Snap

THE DESIGN ISSUE APR 2013

CLIMAX

MARRIAGE & EQUALITY

FEATURE

YABU PUSHELBERG

George & Glenn Talk Inspiration, Dreams, and The Muse

HOW-TO

SHOOT AN INTERIOR

DESIGNER PLAYLIST

HIPSTOP AUSTIN

PLUS

& DESIGN OBSESSIONS



SHOT USING JANE LENS / W40 FILM

FORM + FUNCTION

IT'S ALL IN THE DETAILS. Those words were, and still remain, a common theme when we approach design. Hipstamatic, as a brand, was founded by graphic designers, and even the first hires were designers.

With Hipstamatic and Snap magazine, design is incredibly important, and helps separate us in this ever-growing world of mobile applications. We care about the details in everything we do. From our camera experience to our analog prints to the look and feel of our lenses—we are obsessed with the details.

Design, unlike (most) art, has a function—it has a purpose and should fulfill its purpose in the most beautiful way. Whether it's to communicate a message, to enhance a person's appearance, to transform a space or to get you around effectively, design completes a goal. It's those ideas explored by a variety of designers that we're highlighting in this issue of Snap.

From the designer fare at Sons & Daughters to the architectural jewelery design of Faris to Rob Forbes' creation of PUBLIC Bikes, this issue taught us that while it's hard to define all the elements that are catagorized as design, the common thread with designers is the love and desire to create and help our society evolve.

MARIO ESTRADA
EDITORIAL DIRECTOR

mario@snapm.ag

Hipstamatic

#makebeautiful

PHOTO BY

ANGELA ANGER

—

ADLER 9009 LENS
CLAUNCH 72 FILM
NO FLASH



CONTENTS

APRIL 2013



SHOT USING JOHN S LENS / CANO CAFENOL FILM / PHOTO BY CHIUN-KAI SHIH

114

FEATURE STORY

YABU PUSHELBERG

We talk one-on-one with our favorite electro-pop sensation about their inspirations, rise up the charts, and forthcoming LP

122

ROB FORBES

The founder of Design Within Reach and PUBLIC Bikes talks urban design & more

132

SXSW RECAP

We went, we conquered, we lived to tell the tale (barely)

162

PHIL RUSSO

We chat with Cole Haan's creative director about his design process and the world's renewed excitement for fashion

HELP US

MAKE SNAP

EVEN MORE AWESOME

Send us your rockin' photos, words, and ideas
and you could wind up in the next issue of Snap!

TAP TO EMAIL US

COVER PHOTO
by Chiun-Kai Shih using
jane lens / AO DLX film

LISTEN +

Listen to this month's playlist while you browse



SHOT USING HORNBECKER LENS / AO DLX FILM / PHOTO BY ALON GOLDSMITH

96

2 EDITOR'S LETTER

10 OBSESSED
Jamie N Commons
Ginger & the Ghost
The Hush Sound
Hasnaa At-Tauhidi
Faris
Jodi Rae
Retrofit Republic
Sons & Daughters

30 HIP STOP
Austin

40 ADVENTURES IN HIPSTALAND
Barcelona
Road Pirates
Bangalore

70 CULTURED
How To Shoot Interiors
Multiple Exposure Guide
Designer Playlist
Smokey Cocktails
How To Rock Colored Denim

94 CLIMAX
Marriage & Equality

96 DELICIOUS
Venice Skate Park
Rick Rocamora's Mind

172 SITUATION
Five Senses Gallery
Sound Check
SXSW

178 LENSED
Melodie

Hipstamatic

#makebeautiful

PHOTO BY

MARKUS ANDERSEN

—

JOHN S LENS
BLACKEYS SUPERGRAING FILM
NO FLASH





PHOTO BY

JOSE VAZQUEZ

—

JOHN S LENS
CLAUNCH FILM
NO FLASH

#makebeautiful

Hipstamatic

Snap

Founders

Lucas Allen Buick *lucas@hipstamatic.com*

Ryan Dorshorst *ryan@hipstamatic.com*

Editorial Director

mario@snapm.ag Mario Estrada

Editor In Chief

Molli Sullivan *molli@snapm.ag*

Associate Publisher

Chiun-Kai Shih

chunky@snapm.ag

Photos

Angela Anger, Alon Goldsmith, Markus Andersen, Jose Vazquez, Stefano Figurelli, Peter Engstrom, Jodi Rae, Ashley Klugerman, Stephen Hollingsworth, The Stone Foxes, Greg Martinez, Eric Rozen, Alexander Winter, Patti Laws, Justin Sheps, Jose Michael Rodriguez, Simone Muresu, Tom Choinski, David Brown, Gregory Federov, Rick Rocamora, Jason Ordaz, Leigh Lukash, Samuel Gasc, Pedro Gasc

Words

Ashley Klugerman, The Stone Foxes, Eric Rozen, Alexander Winter, Tom Choinski, Valeria Silva Estevez, Sarah Audelo, Alon Goldsmith, Rick Rocamora

Creative Director

Aravind Kaimal *aravind@snapm.ag*

Editorial Assistant

Rheanna Martinez *rheanna@snapm.ag*

Advertising

ads@snapm.ag

Chief Operating Officer

Douglas Lambert *doug@hipstamatic.com*

General Counsel

legal@hipstamatic.com

Web Development

Jeremy Boles *jeremy@hipstamatic.com*

SEND US THINGS FOR REVIEW, LIKE ARTWORK, ALBUMS, LETTERS, COOKIES

feedback@snapm.ag

SNAP SAN FRANCISCO

74 LANGTON ST

SAN FRANCISCO, CA 94103

SNAP NEW YORK

220 WATER ST, #130

BROOKLYN, NY 11201

ALL SUBMISSIONS PUBLISHED BY HIPSTAMATIC LLC, COPYRIGHTS RETAINED BY ORIGINAL AUTHOR. THE ENTIRE CONTENT IS COPYRIGHT OF HIPSTAMATIC LLC. AND CANNOT BE REPRODUCED IN WHOLE OR IN PART WITHOUT THE WRITTEN AUTHORIZATION OF THE PUBLISHERS. FOR SUBSCRIPTION INFORMATION GO TO HTTP://SNAPM.AG. IF YOU ARE STILL READING, THIS COPY IS TO MAKE LEGAL HAPPY, BUT WE LIKELY WOULDN'T ENFORCE ANYTHING UNLESS YOU ARE BEING A HOSER. CHEERS.

SHOT USING LUCAS AB2 LENS / BLANKO FREEDOM 13 FILM /TASTY POP FLASH / PHOTO BY STEFANO FIGURELLI





OBSESSED

From music festivals to art galleries to everything in between, we're not afraid of being a little obsessive when it comes to the things we love. Here's what we're crushing on this month.



PRINTED SCROLLS

NOW AVAILABLE AT HIPSTAMATIC PRINTLAB

LEARN MORE



SHOT USING JANE LENS / DC FILM /PHOTO BY MARIO ESTRADA

Jamie N Commons

ONLINE +

It's the power in his voice that's captivating

HE BELLOWS OUT and catches the attention of the room. It's a melodic expression that works with the acoustics of the music hall. The band backs him up, but you're still repeating his last note in your head—this is what happens when you see Jamie N Commons live. There are blues notes that influence his sound and overall provide an interesting twist to this British folk singer/songwriter's music, but it's a certain pain in his hoarse voice that makes you want to learn more about him. *—ME*



SHOT USING JAMES M LENS / ROCK BW-11 FILM /PHOTO BY MARIO ESTRADA

Ginger & the Ghost

ONLINE +

With a personality that matched their quirky performance, this artistic duo left us loving each track

"I WROTE THIS SONG AT BURNING MAN..." was how she transitioned between psychadelic songs while she danced around in circles swaying her gorgeous red hair. Sydney-based Ginger & the Ghost took us away to another world with projections that seemed to mirror the etherial state that drove their sound; her voice was soothing and trance-like and her outfit of a feathered boa, leotard, and barefeet created a storytime show that blew our minds.

You can tell they work off of love dynamics—swaying to the same rhythms together. Her husband has her back on the guitar and she swoons with her voice while picking up whatever instrument is around her, whether that be the drums at her side or a bicycle wheel. *—Rheanna Martinez*

Hipstamatic

#makebeautiful

PHOTO BY

PETER ENGSTROM

—

JANE LENS
DYLAN FILM
DREAMPOP FLASH





SHOT USING MABEL LENS / DIXIE FILM /PHOTO BY MARIO ESTRADA

The Hush Sound

ONLINE +

After a 6 year hiatus, the Chicago natives are back on tour with new songs and great energy

The Hush Sound recently stopped by the Haus of Hipstamatic—San Francisco to acoustically serenade us on the roof.

The group initially got started by writing story-driven songs and were immediately hooked on writing lyrics. From there, they recruited additional band members, and before they knew it, were playing to packed venues in Chicago and selling hundreds of albums. The Chicago buzz took them to internet buzz, which in turn helped them land a record deal.

Although they recently took time for a breather, (traveling and school), they're quick to jump back on the scene. They just released a few songs , played several shows at SXSW, and are releaseing a full album this summer.—*RM*

Birds of a Feather Relics

ONLINE +

Hasnaa At-Tauhidi is creating accessories designed to bring your life good vibes

POSITIVE ENERGY, NATURAL ELEMENTS, beautiful handmade jewelry—yes, we'll take some of that in our lives! Birds of a Feather Relics has an intriguing mission: To share the metaphysics of harmonic resonance through the rituals of adornment and storytelling. These pieces aren't just "jewelry" but relics of energy that share beauty and art. Each piece is handmade and comes with a story about the origin of the materials and inspiration for its creation. A beautiful feather and stone necklace might be holding just the energy we need to protect and guard us from the haters out there.—*RM*



SHOT USING JANE LENS / DC FILM / PHOTO BY MARIO ESTRADA



SHOT USING JANE LENS / DC FILM /PHOTO BY MARIO ESTRADA

F A R I S

ONLINE +

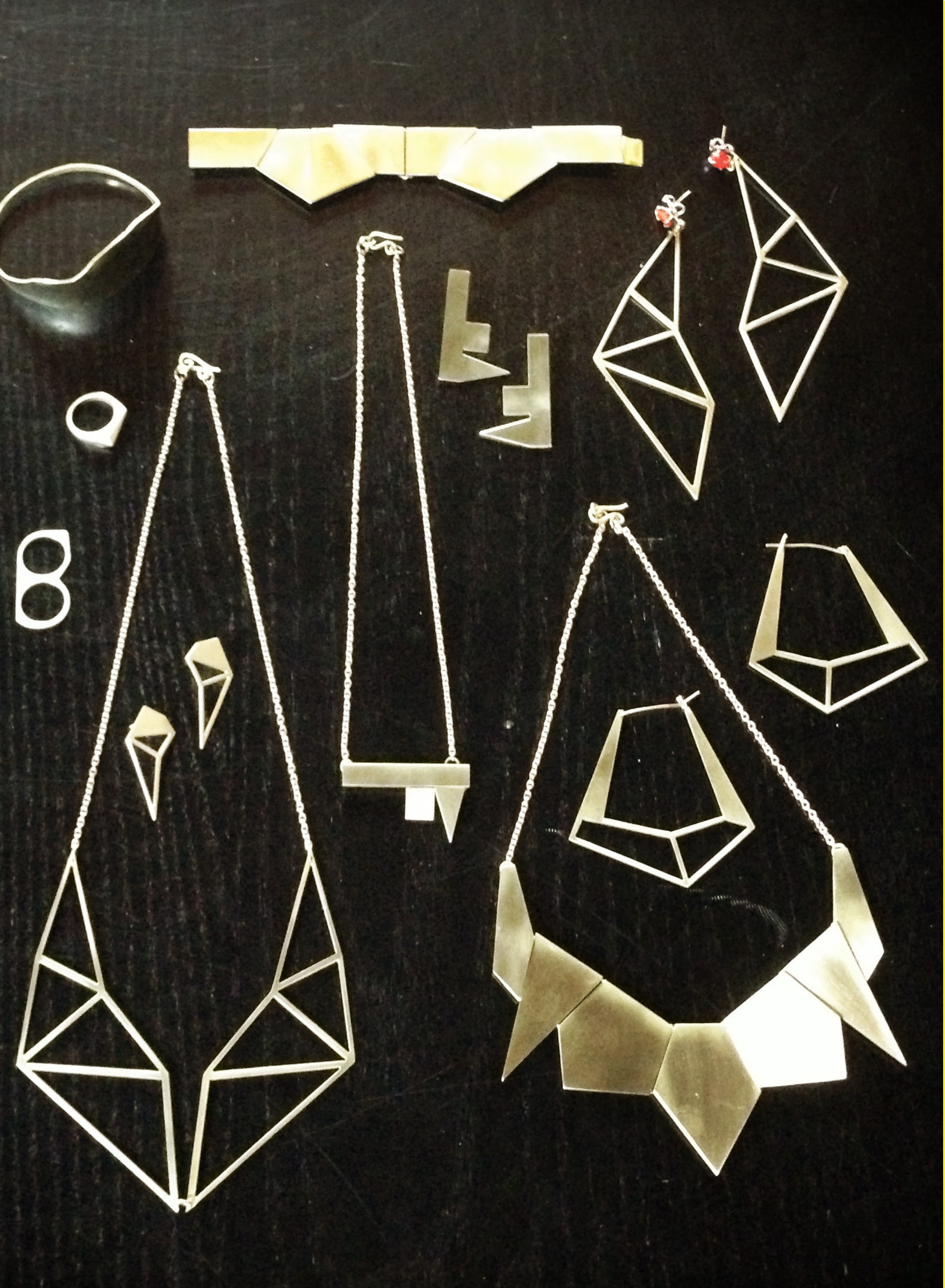
A design project by Faris Du Graf

INFLUENCED BY CITY LIFE and growing up in Seattle in the nineties, Faris began her jewelry line out of the curiosity to create. She learned to appreciate design from a young age through her family's furniture business; Alvar Aalto and Mies van der Rohe were household names.

Obsessed by process and materials, each piece is handcrafted in her Oakland studio with anvils and torches. Materials are thoughtfully selected — some collected on travels, others locally sourced and reclaimed.

F A R I S is both streetwise and architectural, reflecting an intuitive modernist sensibility and an appreciation for the balance and beauty found in juxtaposed forms and elements. *—FDG*







SHOT USING JANE LENS / INA'S 1982 FILM / PHOTO BY JODI RAE

Jodi Rae Designs

ONLINE +

From Chicago to Italy to Austin, Jodi Rae is pulling inspiration from her surroundings and photographic background

THE FEELING OF CREATING something gorgeous and unique that can become an intimate part of a person's day-to-day life, that can be a part of their personal expression, is why I create.

I love fabricating in sterling silver, and rare and beautiful fossils, minerals, and gemstones. The hunt for amazing, high quality, rare, and sometimes slightly odd stones that grab me is exhilarating. I let them speak to me in the process of creating a piece. I love playing with contrasting elements, and looking for unique ways to create details that will enhance a stone and a wearable piece of jewelry. Compostition in the stones, balance, and proportion are integral to my jewels, as are details and simplicity.

Making a piece of truly unique jewelry that someone will feel amazing wearing and that will make them feel special and confident drives me to continue.

—JR

Hipstamatic

#makebeautiful

PHOTO BY

MARKUS ANDERSEN

—

JOHN S LENS
AOS DLX FILM
NO FLASH





MULTIPLE EXPOSURE

LEARN MORE

Joshua Mays

ONLINE +

Beautifying empty spaces

YOU'LL FORGET YOUR DESTINATION when you walk past one of his murals, being caught up in intricate details of curvy lines and colors. His art is captivating, almost hypnotizing.

Joshua Mays is a self-taught painter, muralist, and illustrator currently working on print releases, murals, and a few upcoming exhibitions. There's no doubt he's an artist—his living space is full of sketches and drawings. His walls are covered in beautiful and colorful lines of illustrative stories, we'll presume from inspiration that had to immediately be put on surface. Even though he's done several international commissions in places like London, Johannesburg, and Mexico City, special work for artists Jill Scott and Rich Medina, and other projects for social organizations, he's a humble, creative genius we love to love. *—RM*



SHOT USING TINTO 1884 LENS / ALFRED INFRARED FILM / PHOTO BY MARIO ESTRADA



Retrofit Republic

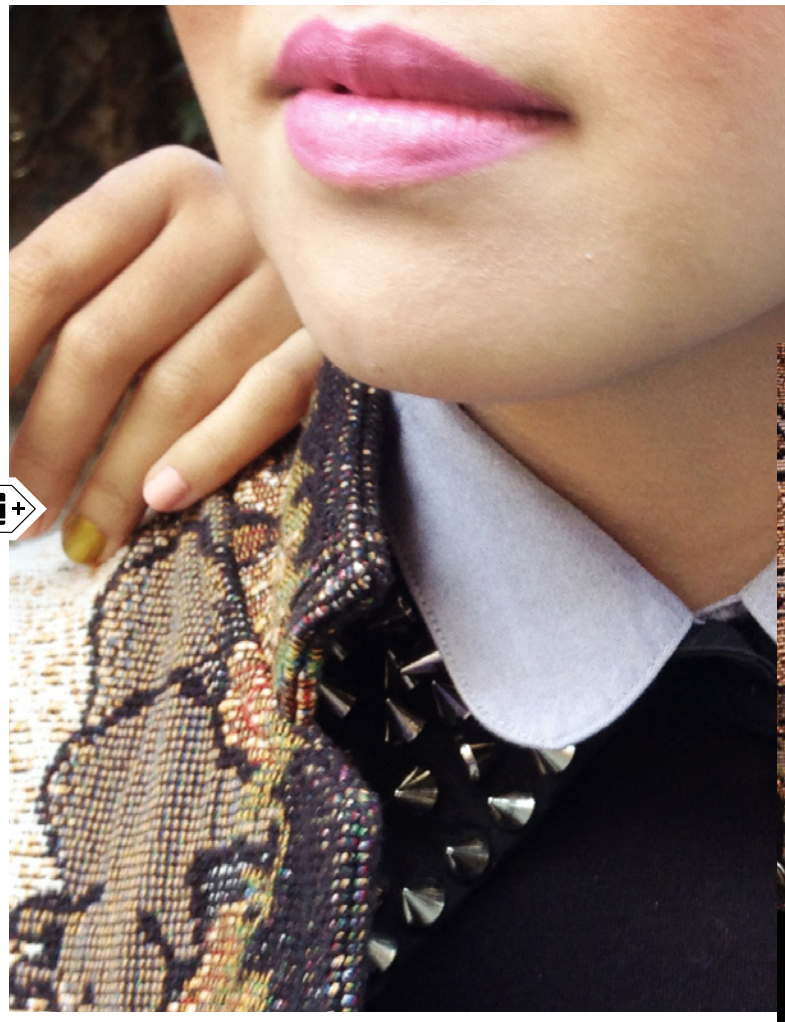
ONLINE +

We've got style, yes we do

PERSONALITY AND A UNIQUELY DESIGNED STYLE describe these three ladies, the masterminds behind Retrofit Republic, the in-demand "life stylists" based in San Francisco. Not only can they transform you into a beautifully clothed and curated body of adornment, but they will charm you every second along the way.

You must make an appointment to peruse their boutique space of magical and funky vintage pieces—how else would they be able to scout and stock their finds, maintain active social lives, plan events, all while sticking true to community values and social good. We say kudos to Retrofit Republic for having achieved a well-designed lifestyle of social consciousness and curated personal style.—*RM*

ALL SHOT USING JANE LENS / DC FILM









"Our vision is to change the belief that fashion and eco-sustainability are mutually exclusive."







SHOT USING LOFTUS LENS / DC FILM



Sons & Daughters

ONLINE +

A thoughtful, delicate dining experience influenced by the seasons

A BEAUTIFUL MASTERPIECE OF CULINARY DESIGN, Sons & Daughters invited us to photograph and taste in their cozy 22-seat space in San Francisco. Chef Duncan Hines and maître d' Nathan Hall welcomed us in with a bit of background; the namesake of the restaurant is intended to represent a culinary influence on the sons and daughters of our generation. Chef Hines is obviously brilliant. With an educational start in economics, he found himself looking for more stimulation and took to culinary arts with no formal training aside from the influence of his chef mother, travels, and the seasonal foods of California.

From Monterey sea grapes carefully placed alongside creme fraiche on a piece of repurposed wood from a tree in their private Palo Alto garden to roasted baby beets sprinkled with vadouvan spices on a stone slab purchased by the owner on a roadside discovery, these delicate bites were refreshingly complex. The fogline farm chicken was placed asymmetrically on a large white plate to draw attention to the variation of greens, perigord truffle, and sprinklings of herbs. And then there was the bergamont curd to cleanse the palate followed by the most incredible dessert; geranium-infused ice cream with a dusting of black pepper and wild huckleberries.

If this isn't impressive enough, Sons & Daughters has also earned a Michelin star. -*RM*



SHOT USING LOFTUS LENS / DC FILM





The Heart of Texas

Words by Mario Estrada
Photos by the Hipstamatic Team

MUSIC, FOOD, FUN—Austin definitely has everything that we love. While it may get chaotic during the music festivals that rotate throughout the year, the locals have done an incredible job of making the city shine all year-round. If you're visiting Austin anytime soon, here's the 411 on where to stay and shop, and obviously, what you must eat and drink.

SHOT USING JANE LENS / INA'S 1982 FILM.



SHOT USING FOXY LENS / INA'S 1982 FILM

WHERE TO STAY

The San Jose

Curated by one of the most brilliant minds of the south, Liz Lambert, the San Jose hotel functions as a great place to sleep, as well as a great place to grab a patio cocktail.

WHERE TO CAFFINATE

Joe's

Ask any local which coffee roaster is changing the game with their flavor and they'll say Cuvee, a new Austin staple brewed at Joe's Coffee Shop. With outdoor seating in two locations, it's a great way to watch the city's locals "keep it weird." If you like a real jolt and aren't afraid of sugar in your morning blend, try the "Turbo" (you can thank me later).

WHERE TO LUNCH

La Condesa

Let me tell you a little bit about YUM. The Mexican food at La Condesa is bright, light, and tasty. Indulge in the variety of guacamole and don't leave without chowing down on some street corn.

WHERE TO SHOP

South Congress

The neighborhood on the other side of the river sports some of the best vintage shopping. Reclaim an old look or style-out at one of the boutiques.



SHOT USING LOFTUS LENS / DC FILM





ALL SHOT USING LUFTUS LENS / DC FILM

WHERE TO DINE

Lambert's

If you're looking for some traditional Austin dishes like queso dip, corn bread, mac and cheese, and brisket, this is your spot. It's not your casual BBQ joint, but everything on the menu is mouth-watering.

WHERE TO DRINK

Eastside Cafe

While the New American fare is seriously incredible, it's the cocktails that stopped me in my tracks. I'm a big fan of crafting drinks and these guys know how to keep it traditional yet never boring. Pick from their list or tell the bartender what flavors you like and you'll be sipping into ecstasy.

WHERE TO DRINK MORE

Midnight Cowboy

If the Speakeasy scene is where you find comfort, try this tiny gem. You'll need a reservation, but it's worth it.

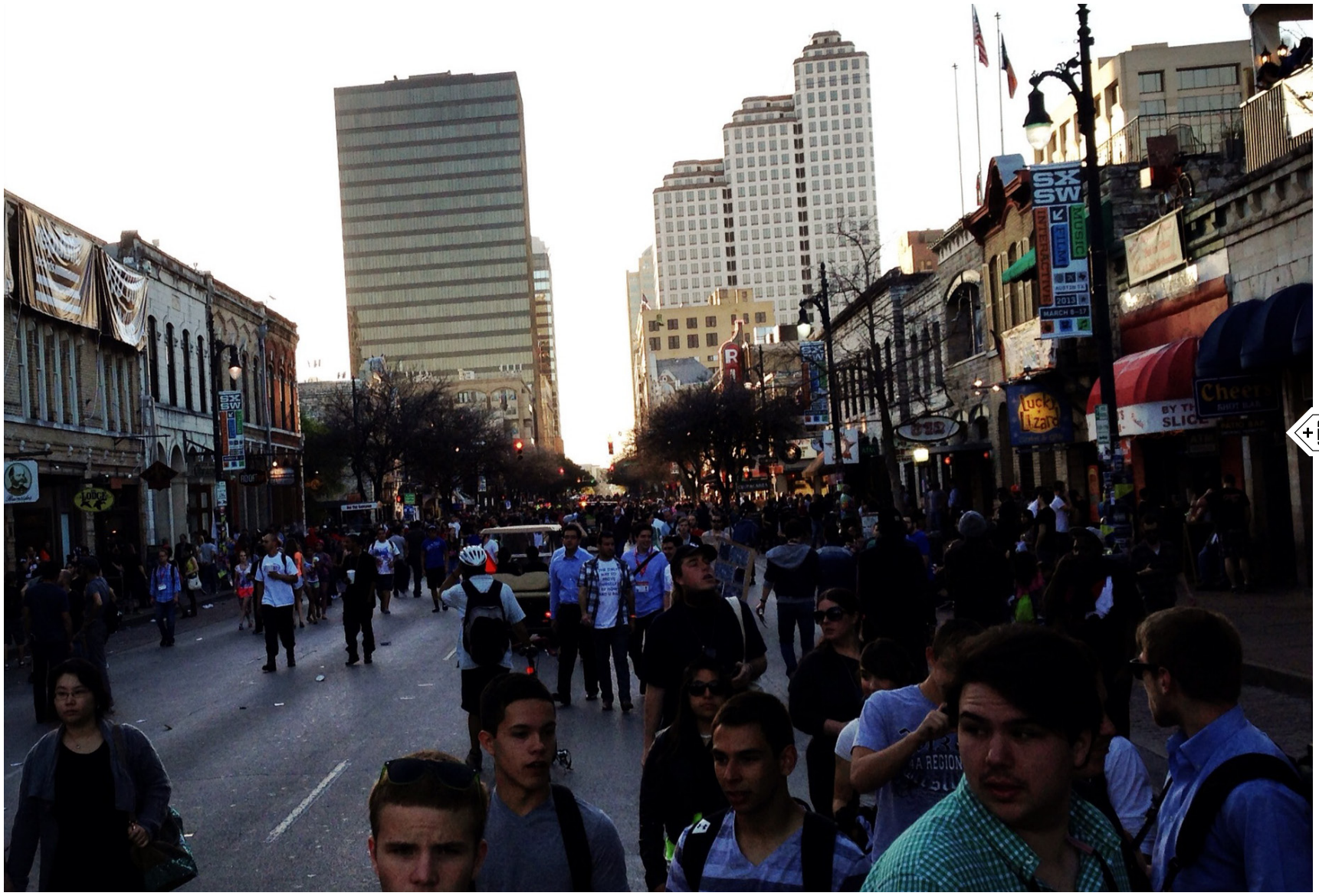
WHERE TO FINISH THE NIGHT

The Driskill Hotel

One of the oldest and most beautiful hotels in the area, The Driskill boasts an incredible history, but also functions as a great place to relax and have a night cap away from the chaos of the 6th street crowd.



SHOT USING JOHN S LENS / INA'S 1969 FILM



SHOT USING JANE LENS / INA'S 1982 FILM



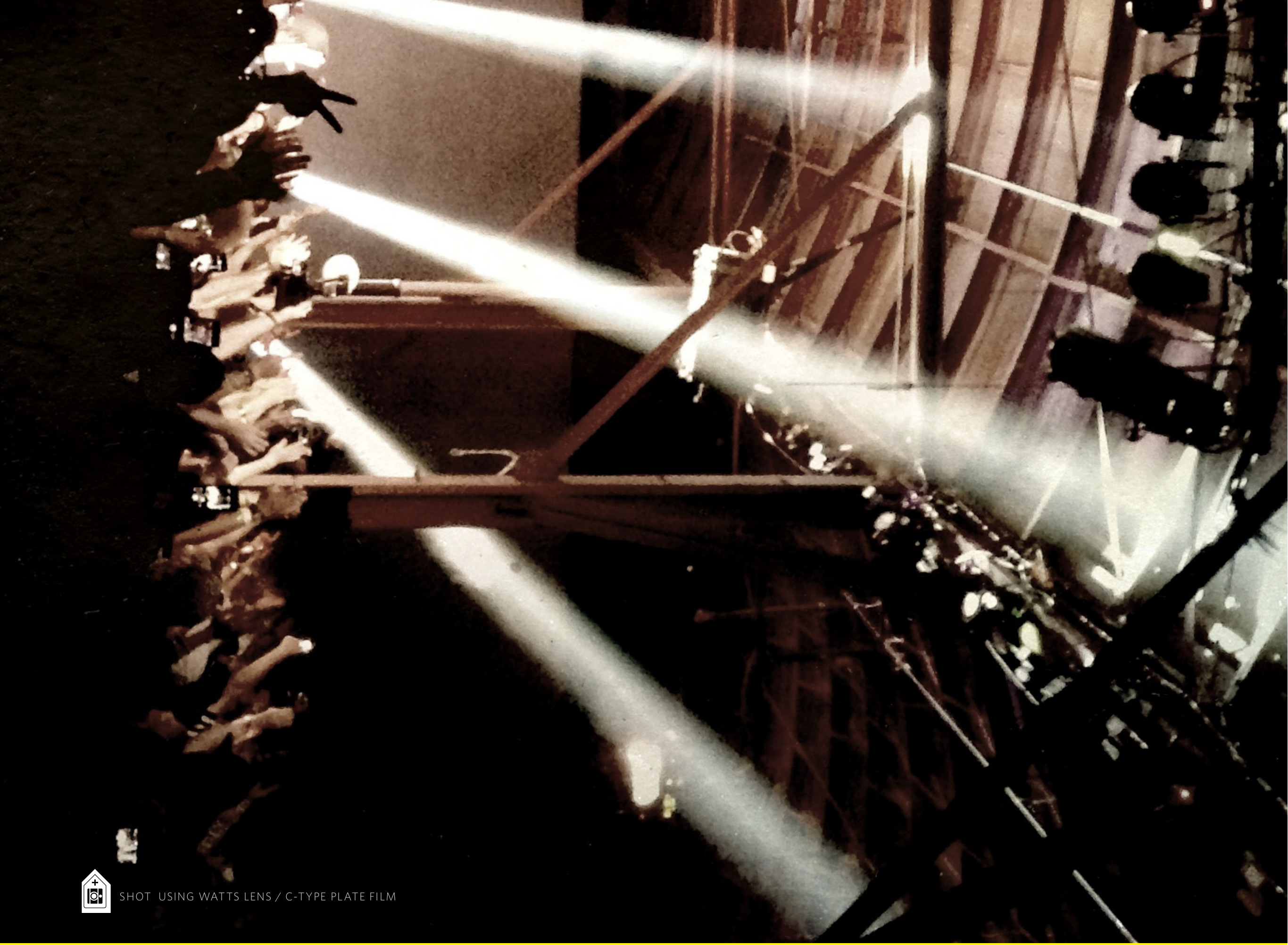
SHOT USING AMERICANA LENS / INA'S 1982 FILM



SHOT USING MELODIE LENS / ROCK BW-11 FILM



SHOT USING WATTS LENS / C-TYPE PLATE FILM



SHOT USING WATTS LENS / C-TYPE PLATE FILM





Barcelona is overflowing. Overflowing with color, with visually striking architecture, and overflowing with food.

Barcelona

Photo Story by Ashley Klugerman

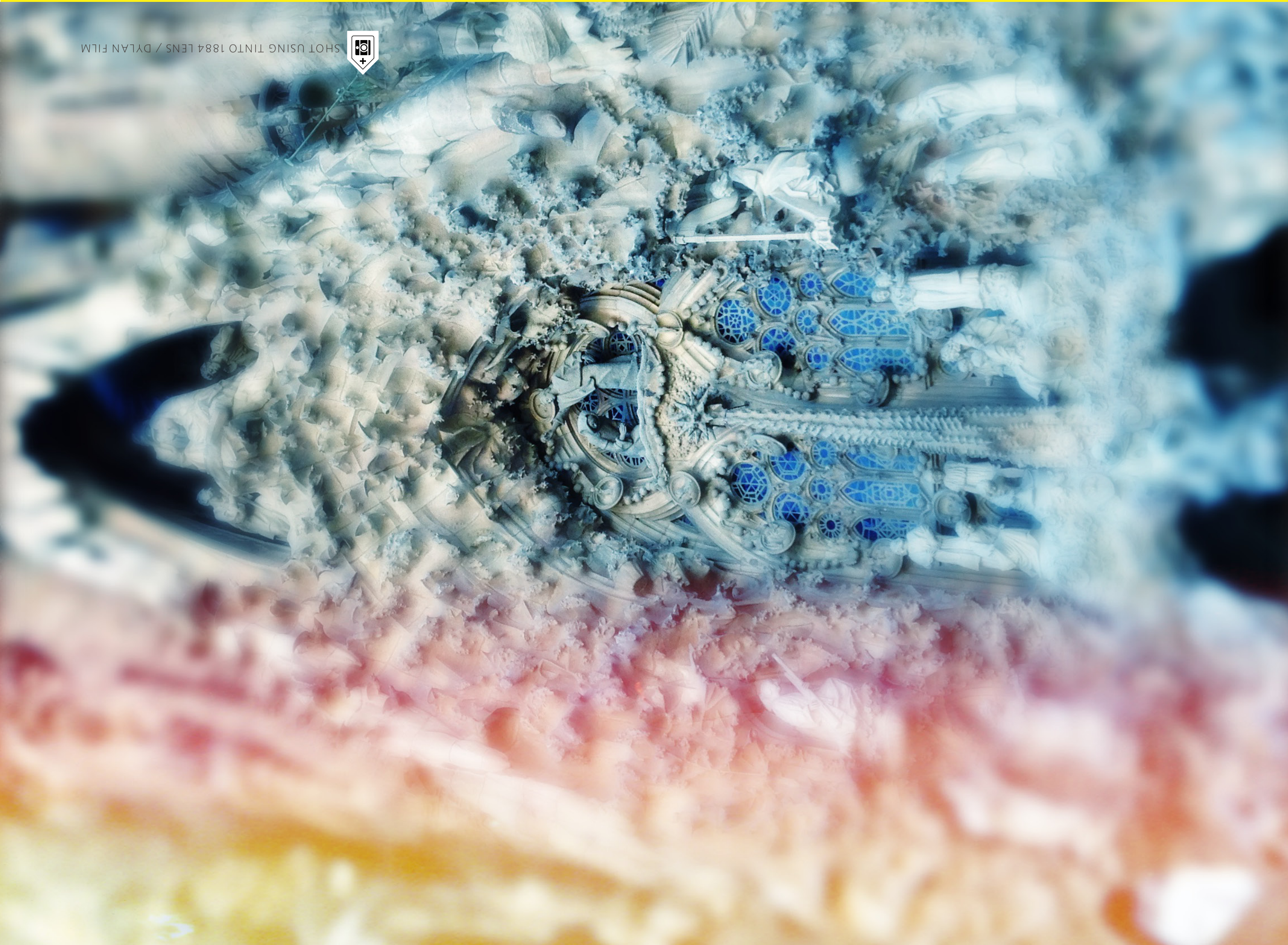
THE BOQUERIA, one of Europe's largest food markets, is overwhelming to say the least. The colors, the fragrances, the textures, and most importantly, the tastes. Mounds of fresh strawberries line almost every fruit stall, displaying one of the most vibrant reds I've ever seen. The best thing about the market is its ability to cater to anyone. Rows of specialty stores sell everything from fresh seafood, meats, cheeses, to olives and much more. This made for a perfect first morning brunch back at our apartment. A feast of fresh breads, cheeses, meats and fruits was an ideal way to start our first morning in Barcelona, in a truly typical Spanish way.

Gaudí: It's hard to ever be in a place like Barcelona without being thrust into the crazy world and imagination of Antoni Gaudí. The Spanish architect has his creations stamped all over the city, and none is more promenant than La Sagrada Familia. The large Roman Catholic church, although still unfinished despite it being under construction since 1882, is breathtakingly beautiful. It's clear to see why the building is one of the most universal signs of identity in Barcelona. When complete, the church will have 18 gigantic towers, of which all will be dedicated to a different religious figure. Topped with mosaic bowls of fruit, these towers offer a sticking visual point on the church.



SHOT USING TEJAS LENS / DC FILM

SHOT USING TINTO 1884 LENS / DYLAN FILM



SHOT USING JOHN S LENS / BLANKO FILM



SHOT USING WATTS LENS / W40 FILM



SHOT USING WATTS LENS / W40 FILM



SHOT USING GSQUADLENS / SUGAR FILM



PHOTO BY

STEFANO FIGURELLI

—

LUCAS AB 2 LENS
BLANKO FREEDOM FILM
NO FLASH

#makebeautiful

Hipstamatic

Hipstamatic

#makebeautiful

PHOTO BY

STEPHEN HOLLINGSWORTH

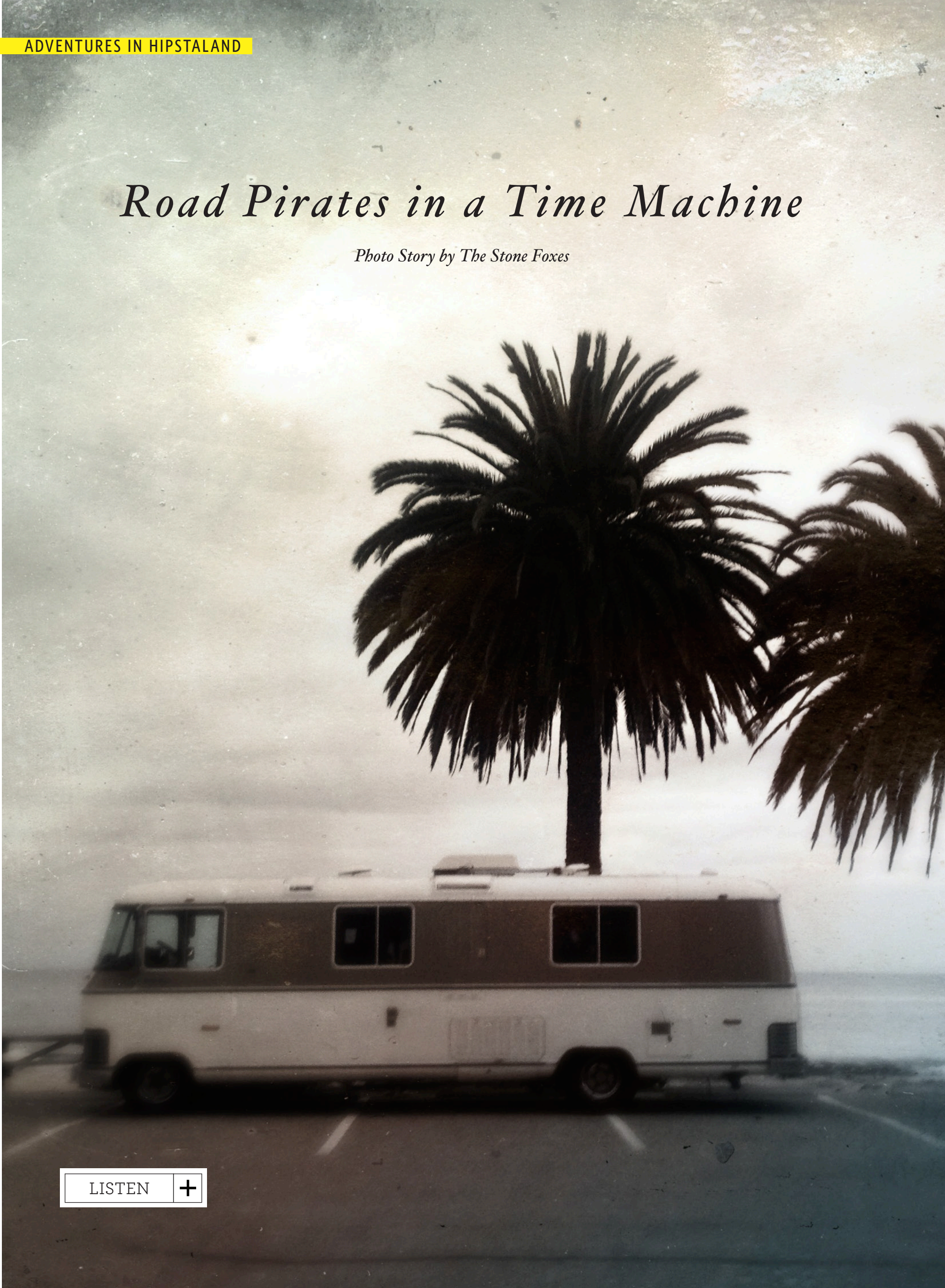
—

TINTO 1884 LENS
C-TYPE PLATE FILM
NO FLASH



Road Pirates in a Time Machine

Photo Story by The Stone Foxes



LISTEN +



SHOT USING LOFTUS LENS / C-TYPE PLATE FILM

We live in cheap motels with no wifi and eat road kill for breakfast. We are going rogue into the unknown, flirting with strangers, dancing with dust devils. It's low budget freedom on the high seas, and we take no prisoners.

WE GET INTO OUR TIME MACHINE, pump it full of fossil fuel, load up on veggie subs, smoke bombs, and clean underwear. We flip off the comforts of our old ways and hit the time space continuum. As we hit warp speed, time seems to slow down. We look inward as we travel onward with plenty of time to think, plan practical jokes, and plunder the universe.

The backbone of any good road pirate expedition is swashbuckling music. Any road pirate worth his salt brings his musical influences and shares with the rest of the crew. New music, old music—it's all necessary for the soul on a long journey, but a strange thing happens to music in a time machine. Old lyrics take on new meanings, new songs get married to specific moments in time and inspiration for original musical thought finds it's way to guitars, harmonicas and journals. No road pirate can pillage without a song in his heart and a box of day olds on his lap.

As our time machine hurdles down the road further character flaws become more evident. Everyone starts out playing their specific role, but as the pressure of the time warp takes effect the real characters start emerging. Personality quirks, flaws, and warts are exploited by the others as new roles emerge. Character shift happens in the time machine and the crew gets tighter because of it.

As strangers in other ships are encountered at truck stops, war stories get swapped, advice is passed on and the windshield gets cleaned. When the next town reveals itself on the horizon like an oasis, the stoke rises with music as dreams of the local, alcohol-infused, exotic nightlife fill our minds with romantic notions only to be dashed by the reality of where we are. Good conversation, hot showers and warm meals are not to be underestimated when time traveling. Maybe the next town will offer more.

You can smell the end coming. The bittersweet waft that rounds up any great adventure starts to creep in. That feeling of freedom is about to walk the plank. Everyone gets a little more solemn, the swords go quietly back into their sheaths as plans get hatched for the next adventure.

SHOT USING JANE LENS / D-TYPE PLATE FILM













SHOT USING LIFTUS LENS / C-TYPE PLATE FILM





SHOT USING MELODIE LENS / BLANKO FILM







SHOT USING ADLER 9009 LENS / DYLAN FILM



SHOT USING JOHN S LENS / BLANKO FILM



JANSPORT

Discover Freedom™

Hipstamatic

#makebeautiful

PHOTO BY

GREG MARTINEZ

—

LOFTUS LENS
C-TYPE PLATE FILM
NO FLASH







SHOT USING TINTO 1884 LENS / SUGAR FILM

I went to India for the first time in 1988 and was instantly captivated: I fell in love with this fascinating country, and in particular with its ancestral arts, principally music and dance. I have gone on to become a teacher of Bharatanatyam, the traditional dance of Southern India, which has been my profession for the past decade. In February, I returned to India with sixteen of my pupils so they could take classes with my own teacher, Nirupama Rajendra. This was a trip to the India that I love, an ancient India that still lives in harmony with its Gods and Goddesses. I made the most of this opportunity by taking some photos...

Bangalore

Photo Story by Eric Rozen

WHAT STRUCK ME MOST this year was the beauty of the pictures shot in black and white; India is renowned for the beauty and intensity of its colors, but I have been won over by the results obtained using the TinType SnapPak. However, colors can of course also become magical if you combine, for instance, the Tinto 1884 lens with the Sugar film. And if you want to take vintage photos, the Lucas AB2 lens will take you back in time to the India of the 70s.

SHOT USING LUCAS LENS / DYLAN FILM



SHOT USING LUCAS LENS / W40 FILM



SHOT USING LUCAS LENS / SUGAR FILM





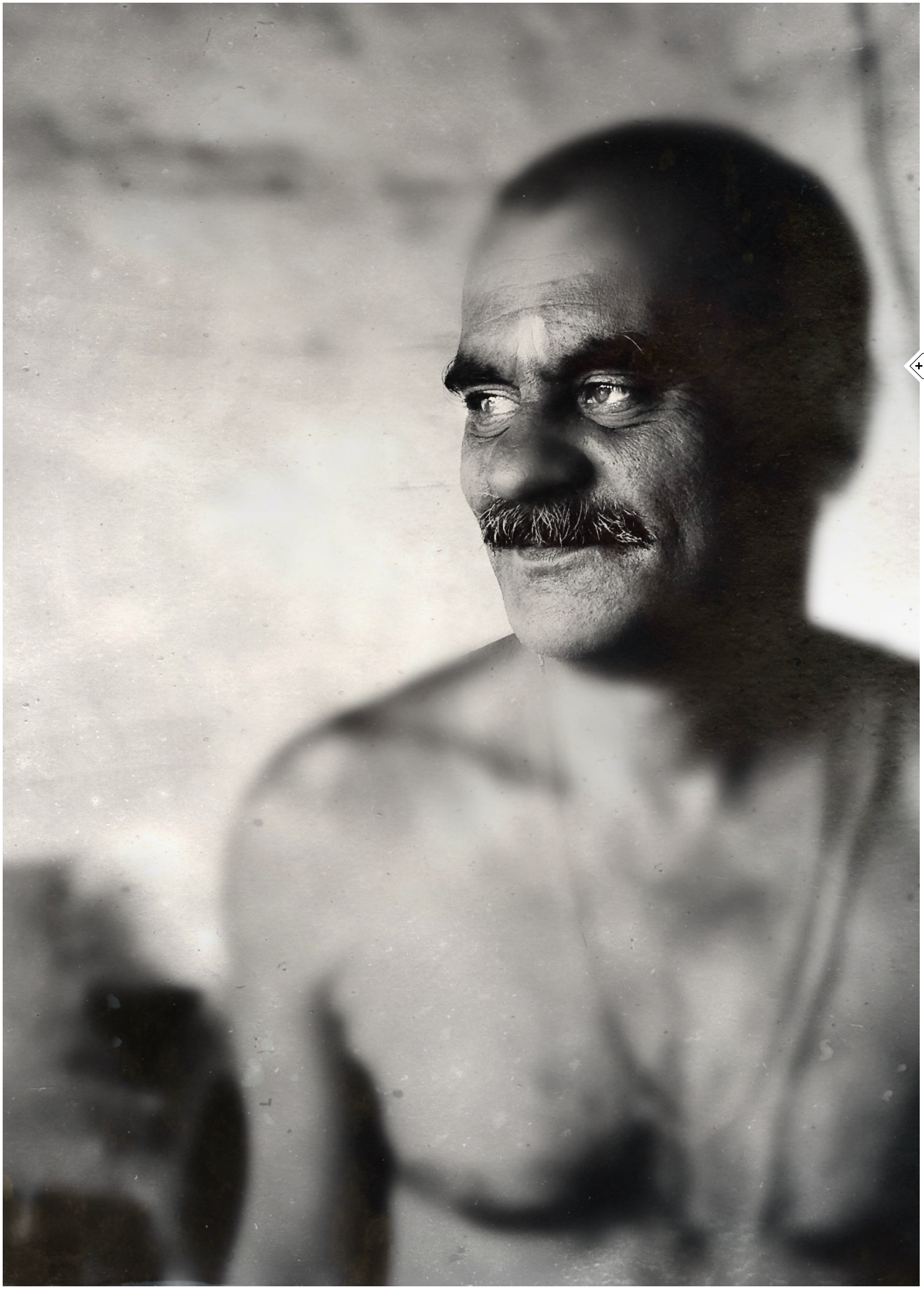
SHOT USING G SQUAD LENS / D-TYPE PLATE FILM







SHOT USING GSQUAD LENS / D-TYPE PLATE FILM



SHOT USING TINTO 1884 LENS / D-TYPE PLATE FILM



PHOTO BY

ALEX WINTER

—

JANE LENS
SUGAR FILM
NO FLASH

#makebeautiful

Hipstamatic

Hipstamatic

#makebeautiful

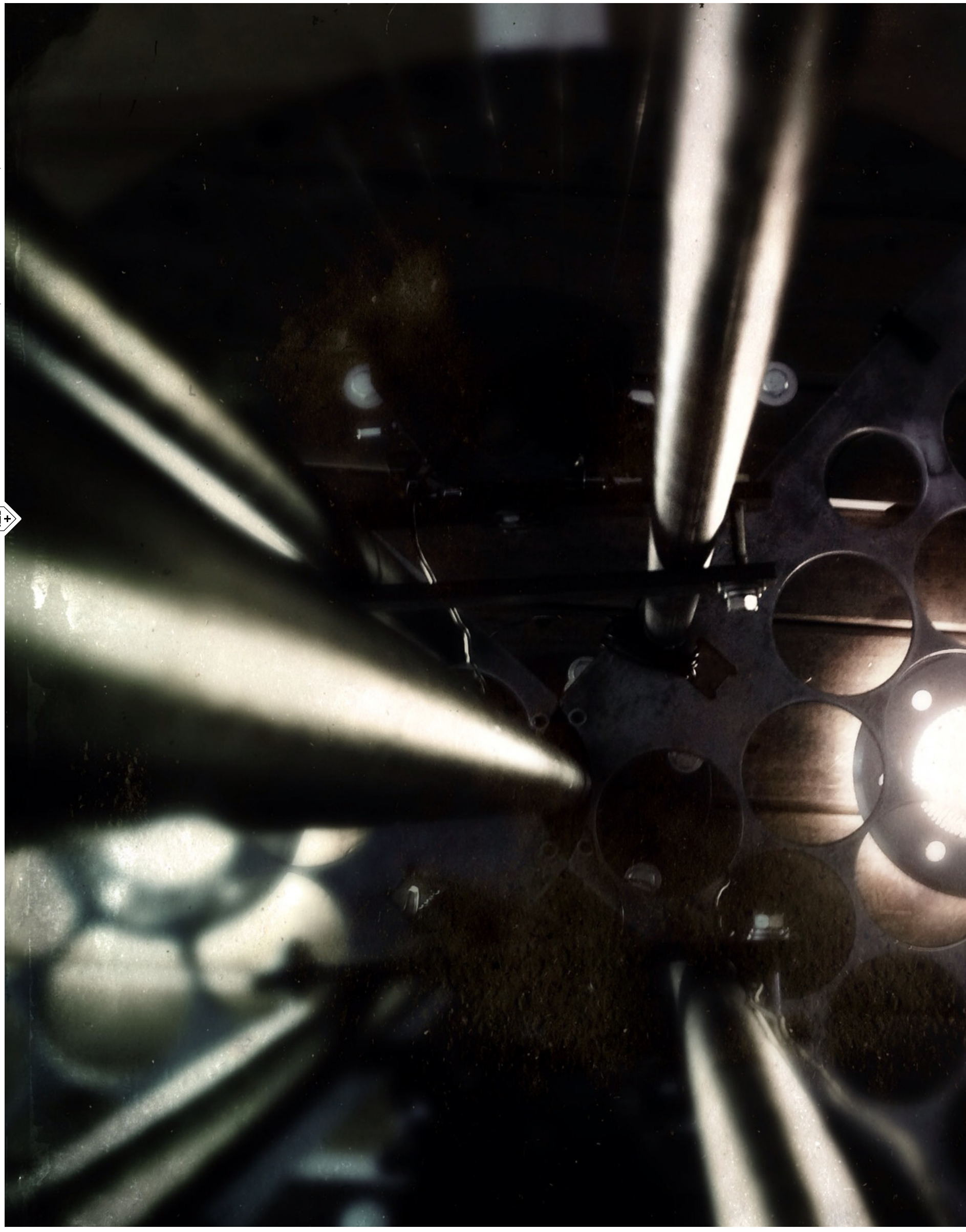
PHOTO BY

ALEX WINTER

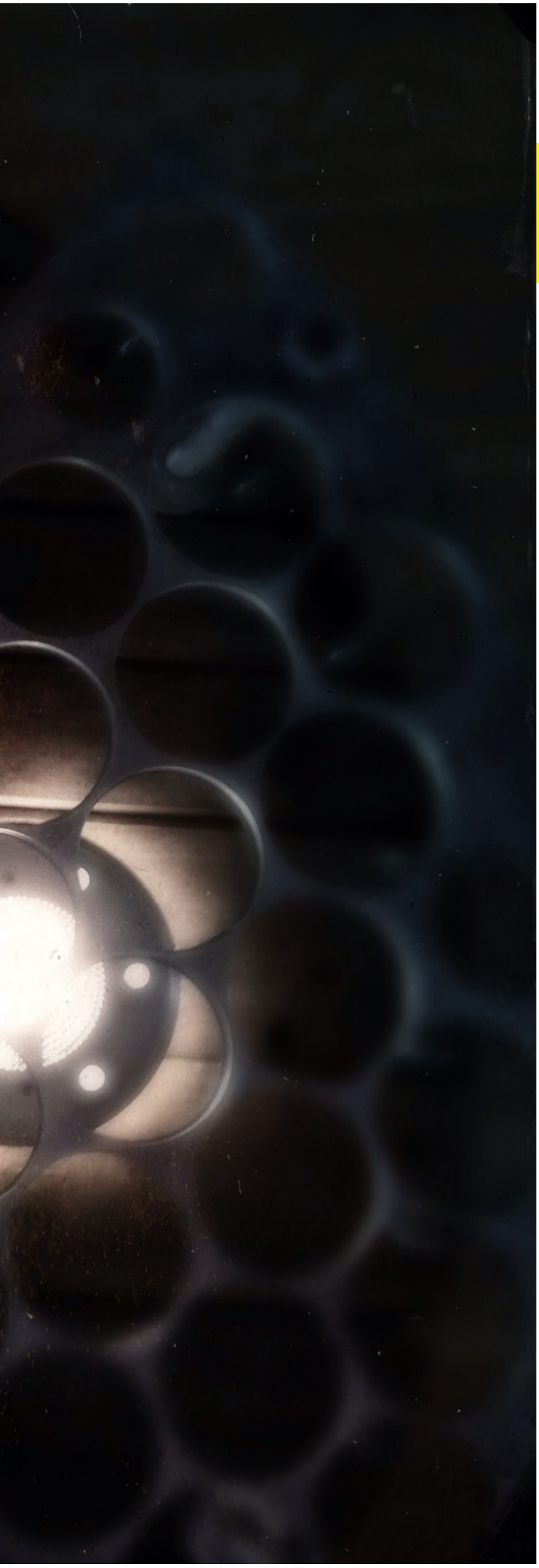
—

JANE LENS
SUGAR FILM
NO FLASH





SHOT USING TINTO 1884 LENS / C-TYPE PLATE FILM / PHOTO BY ALEX WINTER



CULTURED

Enjoying the finer things in life isn't about caviar and champagne (although a bottomless mimosa brunch never hurts!). Living fine is about appreciating the details. Learn how to shop, cook, dress, and make your uber-cultured lifestyle look effortless.



SHOT USING AMERICANA LENS / BLANKO FILM / ALL PHOTOS SHOT BY ALEXANDER WINTER

Essentials for Capturing a Room

Photographer Alexander Winter walks us through getting the perfect interior shot

Shooting interior spaces can be a tricky endeavor for a variety of reasons, like limited navigability or less than ideal lighting conditions. There are a few ways to help you capture the best details of any space, so that your photos will tell a story highlighting its best features and bring out what might otherwise be missed by the everyday observer.

1 WORK WITH THE LIGHTING

When you start off, get a sense of the light situation in the room that you'd like to capture. Ask yourself questions like: Is there a lot of natural light? What is the color temperature of the light? Different light sources can alter the look and feel of the room in various ways. For example, a room filled with sunlight has a lot more yellow and golden tones to it than one illuminated by an overcast sky, or a fluorescent or incandescent light bulb. In this case, I would try using the Jane lens with the Sugar film for a clean and warm look, or the Libatique 73 lens with Blanko film to add some intensity with a touch of grain.

If you are going for a cooler look, the Americana lens will be a good start, which will also give you a slight blur to the edge for a crisper appearance of the object you're focusing on. Or, lose the color all together and use the Claunch 72 Monochrome or AO BW film with, say, either the Kaimal Mark II or John S lens. That way you can focus more on the shadows of the objects and on their textures, without having to worry about the right color temperature.

2. FIND YOUR ANGLES

Moving around is key to finding a good composition. Taking an eye level picture from the center of a room simply won't give you the best results, because you will often loose depth, scale, and perspective. You need to explore the room and get to know it inside out. I remember taking a black and white film photography class in college and my teacher told us that we were not allowed to use any kind of zoom, so that we would have to get close and move around to get the best picture possible in any given situation. Additionally, she didn't want us to be lazy or too comfortable, and looking back I am deeply grateful for this experience, because it enables you to discover new angles and astonishing perspectives that help you tell a story. Depth is a powerful tool too, with which you can highlight or manipulate the scale of an object. Using the Loftus lens to focus on, for example, an alarm clock on a night stand is a great way to make it stand out while showcasing part of the room in the background in soft focus. Another good hint is to slightly move things around. Sometimes an object just needs a quick turn or a slight push back.



SHOT USING JANE LENS / SUGAR FILM



SHOT USING JANE LENS / SUGAR FILM



SHOT USING AMERICANA LENS / BLANKO FILM

3

BE AN EDITOR

Once you discover a good angle, be playful with your framing. What you leave out of the frame is just as important as what you choose to include. A vase might be more interesting, if you only see about 60% of it inside of the frame. Additionally, this enables you to create new and much more dramatic contours than what an object offers when seen in its entirety. Keep an eye out for emerging patterns, like shapes, colors, or textures. You might find that a room has lot of circles and round shapes, something which gives it an underlying harmony, but is purely subconscious or hidden to most people.

"...the most important part is to start shooting and explore the space. Once you start moving around, you will see what works..."



SHOT USING JANE LENS / SUGAR FILM

4

TELL A STORY

As you explore an interior space in all its detail, its character will quickly emerge. From the moment you choose a lens and film combination you set a mood that comes with its own narrative implications. Is this space you're about to shoot dark? Does it bear secrets? Is it filled with old carnival style decorations or does it call for or clean and modern look with little grain or blurs to distract from the interior design? All of these elements become part of the story that you highlight with your choice of the look. If you aren't quite sure which combination is going to be the right fit for the space initially, then try a few different combinations and stick with one or two throughout the entire shoot for consistency. If you choose two, save them both as favorites and make sure you get ALL the angles in both of the looks respectively. Consider how some of the objects or compositions will look, if you put them right next to each other in your mind. The storytelling happens in the meaning that is created between different images and in how they interact with each other.

To think about all of these factors at once might be a little overwhelming, but the most important part is to start shooting and explore the space. Once you start moving around, you will see what works and what doesn't based on your internal reaction to the pictures you took.

Now, go take some photos!

Hipstamatic

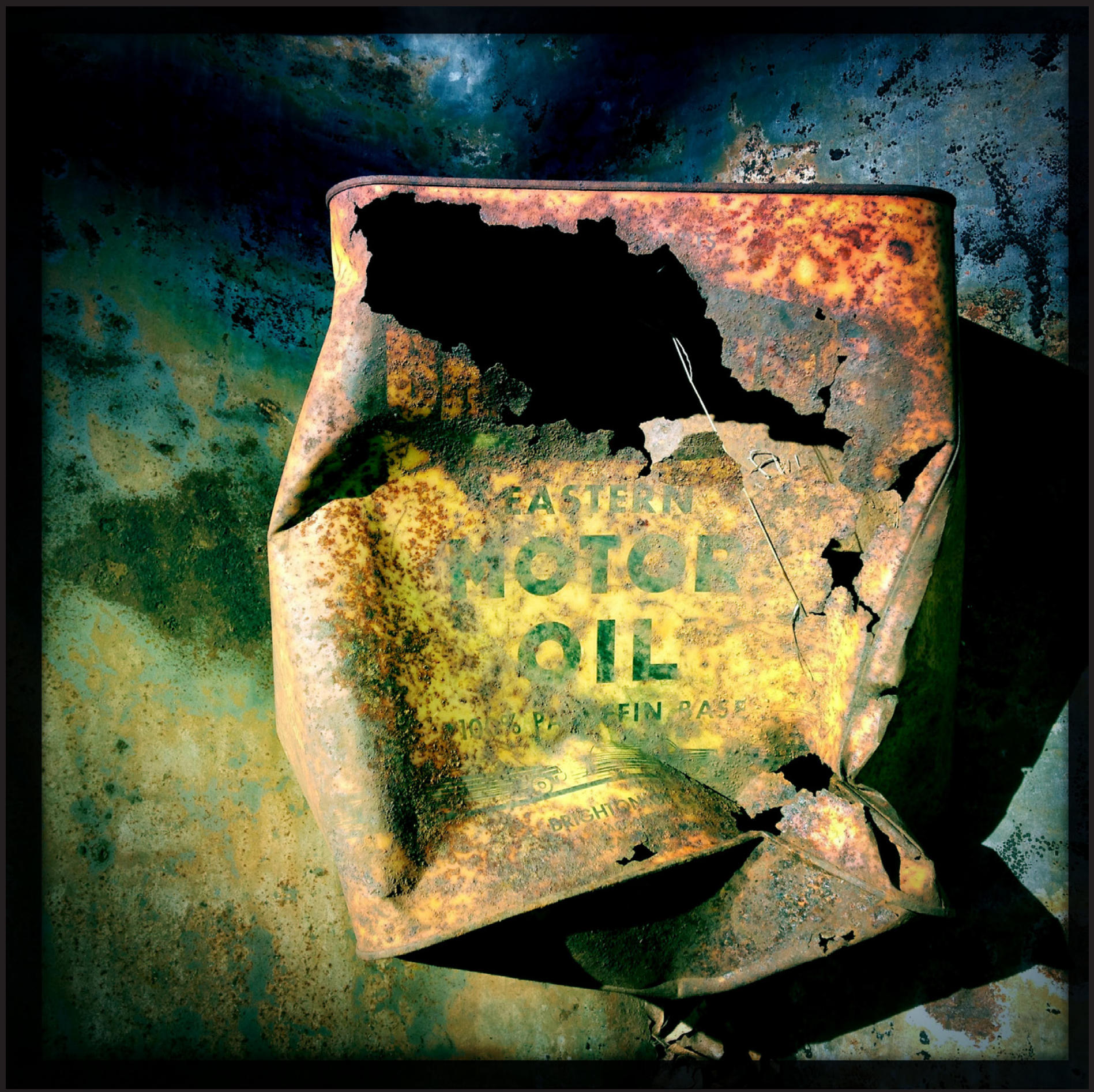
#makebeautiful

PHOTO BY

STEPHEN HOLLINGSWORTH

—

JOHN S LENS
W40 FILM
NO FLASH









Meet Mabel. *Hipstamatic's newest lens*







Meet Dixie. *Hipstamatic's newest film*



SHOT USING WONDER LENS / BLANKO FREEDOM 13 FILM / PHOTO BY PATTI LAWS

Multiple Exposure

The Hipstamatic New England Facebook community page has dedicated itself to being a resource for all things Hipstamatic, delving into different themes via virtual Hipstaclasses. Their most recent Hipstaclass focused on multiple exposure—here are some of their tips and creations.

THE MULTIPLE EXPOSURE KIT is activated by a slider button to the left of the viewfinder. To get started: 1) Slide the button fully. 2) Take an exposure. (you'll notice the slider advances halfway). 3) Take the second exposure. Voila! The multiple exposure image is processed. To take more than two exposures, reset the slider from the half position to the full position as often as you like.

Only the filters used in the final exposure apply. If LED is used, it will fire for every exposure but will only apply the Hipstamatic flash in the final exposure. If the device is rotated, the exposure's orientation lock will be applied.owerver, the interface will not lock unless it is disabled in your iPhone settings.

ENVIRONMENT & OVERLAP

Multiple exposure, by definition, is the overlapping of more than one image. Neutral backgrounds can help define the subject, while busy backgrounds, used properly, can give it texture. If the subject overlaps a bright background the image will appear ghostly; the darker the background, the more the image will be reinforced. This can be manipulated to achieve various effects.



SHOT USING TEJAS LENS / FLOAT FILM / PHOTO BY JUSTIN SHEPS

ONLINE +

If both the camera and subject are stationary, the kit can be used much like an HDR camera to manipulate light levels. Remove the subject between exposures and it will appear as a ghost in an otherwise 'normal' setting. A dark subject against a bright background coupled with a moderately dark intervening exposure can produce an interesting cameo effect.

CONTROLLING LIGHT LEVELS

Inherent with multiple exposure is the risk of overexposing the final image. We experimented, and two techniques seemed to work best. The first is to shoot in very low light levels or at night to normalize exposure. The second uses underexposing filter combos that would typically darken a subject. Typical 'darkening' filters include Tejas, John S, and Wonder lenses; Float, Cano Cafenol, and W40 films; and Jolly Ranbo 2x, Cadet Blue Gel, or DreamPop flashes. Filters with strong vignette effects (Libatique 73, AO BW, BlacKeys SuperGrain) also contribute a moderating influence.

—Tom Choinski



Jose Michael Rodriguez

Example: Composite Image
Tinto 1884 / Rock BW-11 / Off



Simone Muresu

Example: Using Light Bursts to Defocus with Dark Negative
Wonder / Blanko Freedom 13 / Jolly Rainbo 2X



Tom Choinski

Example: Portrait Orientation Locked
Wonder / Alfred infrared / Jolly Rainbo 2x



David Brown

Example: Four Exposures with Orientation Locked
Roboto Glitter / Ina's 1935 / Off



★★★★★ DIGITAL PHOTOGRAPHY NEVER LOOKED SO ANALOG ★★★★★

LEARN MORE

Hipstamatic

#makebeautiful

PHOTO BY
GREGORY
FEDEROV

—

JAMES M LENS
DC FILM
NO FLASH





WOOD PANEL PRINTS
NOW AVAILABLE AT HIPSTAMATIC PRINTLAB
LEARN MORE



SHOT USING MABEL LENS / DIXIE FILM

Designer Tracks

Getting in the right mindset is essential for creating new work. This playlist was "designed" to do just that, so put your headphones on and let the world disappear.

We're pretty excited about all the new music right now, and we've put together a playlist for you to jam out to while working on your next design project. It starts chill and will get you excited by the end. We've even disrupted it with a little JT because...well, it's JT.
—ME

The Playlist

LISTEN +

1. WILD BELLE - ITS TOO LATE
2. BRONZE RADIO RETURN - SHAKE, SHAKE, SHAKE
3. LYKKE LI - I FOLLOW RIVERS
4. JUSTIN TIMBERLAKE - MIRRORS
5. FLUME - HOLDIN ON
6. ZAK WATERS - SKINNY DIPPING IN THE DEEP END
8. RUDIMENTAL - FEEL THE LOVE FEAT. JOHN NEWMAN
9. KITTEN - CUT IT OUT
10. ROBERT DELONG - GLOBAL CONCEPTS

SHOT USING LOFTUS LENS / DC FILM / PHOTO BY MARIO ESTRADA



ONLINE +

Spicy Bits of Tangy Love

People may argue about what defines our new golden era of cocktails, but one thing is for certain: The new twists on drinks are forcing mixologists to design some creative new concoctions.

We spent an evening visiting one of Austin's most talked about new joints—the East Side Showroom. The venue has live music, features a prohibition-style dining room, boasts an incredible bar selection, and showcases cool metal art work created by owner Mickie Danae Spencer. So, yes, it's confirmed: this place is rad.

Mixologist Justin Mork guided us through a smokey Mezcal drink that will leave you wanting another sip to cure the heat that it put on your tongue.

1 1/2 oz Mezcal
1/2 lime
3/4 fresh ruby Texas grapefruit juice
1/4 simple syrup
1/2 Aperol
3-4 dashes bad dog "fire & damnation" bitters
shaken & strained over ice
sink 1/4 oz Cynar to the bottom
garnish with large grapefruit peel



SHOT USING LOFTUS LENS / DC FILM

Color Conundrum

A little bit of denim history (James Dean anyone?!) and tips for pulling off funky colors by fashion maven and blogger Valeria Silva Estevez

DO YOU EVER GET THE FEELING that you were born in the wrong era? In my case, I should have been born in the gleeful, roaring twenties or the carefree seventies! Yet somehow I can't complain—I am a "Gen Y" nineties girl and get to have a taste of everything. That's how epic fashion is—it always comes back!

Denim jeans started to become popular around the 1950s when gorgeous, trendsetting American cowboys began wearing them; as well as famous actors like James Dean in the film "Rebel without a Cause." Eventually, denim gained popularity amongst the younger generations when Levis Strauss and Jacob Davis decided to improve blue jeans in 1973. Today, jeans are a worldwide sensation; everyone has worn a pair at some point in their lives.

Blue jeans reflect elegance, versatility, and comfort. It is a garment piece that can be worn to dress up for a night, or for more casual and relaxing settings. Denim is ageless; it manages to preserve the classic appeal it conveys.

Furthermore, denim is so widespread, that even though the iconic blue jeans still remain number one in the market, new trends have been emerging and I must say only one word comes to my mind—OBSESSED!

Now you can find denim jeans in a diversity of colors, from neutrals to brights and to fluorescents. Likewise, printed denim in various patterns and prints is on the rise. This can range from animal to hieroglyphics; tie-dye to washout and abstracts.

Fashion in the 1920s and 1970s was all about enthusiasm, practicality, having fun, making choices, and being carefree. These were time periods where individuality and freedom reigned, and people enjoyed dressing up and putting that extra unique touch to their outfits. This is exactly what is happening with the trendsetting shift denim has taken in the recent years. Print and colored jeans not only offer charm to your wardrobe choices, but also provide you with that nip of freedom, choice, gleefulness, chicness, and most importantly, uniqueness that so many people experienced in the past.

HOW TO WEAR PRINT AND COLORED DENIM:

1. Remember the color block trend? It is definitely a must when wearing colored or printed denim as they bring a very cool vibe to the outfit. Trust me, you will look tres chic!

2. Patterned shirts are essential in your wardrobe and they look amazing with color or printed jeans! However, if the pattern in your jeans is small make sure your top has a larger scale design in order to create balance!

3. The more eccentric the design the better.

4. Last but not least, have fun! Bring your originality to your outfit choices and remain true to your own style. Print and colored denim offer this opportunity—take it!

—VSE



SHOT USING FOXY LENS / DC FILM

SPEAKING ABOUT THE UNSPEAKABLE (PIVOTAL MOMENTS IN SEX, POLITICS, AND RELIGION)

SHOT USING JANE LENS / BLACKEYS FILM / PHOTO BY ALEXANDER WINTER



MARRIAGE & So Much More

Thoughts by Sarah Audelo
Director of Domestic Policy, Advocates for Youth

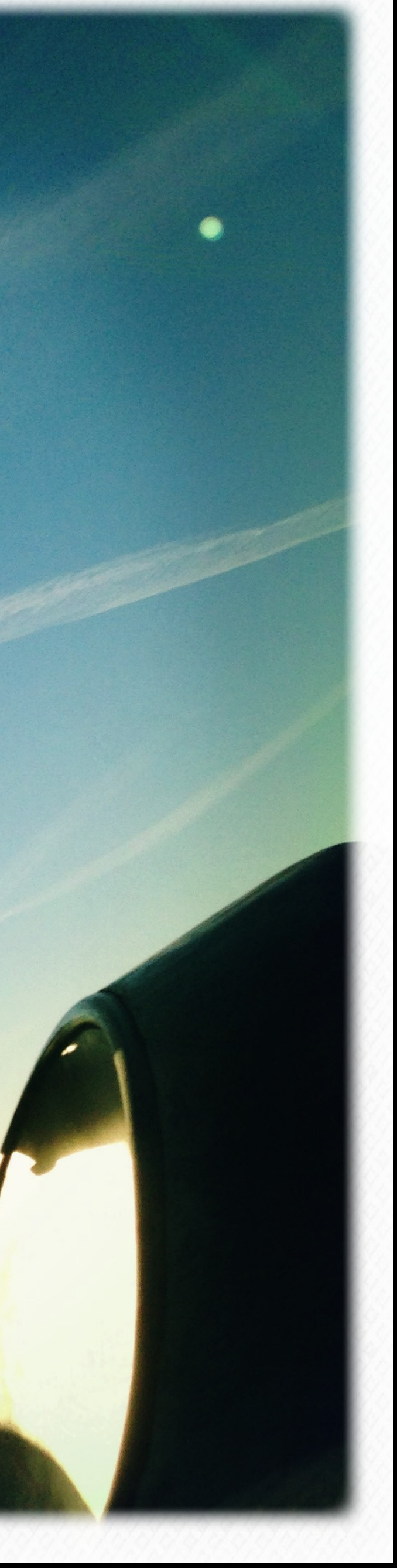
RECENTLY, THE SUPREME COURT HEARD TWO CASES that could drastically affect same-sex couples' ability to marry in the United States. The first, Hollingsworth v. Perry, challenges what is known as Prop 8, or California's ban on same-sex marriage. The second, U.S. v. Windsor, challenges the federal Defense of Marriage Act (DOMA), which prohibits same-sex couples from any federal marriage benefits. While we will not know how the Justices rule until June, what is incredibly clear is that American public opinion on same-sex marriage has shifted drastically over the past 10 years from 37% supporting it in 2003 to 58% in 2013. Today, 81% of Millennials support same-sex marriage which is a sign that it is no longer a matter of "if," but rather "when" marriage equality will become a reality. Because let's be honest, it's not like our generation is suddenly going to wake up and decide it's okay to deny our friends rights.

However, marriage equality is by no means the only issue at stake for the LGBT community. It's unacceptable that LGBT students are still being bullied in high numbers in school or that 29 states still allow discrimination in the workplace based on sexual orientation—34 allowing discrimination based on gender identity or expression (as in you could get fired for being LGBT). An estimated 40% of homeless youth identify as LGBT, many of whom have been rejected from their families. In addition, many states still bar LGBT individuals and couples from adopting and the only demographic where we see increases in HIV infections is young gay men of color. Marriage equality certainly won't solve all these issues, but marriage can serve as a platform to educate this new group of "out" allies to get involved in the full spectrum of injustices that affect the LGBT community. It's okay that today we celebrate the masses of people who have decided to stand on the right side of history, but tomorrow we must challenge them to truly stand for equality.

DELICIOUS

DELIGHTFULLY LUSCIOUS
PHOTO STORIES





CONCRETE TRAVELERS

Photo story and words by Alon Goldsmith

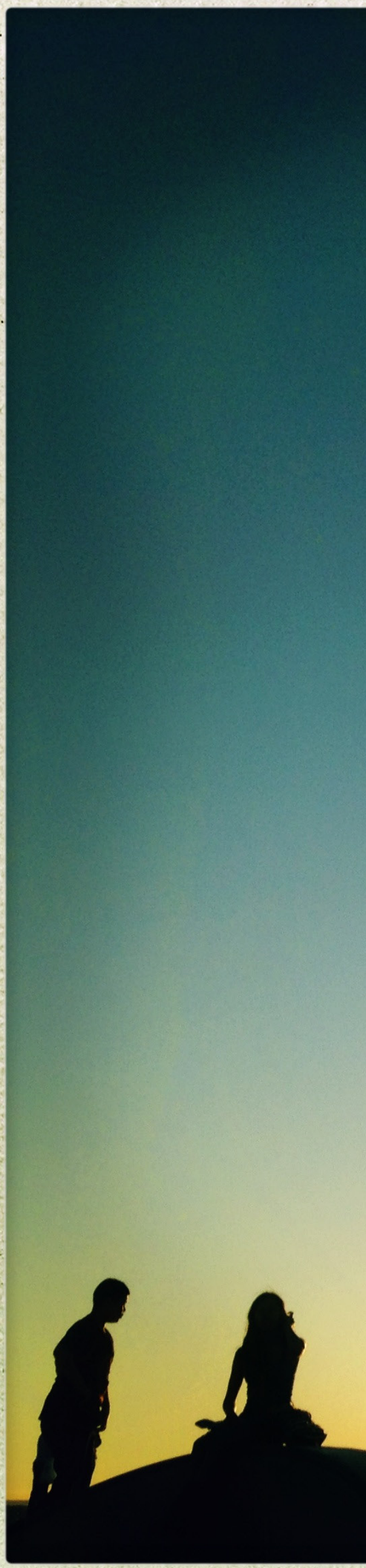
I'M DRAWN TO FINDING AND EXPRESSING THE TENSION THAT EXISTS BETWEEN THINGS.
Attraction, repulsion, reflection, echoes, space. Things at play. People in flux. In motion. Gesture, shapes, shadows and patterns. It could be a moment of humor that's created in an instant by a random juxtaposition. Sometimes it's a void or negative space. The relationship of colors. Alienation, alliances and alignment. Incongruences are inspiration. Man and machines. Nature and concrete. Bring it on!

For the most part I don't seek my subjects – they seek me. The skate park at Venice Beach is an exception. I go there once or twice a week, drawn to the total self-belief and confidence of the folk who inhabit the zone.

I see Lennon, Einstein, and Jobs in these concrete travelers. Their awe-inspiring ability transcends the material world. Ever in search of grace and perfection, they stretch the limits of human endeavor.

Recruiters and scouts in search of extraordinary individuals should hang out at the skate park. Harness that drive, redirect it, and watch miracles unfold.

DELICIOUS





DELICIOUS



DELICIOUS





DELICIOUS





Gravity defying

Fear denying

In the zig

In the zone

On the eight

In the state

Concrete cushion

Always pushing

Slip air

In flair

Just right

There

DELIGHTFULLY LUSCIOUS PHOTO STORIES

Fragments From My Minds Eye

Photos by Rick Rocamora

DOCUMENTARY PHOTOGRAPHER RICK ROCAMORA *documents San Francisco, the city that welcomed him 40 years ago as a new immigrant from the Philippines and Metro-Manila, the metropolis he left behind in the Philippines using a 21st century tool for visual storytelling, the iPhone and Hipstamatic apps.*

My work as a documentary photographer was inspired by the classic tradition of documentary photography of W.Eugene Smith.

In July of 2012 while I was browsing on Smiths' book "Dream Street" about Pittsburgh, I felt a strong urge to do a similar long-term project using a different tool. Since I was already using an iPhone documenting Metro-Manila riding on a taxicab, I thought it would be a good counterpoint to do San Francisco while walking using the same tool.

San Francisco has changed so much from the city that welcomed me 40 years ago. It is now a city of diverse population, with multi-cultural, social and political activity. San Francisco is known for its innovative ideas, arts, politics, food, fashion, gadgets, music, religion and much more.

To do this project, I decided to use the Streets of San Francisco as the common tread to document the changes. Seeing San Francisco at street level gives my audience a unique view of the city as I walk her streets, attend festivals and political events, and capture day-in-a-life moments of her residents and her visitors. I hope to capture its vibrancy, excitement, aesthetics and everything uniquely San Francisco using the tool of the 21st century, the iPhone.

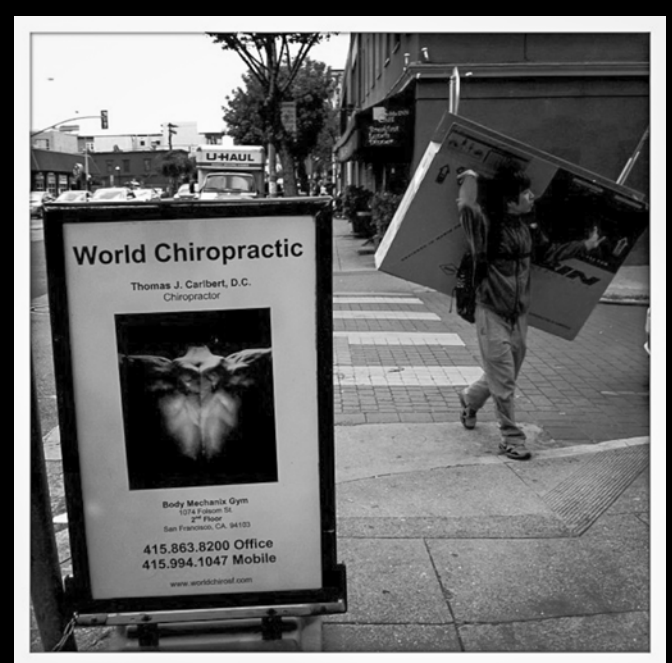





SERF




ORDSTR


U-HAUL
World Chiropractic
Thomas J. Caribert, D.C.
Chiropractor
Body Mechanix Gym
1074 Folsom St.
2nd Floor
San Francisco, CA. 94103
415.863.8200 Office
415.994.1047 Mobile





DELICIOUS







PHOTO BY

JASON ORDAZ

—

JANE LENS
AO DLX FILM
POP ROX FLASH

#makebeautiful

Hipstamatic

Hipstamatic

#makebeautiful

PHOTO BY

LEIGH LUKASH

—

HORNBECKER LENS
BLACKEYS SUPERGRAIN FILM
NO FLASH



Q&A

YABU PUSHELBERG

PHOTOGRAPHY BY CHIUN-KAI SHIH

Digital Tech & Retoucher > **Jackie Zhang**
Groomer > **Hiro for Makeup For Ever**
Producer > **Clarissa Morales**
--

From W Hotel Times Square to Blue Fin restaurant to Louis Vuitton Hong Kong, Yabu Pushelberg is one of the most in-demand design duos in the world.

WHEN DID YOUR FASCINATION WITH DESIGN BEGIN?

GEORGE YABU > For me, it began when I wasn't even a teenager. My dad was an old school boat builder. He made fishing boats on the Pacific coast of Canada, all in wood. More than anything, I recall the beautifully formed tools he brought over from Japan when he immigrated to Canada. The Japanese forged steel tools were exceptionally shaped and required a certain skill-level and finesse to use them.

HOW DO YOU BEGIN THE PROCESS OF CONCEPTING A SPACE?

GY > Although it really helps to be inside the raw space that you're designing, one doesn't always have that opportunity immediately. If this is the case, you have to feel the space and sculpt the volume of it, three-dimensionally from a two-dimensional floor plan. It becomes easier with experience.

DO YOU HAVE A DREAM DESTINATION LOCATION OR PROJECT THAT'S UNLIKE ANYTHING YOU'VE DONE?

GY > I would love to design a series of tree houses on a group of tiny islands; some place warm and sultry surrounded by crystalline water. An ecologically sensitive but refined, Robinson Crusoe environment, with just one structure per island.









OF YOUR PORTFOLIO, WHICH PROJECT HAS BEEN MOST MEMORABLE?

GY > A most memorable project has been designing our beach house on the Atlantic Ocean in Amagansett, NY. It's very personal, yet very welcoming. It opens up wide to the outside landscape, so it feels like it belongs in a tropical part of the world rather than in the temperate climate of the eastern end if Long Island.

WHERE DO YOU PULL DESIGN INSPIRATION FROM?

GY > I pull design inspiration from traveling abroad, meeting and chatting with people from places so far away and foreign from where I grew up.

DO YOU HAVE A MUSE?

GY > My muse is Glenn (laugs), but I am very serious about my answer!

WHEN TRAVELING, IS THERE ANYTHING YOU ABSOLUTELY CAN'T LIVE WITHOUT?

GY > Can't live without on the road? Not much. If I need something, I'll always find a way to get it with help, of course. One if my personal mottos is: "If you don't ask, you don't get."

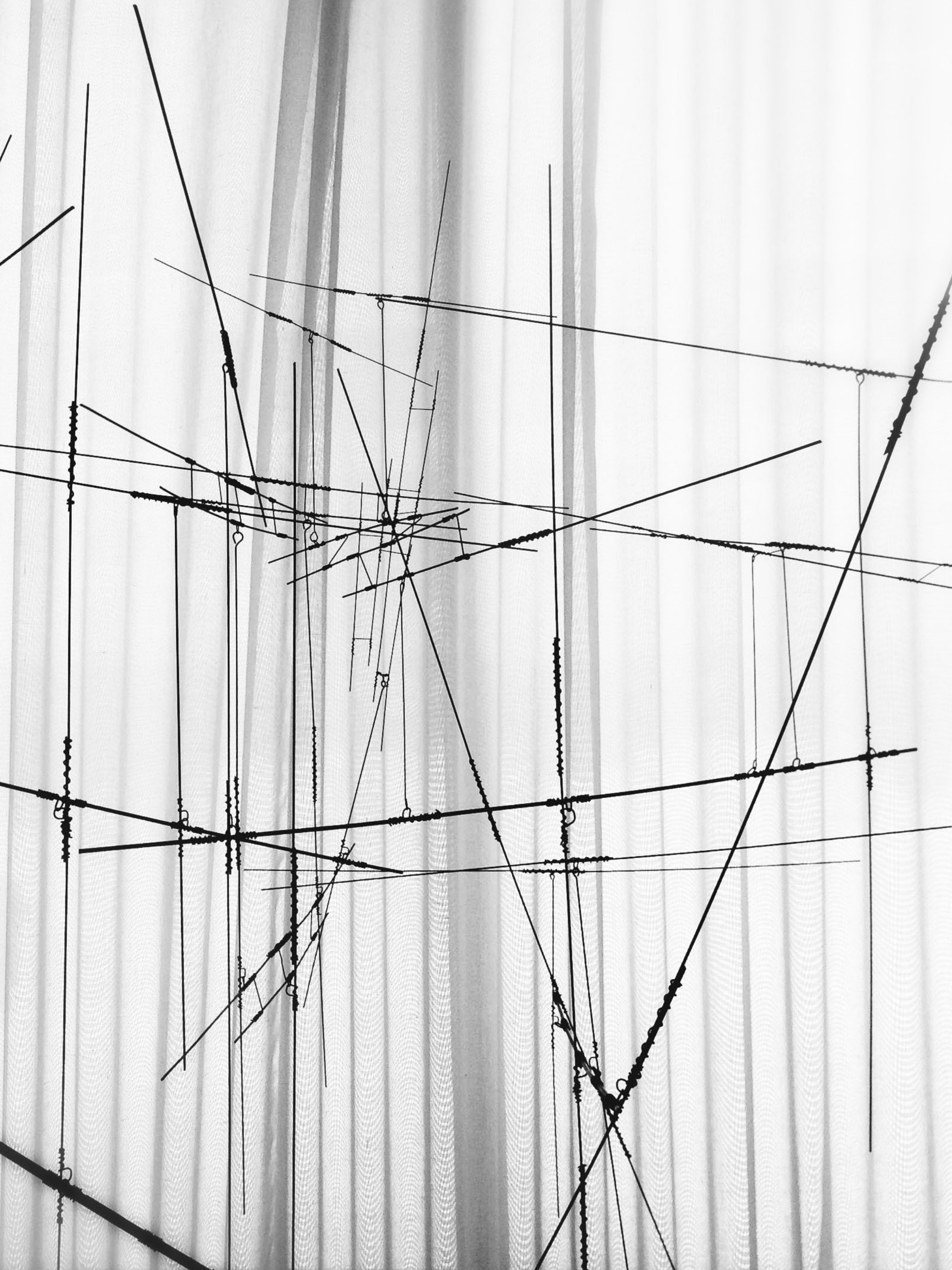
WHAT IS THE MOST EXCITING THING ABOUT TOMORROW?

GY > The anticipation of the new and unknown and to be surprised and delighted by it every day.





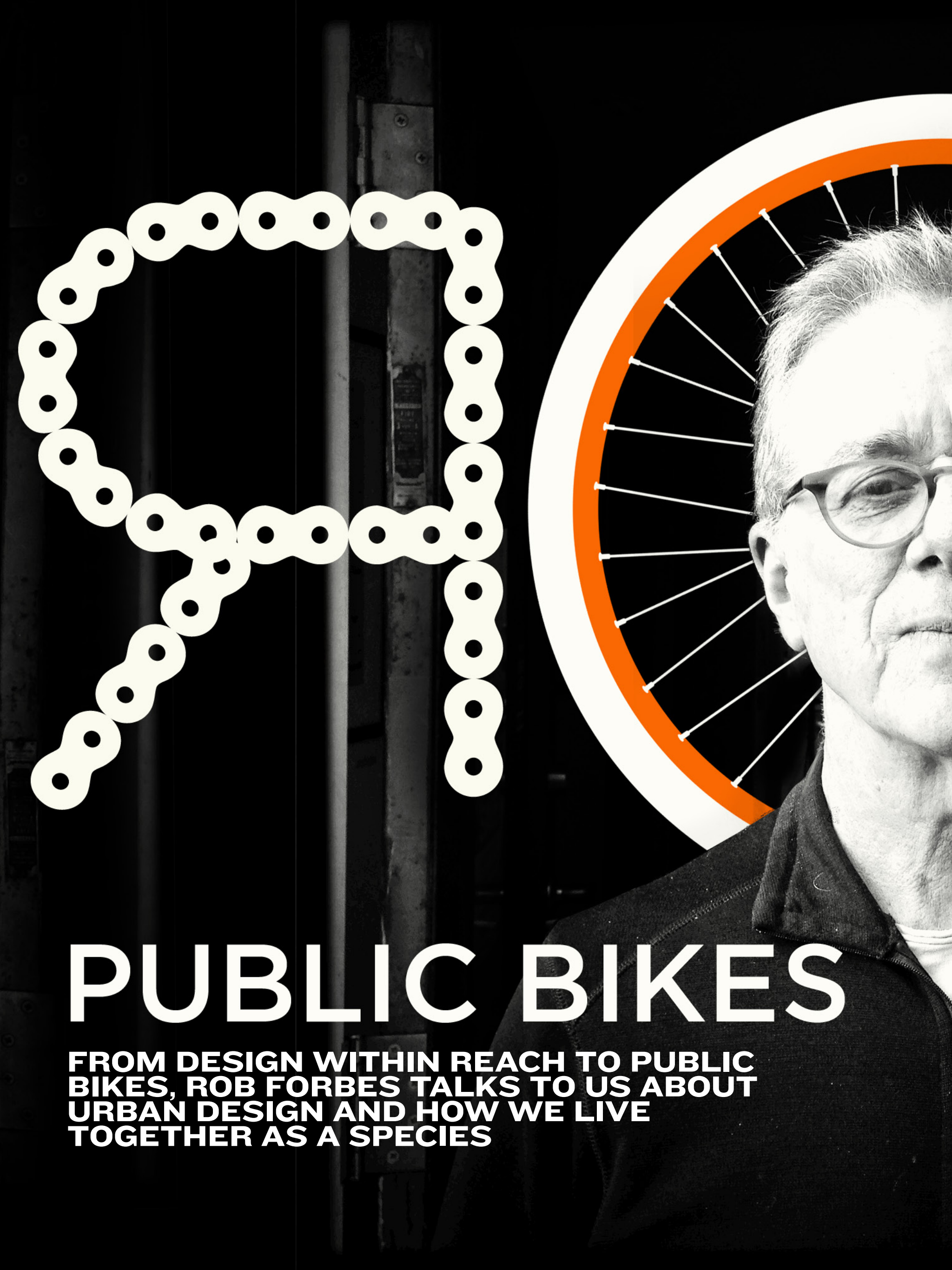






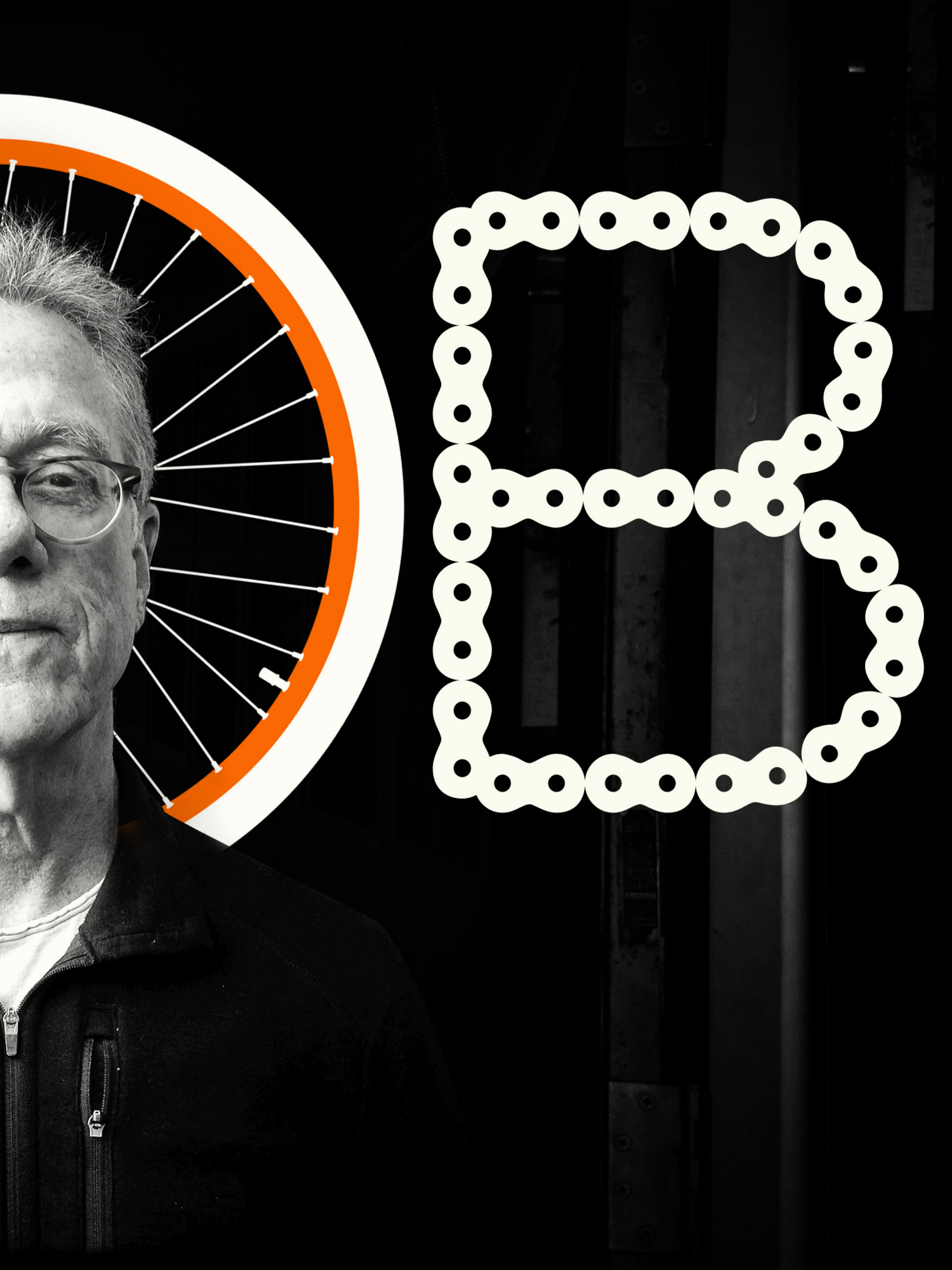
IS THERE AN EMOTION THAT YOU WANT PEOPLE TO FEEL WHEN ENTERING A SPACE FOR THE FIRST TIME?

GY > One should feel transported when entering one of our designed spaces—to a point where you are list in force and time—even if it's the briefest of moments.



PUBLIC BIKES

FROM DESIGN WITHIN REACH TO PUBLIC BIKES, ROB FORBES TALKS TO US ABOUT URBAN DESIGN AND HOW WE LIVE TOGETHER AS A SPECIES

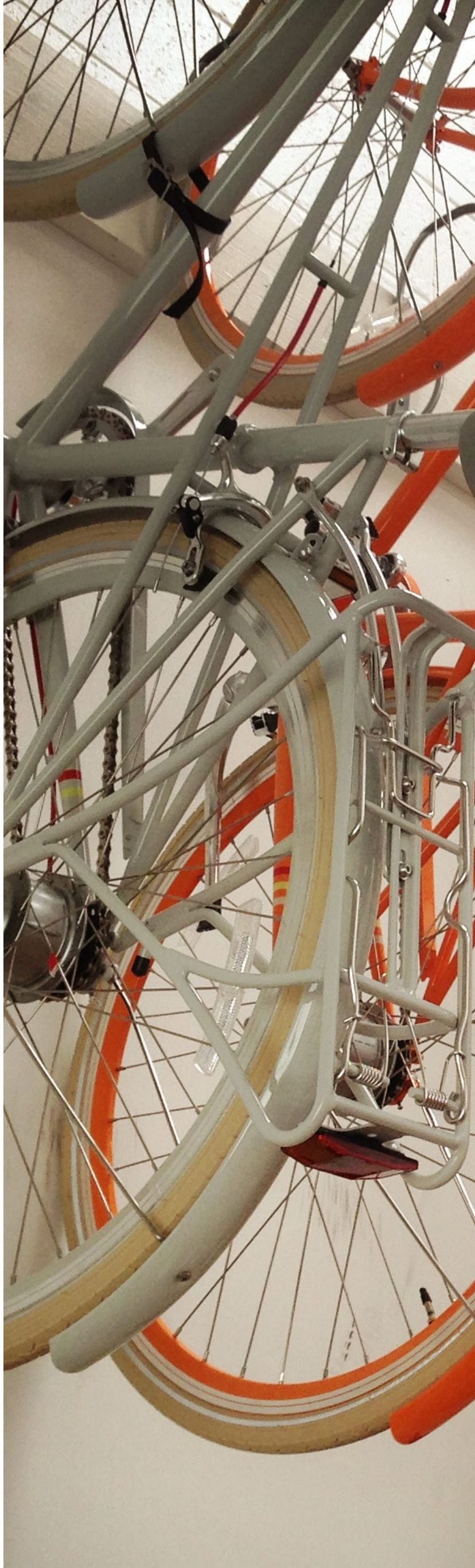


“EVERYONE NEEDS INSPIRATION AND MUSIC AND CREATIVITY—BUT WE DON’T REALLY NEED ANOTHER SWEATER, BENCH, OR CHAIR. AS A DESIGNER, YOU’RE ALWAYS GOING TO DO IT ANYWAYS... BUT WHAT COULD YOU SELL, THAT IF YOU SOLD MORE OF, IT COULD IMPROVE COMMUNITIES AROUND THE WORLD? BICYCLES.”

Rob Forbes, creator of PUBLIC Bikes and founder of Design Within Reach, has a beautifully designed vision for the world.

He takes his vision for improving communities to the evolution of cities and the uprising of a liveable cities movement where bikes are prominent—much like in Europe. In the U.S., less than 1% of trips are made via bicycle. In European countries like Holland, it can be as high as 30%. New York City and San Francisco are what he calls more ‘enlightened’ cities of neighborhoods already grasping this idea, but he recognizes that it’s just a matter of time before more catch on. Bicycles connect you closely to your community, increase your health and sense of well-being...and they even make you look good.

It’s no surprise that the founder of DWR and a former potter with a background in retail strategically planted himself at the forefront of the movement. He paid close attention to the fixie movement, the street scene, and the DIY bikes that young people gravitate towards—and he looked at it as a design guy. “If you put a monochromatic palate on a bike, you’ve got the frame, the fenders, and you lighten the color on the tires, people look at you like that’s incredible,” said Forbes.






bern
BASIL
PUBLIC

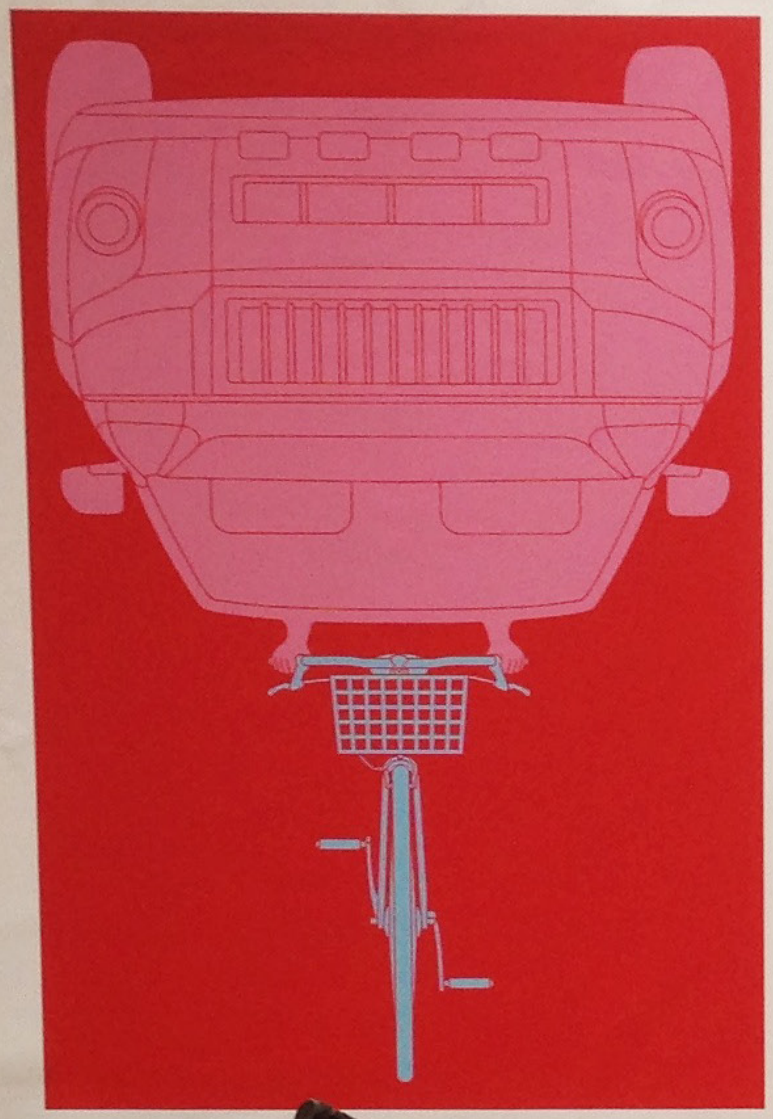


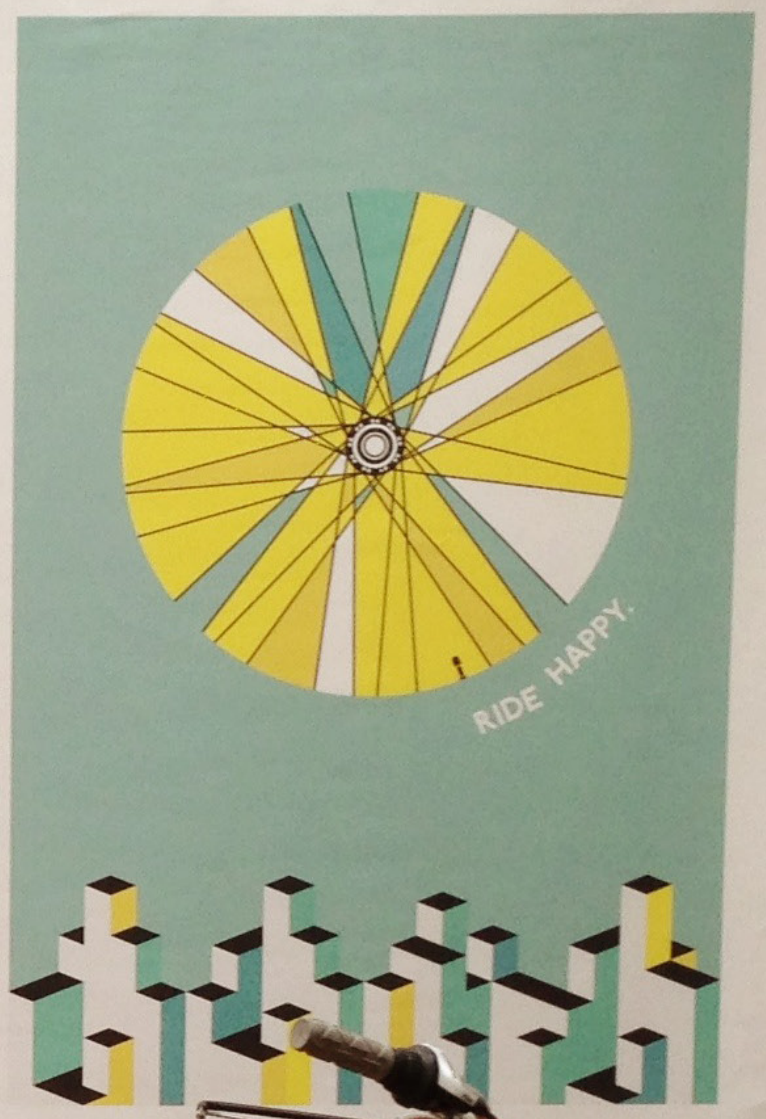
PUBLIC started with inspiration from the mid-50s in France—they looked at the mixte; the scale, size, and architecture and used the best technology and bike designers to get the geometry just right to make something simple and recognizable. Color became an important aspect, too. "Bikes are narrow, so in order to make something really have character, you need to stick a bold, saturated color on it," said Forbes.

Forbes' visions for the future are sourced in his daily way of living. He photographs beautiful objects that strike him wherever he may be, and rather than keep to himself, he's working on a book to share these photos and visual ways of looking at pattern and repetition with others. It's obvious that he is a purveyor of good design, and really not just as a retailer, but as a philanthropist.

Throughout our interview, Forbes' frequently referred to a life with a bike as a life you're living. "You train yourself to look at things more visually," he said. "You look at what the road looks like, the people walking down the street, the sounds from cars, architecture, what's happening around you."

He tells us that he's always been a bike guy. He's always had a bike, ridden around on bikes, and simply liked them as design objects—the same way he likes chairs. "I just think they're really cool," he said. And Rob, we think you're damn cool, too. *—RM*




RIDE HAPPY.



JUST GET GOOD PRODUCT AND TELL THE TRUTH. PEOPLE ARE REALLY INTERESTED IN AUTHENTICITY AND HONESTY.


PUB
BIKES +
PUBLI
SHORT &
SWEET
SALE

LIC

· GEAR

123

SORRY, WE'RE
CLOSED
www.publicbikes.com

SXSW





WE WENT,
WE CONQUERED,
WE LIVED TO TELL THE TALE.
(BARELY)

The #MorningAfter at Haus of Hipstamatic—Austin was 5 days of brunch and fun with some of the hottest bands in music.

Cuvee coffee kept our caffeine fixes in check, La Condesa dished up killer Mexican-fare and Klipsch audio powered the whole kickass experience.

Check out this video to relive the #MorningAfter awesomeness right now.

PLAY VIDEO

LISTEN +

ALL BAND PHOTOS
by Jodi Rae using Watts
lens / C-Type Plate film




WILLY MOON

THE LIMOUSINES

LISTEN +

AMERICAN AUTHORS



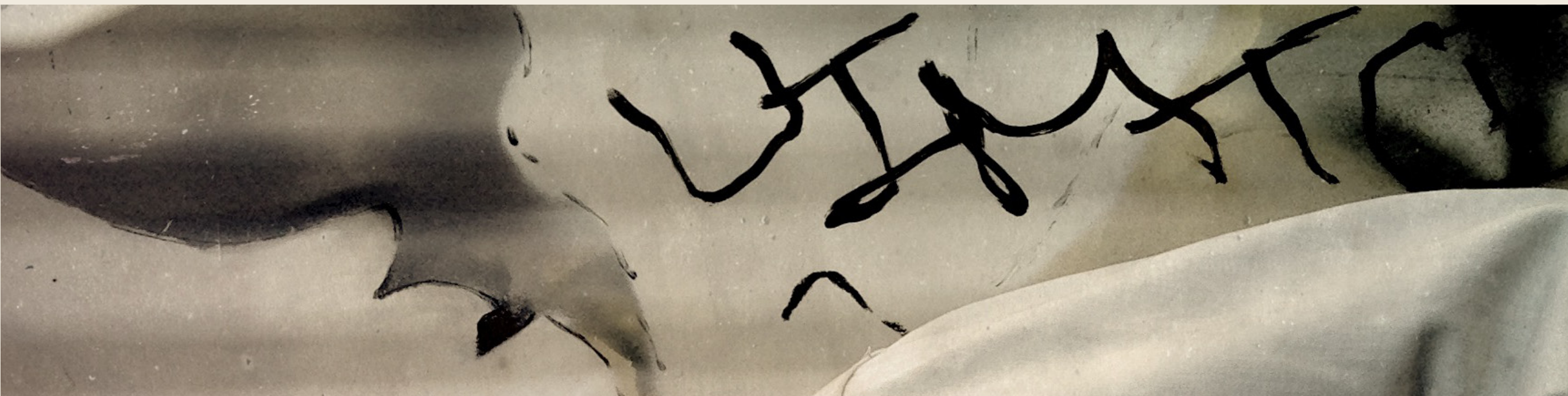
LISTEN +


you
HOPE



NEON INDIAN

LISTEN



LISTEN +

CISCO ADLER



LISTEN +

LISTEN +





THE MOWGLI'S



LISTEN +



IN THE VALLEY BELOW

LISTEN +

THE SEEDY SEEDS



LISTEN +

LISTEN +




CAPITAL CITIES



LISTEN +



LISTEN +

BRANCHES



LISTEN +

THE RIDGES



LISTEN +

LISTEN +

WARREN HOOD



QUIET COMPANY

LISTEN +



GUARDS



LISTEN +

PUT YOURSELF IN HIS SHOES

COLE HAAN'S CREATIVE DIRECTOR, PHIL RUSSO, TALKS TO US ABOUT THE EXCITEMENT AROUND THE BRAND'S LATEST DESIGNS, AND ABOUT THE WORLD'S RENEWED INTEREST IN ALL THINGS FASHION




COLE HAAN

FROM PUMA TO CONVERSE AND NOW COLE HAAN,

Phil Russo has designed for some of the the world's most beloved fashion brands. These days, he can be found leading Cole Haan's entire design process and direction as the brand's creative director.

And lead the charge he certainly has: from dads to the most stylish Manhattan fashionistas, Cole Haan seems to be everywhere these days. So much so, that we've seen brand after brand release copycat designs trying to capture some of the brand's enviable steam.

We sat down with him at his New York City design studio to chat process, inspiration and the art of modernizing a brand without losing what makes it great.

HOW DID YOU DISCOVER YOU WANTED TO PURSUE A CAREER IN THE CREATIVE WORLD?

I always knew that I wanted to be in the creative field, but it took me a bit to actually get there.

I have an undergraduate degree in psychology, and a minor in biology, but I was always pursuing creative hobbies on the side. I was constantly drawing, sketching, woodworking, doing jewelry design...constantly reading on architecture and art.

As I matured, I knew I had to pursue design as a passion, and "come out" as a true creative, rather than forever being stuck in something I was interested in, but in my heart, wasn't completely into. So, What fuels my fire is really making things and bringing compelling ideas to life.

WHY DID YOU DECIDE TO MAKE THE MOVE TO COLE HAAN?

That was an easy decision—the scale of the opportunity seemed pretty incredible.

I was at Converse doing fantastic work there, I loved being a part of that brand. This seemed to be almost a bigger opportunity in that Cole Haan was resetting itself, and there was an opportunity to be part of a team that was modernizing a classic brand. I wanted to be part of that brand refresh, and also creating a landscape that would allow Cole Haan to come to life in a fresh, relevant way. To celebrate Cole Haan's past while innovating toward its future—basically creating a modern interpretation of the brand.




252
1250






1250



CAN YOU WALK ME THROUGH YOUR APPROACH TO THE DESIGN PROCESS?

We think about who we are as a brand, and think about our consumers, and figure out what's still relevant for them, but we also want to have a fresh perspective on that through innovation.

To get there, we focus on three things in the design process:

1. Craft: We have decades in proven methods of craftmaking and telling authentic stories

2. Innovation: We push to the edges, and try something new. We have a willingness to take risks and to get us someplace new.

3. Style: We combine craft and innovation, which then informs our style. When we do it right, we do it in a way that feels timeless and classic.

WHAT ARE YOU SEEING IN THE FASHION & DESIGN WORLD THAT YOU LOVE?

At the macro level, I love that people are gravitating toward the classic silhouettes— that's fantastic. The loafer, the oxford, the chukkuh boot, the pump, the right sandal, things like that.

Specifically, I really love loafers right now. It can really be a simple silhouette, but if you look at it, there are so many variations: a penny, a venetian, a driver, a boat shoe...there's so many treatments you can do to keep it interesting. And I think to me, that's a great challenge, in terms of restraint sensibility. You can take it to such an interesting place, you just have to really pause the impulse to go nuts with it, and you have to really think it through.

Guys are getting in the game heavily. Men are carrying totes—that's awesome. The first time you see it, it's like "Huh, a guy carrying a tote." But then it's just awesome. And it's been happening in some places for awhile now, but there's a new renewed excitement around accessories in general, and fashion in general, which is really cool.

WHAT'S NEXT FOR YOU AND COLE HAAN?

For us as a brand, it's the never-ending quest to bring the brand to life at every place we touch people, in the same way, through a cohesive and consistent story, through product design, experience design and brand design, to keep people inspired. It's our job to connect with people and keep them coming back. ● *—MS*




COLE HAAN

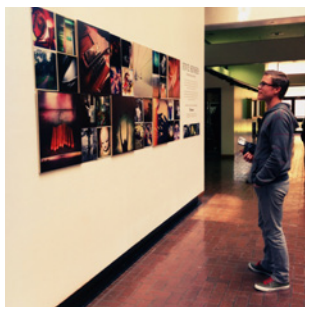
SITUATION

Yeah, we got drunk. Some of us didn't sleep. We're just having fun and we don't care who sees. We're always ready to go out 'cuz that's the way it's supposed to be.











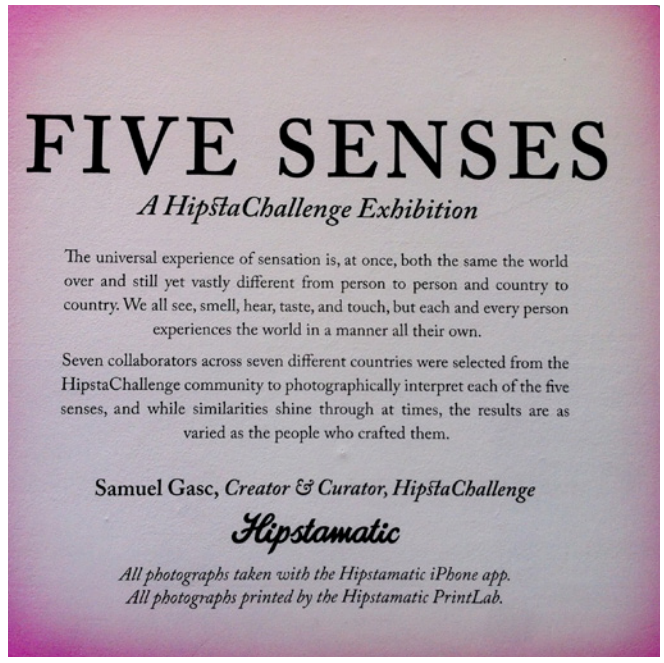


BATON ROUGE

MARCH 2013

FIVE SENSES GALLERY OPENING

Photos by Samuel Gasc and Pedro Gasc



















SAN FRANCISCO

MARCH 2013

SOUND CHECK: GINGER AND THE GHOST

Photos by Alex Winter & Mario Estrada









AUSTIN

MARCH 2013

SXSW

Photos by Mario Estrada












#MORNINGAFTER
BRUNCH


AOLER



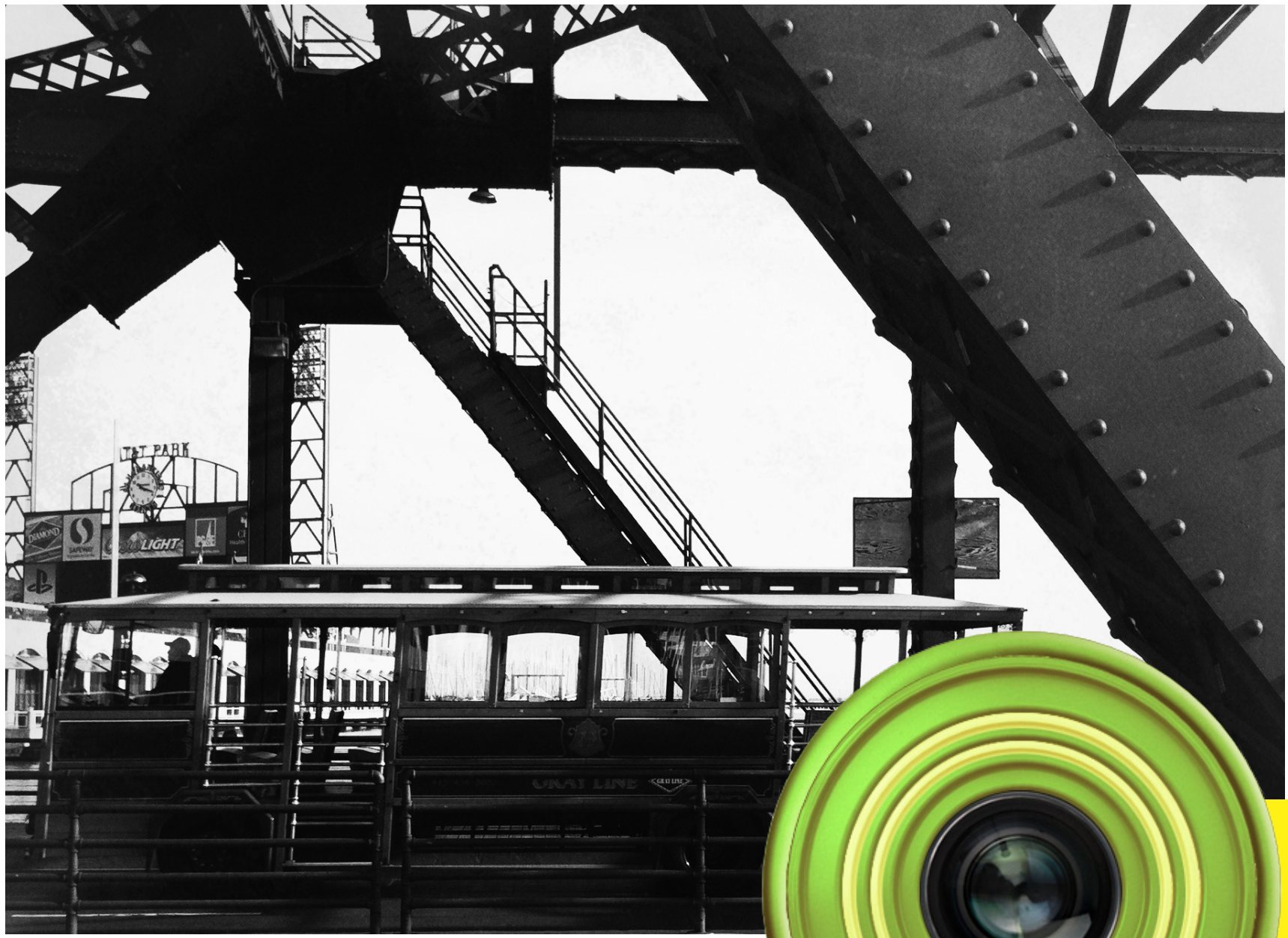





POWERED BY
Klipsch
AUDIO







ONLINE +

A Beautiful Melodie

Originally launched as a collaboration with Levi's, the Melodie lens is inspired by documentary photographer Melodie McDaniel, who is known for beautifully capturing moments in black & white

HOW DID YOU GET STARTED IN PHOTOGRAPHY?
My background is in fine art and commercial photography. I learned on various formats, medium format-6x6, 6x7, large format cameras-4x5 8x10, 35 mm, and others. My first experience traveling abroad to the Middle East sparked my interest in photography. I grew up looking through National Geographic magazines and art books. I started refining my skills in photography when I attended Art Center. That's where I learned the art of the camera.

WHAT WAS THE INSPIRATION BEHIND THE LENS?
Being given a lens through Hipstamatic and Levi's was extremely inspiring. It's not everyday that a photographer is honored in such a specific way. As for my relationship with Levis, they've always understood my aesthetic for several of their projects, the most memorable one being the Braddock campaign, which showcases what I'm best known for.

IN TERMS OF AESTHETIC POINT OF VIEW, WHAT DO YOU ENJOY SHOOTING MOST?
I enjoy shooting black and white portraitures; I hope that's a part of my work people recognize the most. I really love those candid moments you can't recreate; capturing someone or something in the moment really excites me.

WHAT'S NEXT—ANY NEW PROJECTS?
Funny you should ask, because that's the question I am always asking myself. There are some projects in line for the near future, one of which is a personal idea of mine that I am very excited to execute.—*RM*

LET YOUR VOICE BE HEARD

We want Snap to be the most badass magazine out there, and we want you to help make that possible. What would you like to see more of? Less of? Weigh in on all things Snap at

TAP TO EMAIL US