recording studio circa 1966, if say, Jimi Hendrix was playing with Paul McCartney, David Gilmore and Jack White.

AR: IF TWO BANDS CAME TOGETHER AND HAD A CHILD (WHICH WOULD BE YOUR BAND), WHO WOULD THE PARENT BANDS BE? (MEANING TO CREATE YOUR SOUND)

MM: I think the story goes, The Band introduced The Beatles to the Raconteurs who were brought by members of the Mars Volta. But in the end, who can talk about Matermathu's lineage without talking about Grandpa Robert Johnson, all his children and grandkids who we grew up listening to and playing with.

AR: WHERE DID THE NAME COME FROM?

MM: Matt and I were playing with a bunch of ideas, throwing words together, trying to find some witty pun. I was calling him Mathu, pronounced Ma-Th-ew. I love coming up with nicknames for people that hint at their given one. So we thought, well the band is really just you and me playing in our living room with a billion ideas. It stuck.

AR: WHO IS THE BAND'S BIGGEST INFLUENCE?

MM: I would say the band really respects what The Black Keys are doing for Junior Kimbrough's sound. We also look to bands for different elements of their art. Wilco, for example, has a writing and production quality that is setting the standard. We look to bands for their use of multiple instruments or classic set up, like The Band, and others for minimalism. Matermathu is really our melting pot for great rock influences.

AR: FAVORITE SENTENCE, LYRIC, PHRASE IN ONE OF YOUR SONGS, WHY?

MM: There is a line in "Turtle Soup," when Mini Beast (Matt's and my turtle we fostered for a over a year, now referred to as Beast for eating another turtle) is singing. "I may be small, I may be wrinkled, but I have seen the light." I just feel like his character throughout the song is trying to get the subject to open their eyes. At the time I was trying to force myself to look out and see things that I hadn't. I feel that is something very human. We tend to get stuck in the worlds we make. Letting our comfort ruin potentially new and exciting experiences.

AR: TELL ME A LITTLE ABOUT YOUR NEW ALBUM. WHAT WAS THE CONCEPT BEHIND IT? WHAT INSPIRED YOU? WHO DESIGNED IT, AND WHAT WAS THE CONCEPT BEHIND THE DESIGN FOR THE COVER ART?

MM: The album had many faces as we wrote, recorded and gigged. The result was more of a canvas of how Matermathu worked to create music we believed in. I think with our busy school-focused lives in a city like Philly, Matermathu was therapy. I designed the art work. The image was from a day at my parents' house shooting out over the lake. I was using an old twin lens reflex my mom found at some rummage sale. It was broken, so no need for an expensive film splurge. Grabbed a digital camera, and it happened.

AR: DID I MISS ANYTHING? IS THERE ANYTHING YOU WANT TO SHARE WITH ME, TELL ME ABOUT, WANT ME TO WRITE ABOUT?

MM: Dave Lapinski just joined our band. He's amazing and the second funniest person on the planet.

KM: DESCRIBE WHAT YOUR MUSIC SOUNDS LIKE TO SOMEONE WHO NEVER HEARD OF YOUR BAND BEFORE.

WR: Wild Rompit has covered such a diverse mix of styles, but at the end of the day it is just honest rock and roll. We try to make music that you can scream along to in a packed club or listen to in your bedroom with headphones.

KM: WHO IS THE BAND'S BIGGEST INFLUENCE?

WR: We all have such different tastes in music that it's really exciting what each person brings to the table. Paul will be listening to Adele while Blair is singing doo-wop upstairs, while Brandon is mixing electronic, and Sean is listening to punk in the basement.

KM: FAVORITE SENTENCE, LYRIC, PHRASE IN ONE OF YOUR SONGS, WHY?

SH: "So hold fast and steady! Our fathers never thought we'd be, this close to death, this far out to sea." BO: "We danced under the dying sun, praying for rain to a lost God." It really just paints the image in my mind every time I sing it. Sort of a nostalgic and ominous feeling.

KM: WHAT WAS IT LIKE ON TOUR LAST SUMMER?

WR: We were fortunate enough to take some of our best friends from the band W.C. Lindsay out on the road for two weeks around the country. We bathed in rivers, crashed on floors, got tattooed, ate some really weird food, and somehow played 12 shows in the middle of all that. Every city offered a new experience and some incredible bands to play with. You have to try your best to ride shotgun in the van, 'cause otherwise you're at the mercy of some weird music being played on the stereo.

KM: WHAT IS ONE OF YOUR FAVORITE MEMORIES AS A BAND?

WR: Swimming and bathing in the James River (Richmond, Virginia). While on tour we unplugged ourselves from our phones (except for our daily blog). By the time we got to Virginia, we hadn't showered in a few days. We had a lot of downtime before our show, so we explored the town.

We soon found ourselves walking over a foot bridge to the edge of the James River and instinctively jumped in. The enormous river was surrounded by rocks and some cliffs. Nothing like anything in Jersey or Philly. It was a nice break for us, getting to swim in the river and enjoy the summer day. I think it hit us all pretty hard - we were able to enjoy and appreciate more simple things.

KM: IS/ARE THERE ANY SONG(S) YOU ARE PARTICULARLY PROUD OF OR FEEL REALLY SHOWCASES THE DEVELOPMENT OF YOUR BAND?

WR: "Secrets" and "Equilibrium," from the EP *Brotherhood*, both demonstrate our development as a band. The songs show maturity, development, and consistency; they are honest and well-structured songs. From instrument to instrument, everything makes sense and has its own importance in the grander scheme of the song. Along with structure, both songs have movement. A huge part of being successful in this industry is being able to capture and retain people's attention, and is something very hard to do. However, "Secrets" and "Equilibrium" both are great examples of songs that do this. They take you on that roller-coaster ride and are very meaningful and relatable.

LEAD SINGER BLAIR OLLENDORF HAS A RASPY SOUND ONLY HE CAN PULL OFF WITH THE HELP OF BAND MEMBERS BRANDON BOST, SEAN HUBER AND PAUL IMPELLIZERI. TOGETHER THEY ARE WILD ROMPIT, A BAND CREATED ALMOST INSTANTLY WHEN MEMBERS BOST AND OLLENDORF WERE RANDOMLY PAIRED AS ROOMMATES THEIR FRESHMAN YEAR AT DREXEL UNIVERSITY. THE GROUP HAS PLAYED ALL OVER THE COUNTRY, SPREADING THEIR SOUND FROM PHILADELPHIA TO CHICAGO.



by KRISTIA MORABITO

Jen Gentile



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TAKING OVER the WORLD

“DJ-ing is what you make it. You can grab an iPod and play top-40’s music, which is the whackiest thing to do or you can go out, find new music, grab a pair of turntables, a mixer and a dream. That’s what makes a DJ a DJ. It takes time to perfect your skill and find yourself in this endless, growing world of music.”

—DJ Sally Caps

by JILLIAN FRAGETTI

As the bright lights cascade over the crowd, I stare up in awe at the stage. My heart is beating in rhythm with the bass as it shakes the floor. The TLA on South Street is packed, and the sweat is dripping down my face. Not a single person cares. There is no greater feeling than dancing along with hundreds of others, all strangers with the same passion. There’s no greater feeling than hearing a great DJ.

Our generation has created a powerful Disc Jockey (DJ) culture, raising house and dance music to the top of all the charts. Artists including Rihanna, Usher, Britney Spears and Kanye West have turned their pop, R&B and hip-hop styles into tracks that are created from electronic and dubstep samples. The dance phenomenon continues to expand its horizons with positive reactions from old and new fans. The biggest names in mainstream music are teaming up with such renowned DJs as David Guetta, Calvin Harris and Avicii. How did this explosion begin, and why is it still sparking?

2012 is breaking all boundaries from types of social media to social norms, and music isn’t an exception. Just as technology has turned social media into the new communication norm, it has done

the same to creating beats. But has this advancement in technology found a way to make DJ-ing easier? Is that why everyone is now jumping on the bandwagon? The answer is yes and no.

From newcomers to the most experienced DJs, many are using Serato Scratch Live, Traktor Pro or Ableton Live audio production software. These programs, when connected to USB-enabled turntables and a mixer, give DJs the tools to create their mixes. They can control both the music on the computer and vinyl LPs. (They even make vinyl records specifically designed to control audio production software.) There are also tons of effects, both within the software and externally on the mixers, to manipulate the music.

Some professionals take it a step further and use more creative tools to control their music. DJs like DJ Endo, a teacher

at Dubspot school in NYC, use a mapping technique for Traktor called Maschine as his main piece of equipment. “This can turn into one expensive endeavor with purchases running into the thousands. Now, if you have a low budget, you can just DJ with a computer and nothing else. All a DJ is is someone who plays music for a crowd. That’s the definition of a DJ, but I respect a DJ more if I see them actually working it out,” explains DJ Endo.

There are definitely pros and cons to this advancement in technology, but it depends where you start. Beat matching on a digital DJ program is a much quicker skill to learn than jumping into working with vinyl if you don’t have a musical background. The internet has made it easy for anyone to get these programs, but standing out from the rest of the DJs out there now is the struggle. Mike Milas, a Drexel University Music Industry student, explains, “You can download or pirate software for free and get going, and that’s the beauty of it. And at the same time that’s why every which way you turn everybody’s a DJ now. Because everyone can do it.”

To make a mix, in the simplest of terms, involves only a few steps and can take only 15 minutes. You

wait for the first beat of a section change of the song you are working with. When that beat hits, you add in the next song. Then you have to match the beats and use the mixer to blend smoothly between the two songs to make it as easy on the ears as possible. To create the perfect mix you have to make sure you create a good story with the songs you choose. Your flow has to be so good that you keep the dance floor busy the whole night. DJ Endo adds, “There’s also the technical side of it. You have to make sure all your beat matching is perfect. If someone screws up, it sounds like sneakers in a dryer and everyone boos.”

With all this work that can be recorded in a studio or even at home, it’s hard to tell if these new DJs are even performing live or just pressing Play and enjoying the show with the rest of us. DJ Sally Caps, an up-and-coming DJ from Northern New Jersey explains, “We make practiced

pre-made sets that take hours to complete and finalize but then perform the mix live.”

Each DJ has their own way of preparation, some more and some less. “For me, I’m crazy with it. I’ll prepare for up to two weeks. There’s a whole process of finding the music, preparing the music and playing around with it. People don’t realize how much work is done behind the scenes. I’ll pick around 100 songs that I might want to play in a night and I’ll put them in a folder. When I show up it’s all complete freestyle. Some DJs have more stuff prepared beforehand, some have an actual act they play, but a lot of DJs just do it on the fly,” says DJ Endo.

“DJs who learned to spin on vinyl records are accustomed to not looking at a screen while mixing and beat matching, and they are much stronger at trusting their ears,” admitted newbie from Philadelphia DJ Marissa Dana. They also make sure they perfect the other side of being a great DJ: putting on a great show. Hiding behind a DJ booth doesn’t always do the trick of entertaining a crowd of eager listeners. The DJ doesn’t just mix the music - he or she is the star of the show.

Whether DJing for a small crowd, a birthday party, or a huge show, the DJ is legally responsible for the music played. Something that is overlooked is the payment to artists for use of their music that is part of the copyright laws of the country. “That’s always been kind of a grey area in the DJ community. Technically, legally, we’re supposed to be paying. If



photo courtesy DJ Endo



photo courtesy DJ Marissa Dana



photo courtesy Mike Milas



photo courtesy DJ Sally Caps

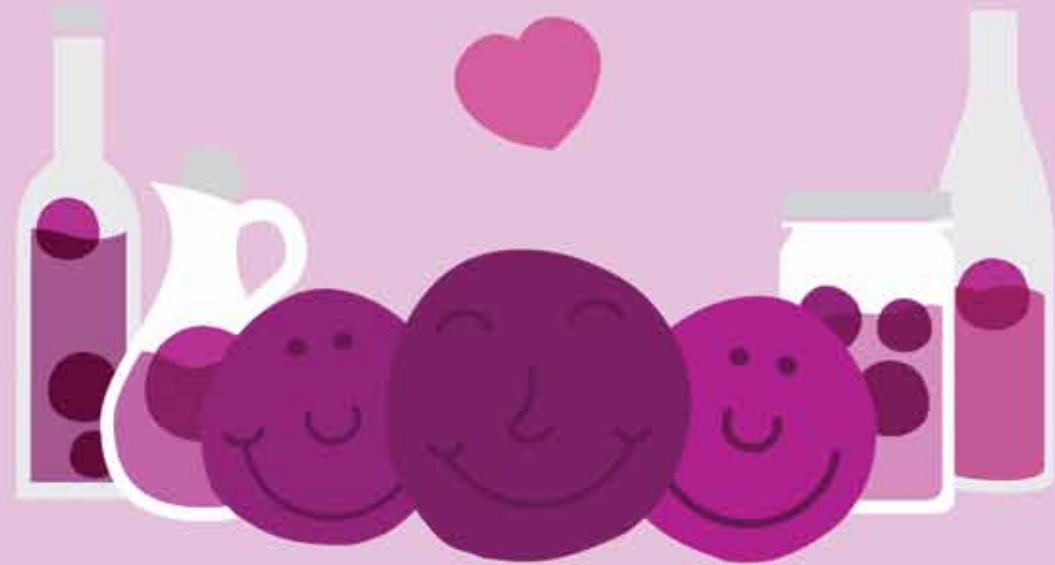
you play something out and people are paying to see it at a club, the club is actually supposed to pay the artist but out of all the superstar DJs I work with, that just doesn’t happen,” admits DJ Endo.

In the past few years there are more options available to learn how to be a great DJ. Mike Milas spent years teaching himself to DJ by trial and error and YouTube tutorials, and he later attended a DJ school to perfect additional skills. Others like Marissa Dana have a mentor and shadows her to learn how it all works. One perk is that Dana opens for her mentor’s gigs to get herself a solid start. DJ Sally Caps attended Dubspot, a DJ school in New York City and was taught by DJ Endo.

Milas says, “I think what happened was that hip-hop was what mostly everyone listened to and as hip-hop grew less and less relatable, people still liked the feeling that comes across with it (heavy bass and the style of dance) so electronic music brings the best of both worlds because you still get that same energy, heavy bass drops, and dancing.”

“THERE ARE NO SET RULES TO DJ-ING. IF YOU CAN MAKE THE CROWD ENJOY IT, YOU’RE DOING YOUR JOB.”
—MIKE MILAS

FOR THOSE OF US WHO
LOVE BEETS

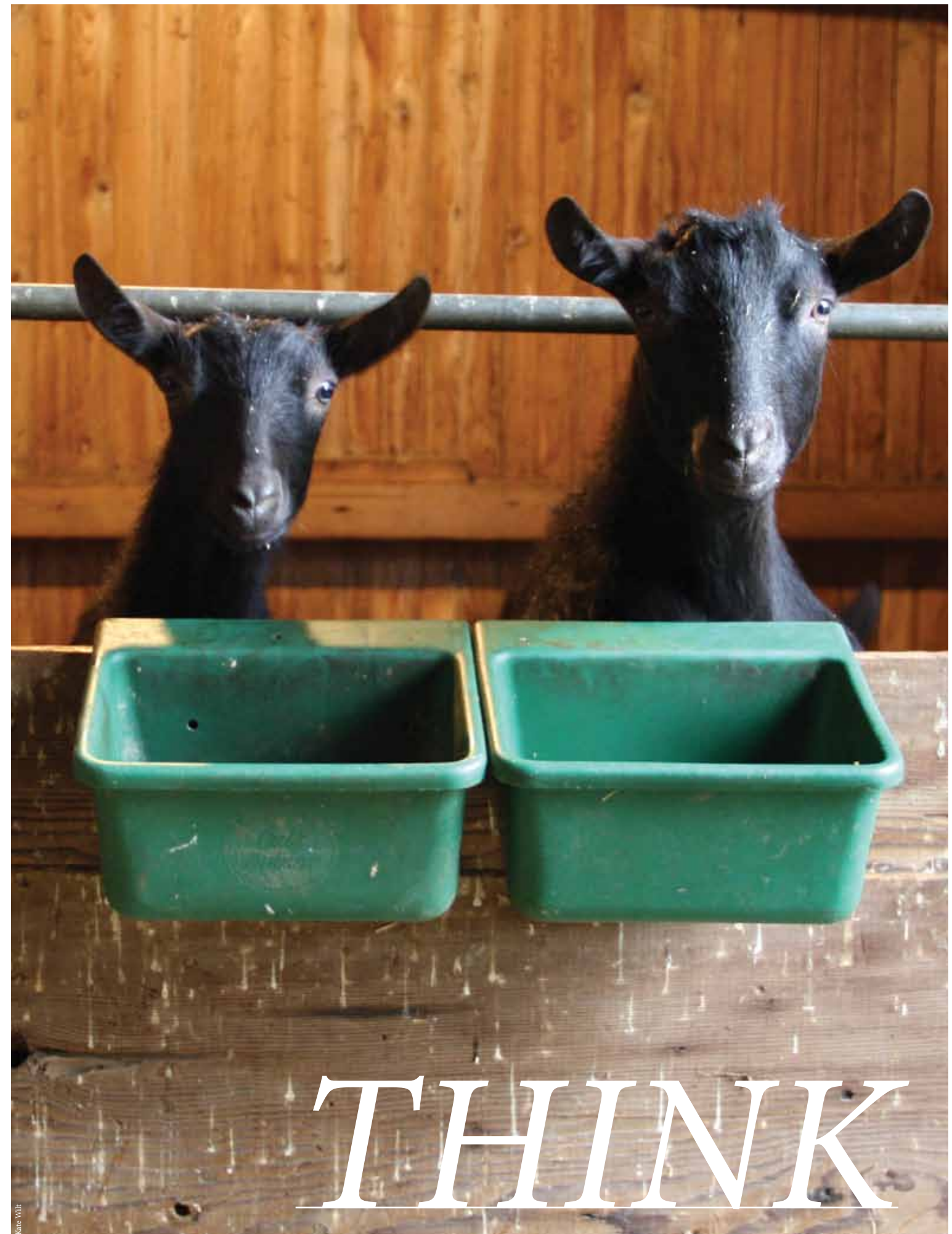


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THINK

FARMING: NOT JUST FOR COUNTRY FOLK ANYMORE

As the green trend begins to take root in communities across the nation, we've come to realize that farming isn't just for country folk anymore.

Visiting Tom Culton's little piece of paradise is like being transported into a 19th-century romance novel. That is, if your ideal work of fiction includes an authentic early American farm home complete with vintage wallpaper and period furnishings, free-roaming ducks, plots of artichokes and dreadlocked hippies harvesting pesticide-free peanuts on sprawling farmland. Culton is cultivating modern romance, with a twist.

"I always wanted to be a painter or an indie filmmaker," admits Culton, as he strolls around his 53-acre prime Lancaster property, barefoot. While perhaps not the person he once planned to be, he certainly qualifies as an artist in his own right.

A life-altering choice hit Culton earlier than most, when he was faced with a serious decision after the death of his single mother. "I was 20 years old, had just nursed my mother through stage-four cancer and was immediately forced to settle on what I wanted out of life."

Large corporations sought to acquire and develop the land that had been in his

family for three generations. Despite their long pursuit and tempting monetary offers, Culton resolved to keep the property under his ownership.

Unfortunately, the battle wasn't over.

Lancaster County has the power to force the sale of any property, provided they can prove local economic and social stimulation in doing so. Culton stretches out his arms, "This is corporate America. All the way down to little old Lancaster." Clearly externally influenced, the farmland board of trustees was prepared to swiftly exert their power on behalf of the commercial company. Culton's only move was to place

SQUASH ROCKSTAR



by ASHLEY SANTEE
photography KATE WILT



the property in a land trust, thus preserving the space and preventing repossession. Upon entering into a conservation contract, the owner forfeits all real estate development, commercial and industrial rights. The restrictions, once set in place, are perpetual and binding on all future landowners.

Although Culton had lost a great deal of potential land value and control, he was now protected. "The look on the board members' faces at the meeting, as my lawyer announced they couldn't touch it [the land], is something I'll never forget," he reminisces.

After that moment there was no going back. Culton had committed himself to a career in agriculture. On his own terms.

If Culton's shoeless farming technique isn't an indicator of the rebellious, counterculture spirit that is visibly ingrained in his nature, there are certainly other demonstrations. He hosts epic barn parties with big-time musicians like Michael Hurley and Thom Yorke of Radiohead, where a hodgepodge of Amish kids, swinging from the rafters, mix with the New York elite and hipsters

“I was 20 years old, had just nursed my mother through stage-four cancer, and was immediately forced to settle on what I wanted out of life.”

of Philly. Silk ascots and fitted caps are elements of Culton's quirky aesthetic. Yin-yang signs decorate the barn instead of traditional Pennsylvania Dutch hex symbols. An interior wall is dedicated solely to hundreds of antique skateboards, a testimony to a life left behind.

But don't let Culton's alternative lifestyle confuse you. When it comes to growing, there's no joke here.

Reinventing the family business into varietal heirloom farming was an aggressive move for the early 2000s. Culton's grandfather, who still works the land today, is a product of industrial agriculture. "My grandfather and most of the growers in the area were part of the large scale farmer generation. The government wanted mass production of staple crops. If you weren't playing by their rules you were pushed out.

Most continue to maintain this method." The "conform to survive" attitude was implemented by farmers who were less educated in long-term personal, societal and economic well-being. They did whatever proved to be immediately beneficial.

While many appreciate Culton's unique contribution to sustainability, the concept hasn't quite caught on closer to home. The Amish, who contribute to a majority of the farming infrastructure in Lancaster, maintain various negative impact agricultural practices. One of Culton's immediate neighbors continues to raise cattle industrially. "They don't get what I'm doing here," says Culton in reference to his occupational peers. There's a disconnect between the two ideologies that is not only defined by mentality, but age.

Farming is no longer reserved for blue-collar folk. Increasing numbers of intellectual and innovative youth are buying into the culture, like Culton.

The 53-acre farmland, once used for tobacco and carrots, is now home to varieties such as Peruvian corn, Flageolet beans and Rouge Vif d'Etampes pumpkins. All of which are cultivated by crop rotation, minimal machinery and without pesticides.

He has also recently expanded into the free-range bird business.

Culton was sure to take advantage of the untapped market of chefs interested in select, organic produce for their restaurants.

As a result of true salesmanship and determination, his produce, along with ethically developed foie gras, can be found on the plates of establishments such as Vetri,

Osteria, Zahav and countless others in Philadelphia and New York. Culton looks to open his very own gourmet farm-to-table establishment in Lancaster by 2013. The general public can stock their pantries with a wide spectrum of Culton Organic offerings too. Tom sells at Head House Farmers Market on 2nd and Lombard Streets in Philadelphia on Saturdays from 10 a.m. to 2 p.m.

Labeled as a "celebrity farmer" by some and "squash rockstar" by others, it's easy to question the integrity behind the individual. Tom has made appearances on the Letterman Show and is currently pitching a concept for reality television.

However, witnessing Culton cradle a head of radicchio in his palms like an artist with his lifelong masterpiece puts any uncertainty to rest.



sequins,
tutus,
sequins,
bright colors,
sequins,
feathers,
sequins,
tiaras,
sequins,
AND MORE SEQUINS. □

... Just the normal office décor of A Wish Come True costume company. From dance costumes to dreamy dress up, color guard, dance team or salsa, A Wish Come True has been driving the industry for over 15 years. What lies behind the shining faces in the company's catalogs is a brand not only designed and produced entirely in the USA, but one based in the small town of Bristol, Pennsylvania.

Pause for a second. Think of three companies that are Made in the USA. It may be a struggle to name more than three. If you have three companies in mind, chances are they produce food or apparel. With such a limited number of products still made in this country, who would ever think you could find a dance costume company existing just an exit off Interstate 95 in Pennsylvania?

A Wish Come True was established in 1985 as a party entertainment supplier. Original owners Steve and Lori Miller traveled to clients' homes with a dress-up collection for birthday parties for children to dress up as many generic characters, such as princesses and fairies. They soon saw a market to create and sell these costumes to FAO Schwarz, Bloomingdales and Nordstrom.

By 1993, they had moved into the dance costume market as well. The Miller's children were the only models for the catalogs, and their collections were extremely basic. Terry Beaumont, a skilled patternmaker who still works at AWCT today, began working with the new PAD patterning systems in the industry. She was the first to digitize foundation patterns for the company while a patternmaker still handcrafted and cut them.

Since the early developmental years at A Wish Come True, the company has expanded and progressed exponentially, twice outgrowing their facilities. In the first few seasons, selling 1,000 units from the dance catalog was considered great success. The company now sells over 3,000 units of many styles.

Being Made in the USA is one of the biggest challenges a business can face. It means significantly higher prices than competitors' because labor is the dominant element of final product cost, and labor is substantially more expensive. How did this company grow so quickly when price can't be a major selling point?

A Wish Come True sells to the elite and affluent and has learned how to train customers to appreciate quality and service. Beaumont says, "The company was founded on ready-to-wear dance wear. All attachments and garments are ready to go. Hair accessories have barrettes, elastic and straps are measured, trimmed and attached. Today that is the industry norm, and A Wish Come True innovated that technique."

by SAMARA CIFELLI photography JEN GENTILE

According to President Bob O'Donnell, this marketing hook is just as important in 2012 as it was in 1993. "Parents don't mind paying the higher price for a quality product. The parents don't want to do anything after purchasing the product. If everything is already attached, well-fitted and ready to go, they are pleased to pay the higher price." This method also pleases the dance studios because it allows the group to look uniform, polished and consistent for the performance.

Another challenge is finding employees with advanced sewing skills and industrial equipment experience. Tax and government regulations add to the mix. While dance costumes get sold at retail prices, dress-up collections are sold at wholesale, with added pricing pressure. Marketing Made in the USA is extremely hard at a wholesale level, and A Wish Come True must target a higher clientele such as Neiman Marcus, Bloomingdales and Nordstrom because they cannot compete in mass market toy stores like Toys R Us.

According to Amanda Storm, Purchasing Manager at AWCT, 97% of fabrics, trim and accessories are sourced from overseas companies to keep prices low. However, AWCT is able to purchase their chiffon, organza, tulle and some Lycra fabrics from companies in the US.

Despite the challenges that are inherent in being a Made in the USA company, there are also significant benefits. Increasing employment opportunities, quality control, speed to market, turn around time, smaller carbon footprint, opportunity for custom creations and overall pride are all great benefits.

Designer Lisa Randolph, 28, graduated from Southern Illinois University with a degree in Fashion Design. After graduation in May 2005, Lisa moved to New York, working at a prom dress company as a receptionist. Discovering that all of the patternmakers and sewers were internationally based, she realized her receptionist job was going nowhere fast, and just six months out of school landed her ultimate dream job: Costume Designer at A Wish Come True. Now in her sixth year at AWCT, Lisa creates about 1,000 designs per year and 500 are published and produced. On a daily basis she watches her designs go through sourcing, pattern making, photo shoots, production and out to distribution and the customer.

Because the factory is located only about 40 steps from Lisa's desk, there is an ease of handling the entire product from start to finish. She can make quick changes and fix mistakes in just a few minutes. "These same processes would take up to six weeks to handle overseas and could result in higher costs and waste. Not having to send samples and products back and forth to overseas locations also decreases our carbon footprint, allowing for a much greener system," says Erika Duszny, Pattern Room and Sample Production Manager for AWCT.

The majority of the Design and Pattern Room team are graduates of Drexel and other local Philadelphia universities. Several began as Drexel co-ops.

The ability to create custom costumes for dance studios, teams and other dance productions also drives AWCT's business. According to Duszny, last year AWCT created 573 custom garments. AWCT has worked with "Dance the World Disney" on custom designs for parades and over 500 costumes for the Macy's Day Parade. You can find AWCT costumes on "Good Morning America" and "Dance Moms." Several costumes have been highlighted in magazines such as *Dance Spirit*, *Dance Studio Life*, and *Dance Teacher*.

The benefits and challenges of being Made in the USA are complex and substantial. Through A Wish Come True's designs and excellent customer service, the company has been able to provide teachers, directors and dancers with a quality product. Given the success of A Wish Come True, other companies across all industries might consider moving production and services back to the USA.

A



NEW WAY TO

grow

PHILADELPHIA URBAN FARMING



Growing fresh crops, cultivating land, tillage - these are all terms used to describe something done by millions of people for the past 10,000 years: farming. The past century has seen advancements in the science of farming, but many are reverting to organic produce, local markets and traditional community-run farms. Around Philadelphia, men and women are using old-fashioned methods to give a modern twist to the age-old art of farming.

photos and story by CANDICE WATTS

“Urban farming” is the cultivating of land on a vacant city lot that would not normally be used to farm. In Philadelphia alone there are over 40,000 vacant lots, and the majority of these are plagued with weeds and trash. But amidst the rough there lie a few gems.

Johanna Rosen, “Jo” for short, and Jade Walker founded the Mill Creek Farm in West Philadelphia on a 1.5-acre vacant plot. These two women found their roots working together in the Urban Nutrition Initiative (UNI). UNI is a program of the University of Pennsylvania’s Netter Center for Community Partnerships that helps to enhance nutrition awareness and good eating habits for residents in West Philadelphia. They worked on a program with local high schools called “A Little Taste of Everything” (ALTOE), in which students tended fresh produce gardens at their schools and then sold the produce to the local residents. The profits from selling the produce went back into renewing the garden.

As the program began to blossom, they realized that the plants from the gardens weren’t yielding enough produce to feed the people in the West Philadelphia neighborhood. After a lot of paperwork and time, the Philadelphia Water Company awarded ALTOE 1.5 acres on Mill Creek Farm in 2005.

The Mill Creek Farm is located at 49th and Brown Streets. In the 1960s this land began to cave in because of an underlying waterway, and with it so did the houses above. Anything left standing on this land was torn down, and it was vacant until 2005. The land provided a perfect space for Rosen and Walker along with ALTOE to start the farm with its first growing season in 2006. Since then, the farm has supplied the Mill Creek neighborhood with fresh fruits, vegetables and honey. The farm has also shared with the neighborhood educational activities, outlets for youth and an overall sense of community. The children in the neighborhood are encouraged to stop by and plant their own veggies or just check on how the plants are doing.

In Spring 2011, Clay Hereth, a Drexel University student, produced and directed the documentary *West Philly Grown*, which highlights the farm’s history, and the effect the farm has had on the neighborhood around it. *West Philly Grown* pinpoints what the farm has given the

neighborhood: a safe environment to learn about the earth being cultivated and to create new relationships.

Rosen is accustomed to giving tours twice a week to new volunteers from the community or from neighboring schools. Each workday starts with a tour of the different plants, vegetables and fruits on the farm, the history of the farm and an explanation of the obstacles presented by being located in the city, such as pollution, governmental regulations and land ownership rights.

“...people want to be part of something that is bigger than themselves. It’s an intrinsic human need. To be working with other people, in community and be outside and touching the earth.”

A recent visit found volunteers from outside the city, friends of Rosen’s and Walker’s and neighbors who were all there for the same reason -- to help produce something bigger than themselves. One student from St. Joseph’s University was there celebrating her birthday. When asked, “Why work on your birthday?” she replied modestly, “This isn’t work.” Although everyone at the farm was getting dirty and had been working for at least four hours, no one had a frown on their face.

A different urban farm exists in the Kensington area of the city: Emerald Street Urban Farm Project. ESUF was founded in 2009 by Elissa Russ and Patrick Dunn who, with the support of the neighborhood, were able to reclaim five vacant lots. This farm is run “by the community, for the community,” with not only a community garden, but two farming beds, a hoop house that provides fresh produce all year long, and a cob oven that provides a new means of cooking. Their mission is to directly connect the people to the food they are eating and the neighbors they are sharing it with. Neighbors, most commonly in the warmer months, will harvest their own vegetables for dinner or share their favorites with the rest of the community.

Russ helps to write the blog associated with the farm and organize events for the neighborhood. She writes, “Love is in the veggies.”

The ‘hoop house,’ (a series of hoops, covered in plastic to create a greenhouse), is a feature of this farm that helps it to produce food all year round and allows the farm to stay open longer and reach more people in and out of the community.

“I don’t think people come out to our volunteer days and our community work days or just stop by in the neighborhood because everyone wants to grow up and be a farmer. Most people don’t. Most people really prefer that other people grow their tomatoes and corn, but people want to be part of something that is bigger than themselves. It’s an intrinsic human need. To be working with other people, in community and be outside and touching the earth. I think that is what is so cool about having the farm here.

That’s what this space is able to do in this way that a lot of people have been accepting of and really responding to.” -- Jade Walker, “West Philly Grown”



DIY

DIY + Green = two hot trends in 2012. Combining the two offers fun and creative projects that are socially responsible. Here are six simple ways to reuse glass jars for lifestyle, function and décor. According to the Glass Packaging Institute, "Recycling just one glass bottle saves enough energy to light a 100-watt light bulb for four hours, power a computer for 30 minutes, or a television for 20 minutes." Complete all six projects and you have multiplied those results! Glass does not lose its purity or quality so it can be used again and again and again!

by SAMARA CIFELLI photography ROBERT REYNOLDS

RECYCLE THOSE JARS



No matter how many times you use it, glass holds its same purity and quality. One great way to reuse any type of glass jar or bottle is to use it as a reusable water bottle! Fill up, and drink up!



Nothing is more refreshing than a colorful floral arrangement as a centerpiece. Select four to nine jars or bottles that are similar in height. Fill them with water, line up the glasses and wrap rope around them and tie. Arrange your flowers by placing a few stems in each container.



While your water is already in a reusable glass container, why not throw your lunch in a jar too? A large jar is perfect for salad! Toss up your favorite salad, add the dressing to the bottom first. Pour the salad into the jar. When lunch rolls around, give the salad a good shake spreading your salad dressing. Open and enjoy lunch!



Since any meal can't be complete without dessert, pack a cupcake in a jar! Slice the cupcake in half and insert the bottom into the jar. Add icing and put the other half on top. You can bring a cupcake anywhere without worrying about smushing and smearing the icing!

Choose some of your favorite photos. Gather a variety of glass jars and bottles. Print the photos in sizes that complement your selection of containers. Slide one photo in each jar and arrange the containers with your own artistic freedom.



Keeping your bracelets organized and not in a tangled heap can be a challenge. Not only does this project offer helpful organization and recycling, but it also gives you an excuse to kick back a few drinks. Remove the labels from glass bottles using hot water and soap. Find a location where you will store your new displays and stack your bracelets.



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