

Sim Street Journal

EXPLORE VIRTUAL TO REAL
CULTURE, COMMERCE, AND
INTERNATIONAL EXCHANGE




RELEVANCE OF SECOND TO FIRST LIFE

- successful enterprise purpose
- musical renaissance
- critics and cultural perspectives

JUNE 2013

Sim Street

defines what virtual culture



Presenting the mix of culture and commerce is challenging in the real world—mostly adversarial but always inter-related. In the virtual world, the mix of culture and commerce is far more successful—due to the international blend of participants that causes definitions to be well defined. In a world that is an even playing field with low overhead, equal opportunity, and appearances of choice, anything is possible. People are not used to having such freedom. The only limitation is time to spend, so each resident learns how to balance between two worlds.

The virtual world comprises the first truly international culture. Every sector mirroring real life has developed from real estate to entertainment to stock trading, even to catering (especially odd in a world that can't taste food). Second Life® is a complete society. No one knows the exact size of the population, only how many people are logged in at once. During the day it hovers around 46,000; in the evenings, around 68,000. Not everyone logs in each day and many people have more than one avatar. But as a rough guesstimate, the total population comprises a medium-sized city in real life. And, like any city, it has its high culture, events, communities of interest, entrepreneurial barons, scammers, heroes, and criminals.

t Journal

reveals about first life.



Sim Street Journal examines the relevance of this totally created world, and its potential impact, on the real one. It is impossible for so many talented, experimental, and tech-savvy individuals to come together without having profound influence. Within these pages, *SSJ* will query what can be learned, gained, and used from the virtual commercial and cultural environments. Like its namesake, *Wall Street Journal*, *SSJ* also seeks to bridge commerce and culture, but in this case, it is also between the virtual and the real.

Profiles, columns, and overviews:

"In-world to Out" examines why a second career is fulfilling for so many talented and visionary residents.

"Relevance Review" discovers what the virtual world has to offer the real one through sector perspectives.

"Critic's Choice" critiques artists and presenters by experts on the streets, to reveal first and second life balances.

"The Aesthete and the Amateur" launches humorous gallery critiques.

"Moody's Musical Musings" coming soon! An irreverent look at how the virtual world transforms the music industry.

"Ann Slanders" coming soon! Advice column to assist in virtually-related conflicts that mirror real life.

The Sim Street Journal



To read magazine in-world:

1. Rezz object (7 prims).

Menu Tab adjusts size.

Interactive tabs for Landmarks and links to augments content.

2. Wear object to view onscreen.

3. Order from Marketplace

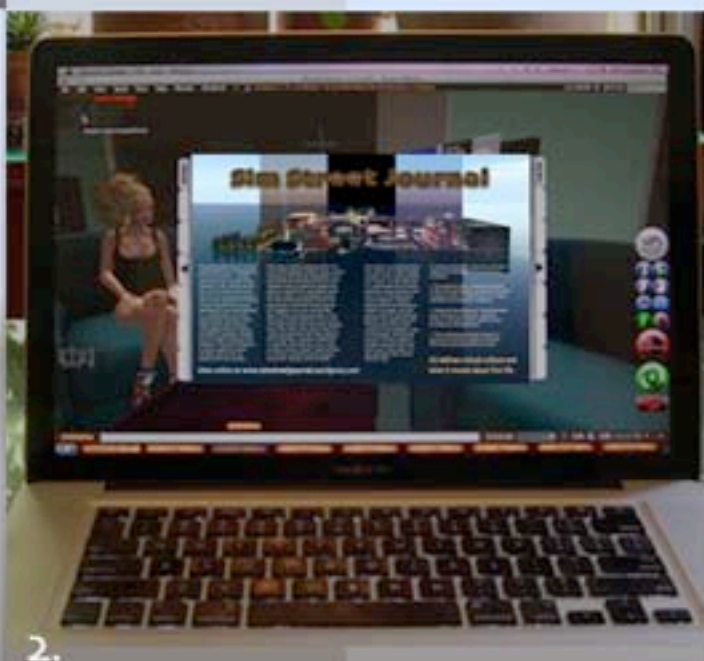


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Sim Street Journal

Examine what virtual commerce and culture reveal about real life. As a bridge from in-world to out, *SSJ* represents the achievers, sectors, trends, psychology, and impact of those mingling within this first truly international exchange.

Explore what it means to have both a first and virtual life, and how they enhance one another.

Available at in-world kiosks and out-world online:

in-world to out page 18

Finding Purpose in the Virtual World
by Eleanor Medier

Experienced avatars from many sectors discuss how careers in a second life affect their real life ones.



relevance review page 32

Music Renaissance
by Eleanor Medier

The music industry displays one of the most fluid interplays between various worlds and views.



**critic's choice:
artist**
page 38

**Blindboink Parham
Preserves Legends**
by Heavy Writer

Combining a career
of performing and
teaching works well
when including SL
as a way to expand.



**critic's choice:
venue**
page 46

**Crossing
Culture**
by Kalanite Bluestar

A collaboration of
many creatives, this
venue offers an array
of arts activities and
community.



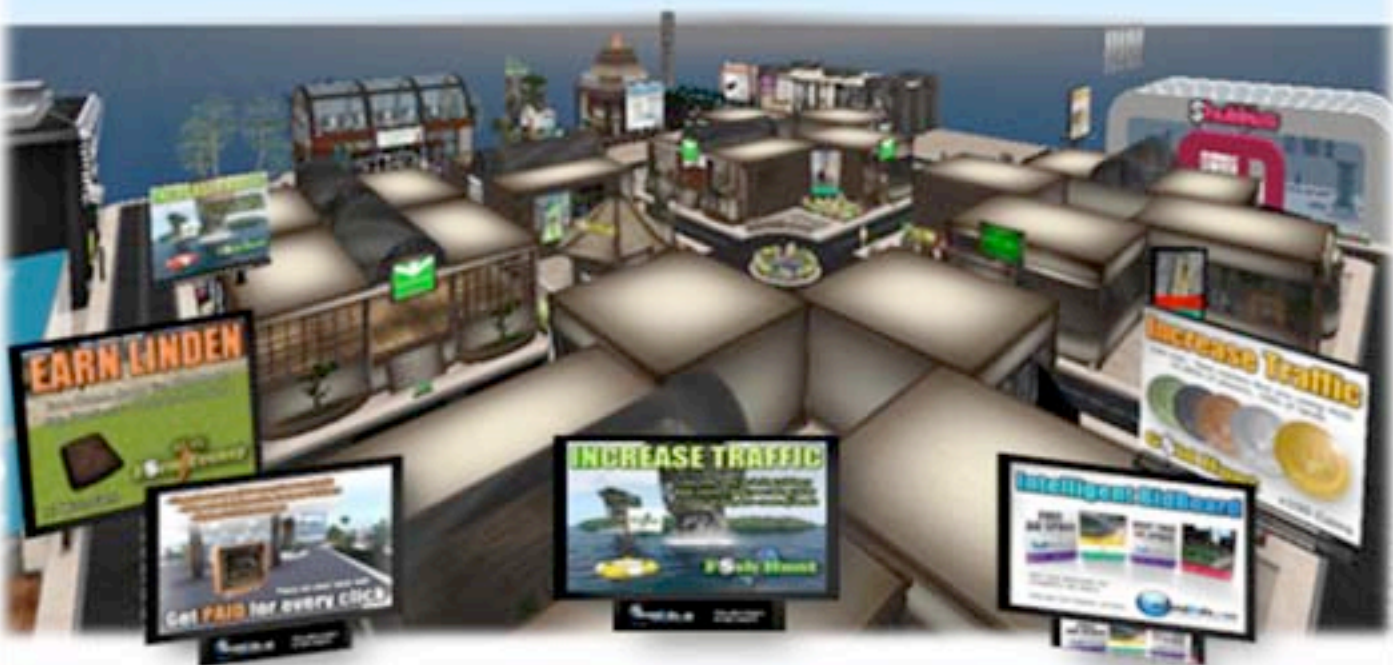
**the aesthete
& the amateur**
page 60

**University of
Western Australia**
by Medier & Writer

Review by fictitious
critics—one educa-
ted and the other
not—a contrast
of viewpoints.



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Sim Street Journal

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Through advertising, kiosk offers, popular website, and Group Lists, an advertisement in *Sim Street Journal* reaches those who make culture in SL happen. Each profile and review imparts useful ideas and techniques won from experience. Entrepreneurs and creators, presenters and sponsors, share what it means to achieve significance in virtual worlds.

Building upon the almost 3,000 readers for *Bowler Business Review*, *Sim Street Journal* has an expanded focus to explore the blend of commerce and culture. *Sim Street Journal* will have more impact as it utilizes the previous network. All are invited to migrate.

Both magazines are by the same creator, maintaining quality. Eleanor Medier takes the helm from Jetman Bowler, allowing him to focus more on his investment and financial services business.

If you like the magazine please support by contributing lindens to Bach Mayr.

Monthly ad rates:

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The magazine for those who seek significance, achievement, and relevance from the virtual to the real. In a world of complete freedom, limited only by time, discover the choices and the motivations that define international exchange.

Advertising in *The Sim Street Journal* offers entrepreneurs artists, and presenters many advantages:

- Reach the community through a network of almost 3,000 readers and climbing daily.
- Build the virtual culture and commerce infrastructure. Without press, development is stunted.
- Be seen in vendors around the grid, in trades locations, through partnerships, and collaborations.
- Be downloaded off the web.
- Gain visibility at key centers around.
- Get Group offerings for events, promotions, and specials.

W Real Estate page 5

Second Ads page 8

Capital Exchange page 9

Ramirez Torrance page 12

Arkad Products page 13

ENT SL Talk Radio page 16

Music Not Politics page 17

Guthries Folk Music page 31

Live Musicians and Singers Association page 37

Book Island page 44

Fairey Angel Creations page 58

Eclectica page 59

Gallery Medier page 71

Bowler Business Review page 74

Unforgettable Magazine page 75



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Ramirez Torrance



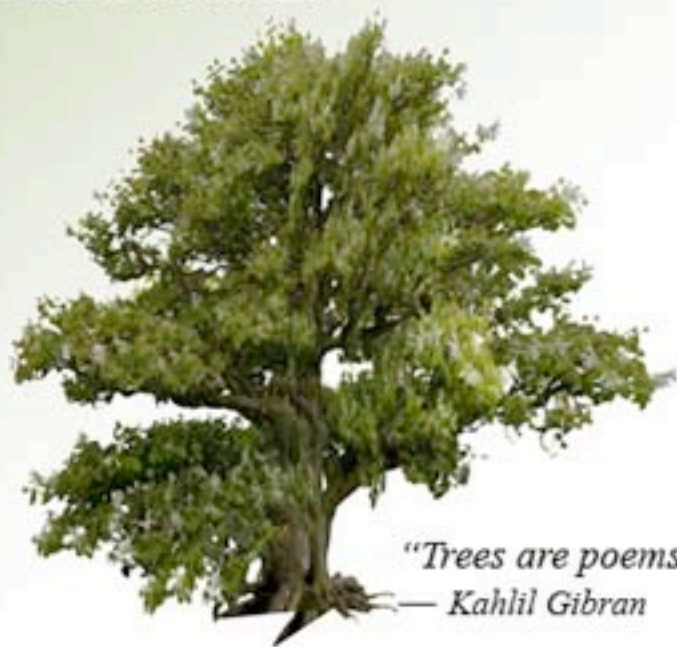
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"Trees are poems that the earth writes upon the sky."
— Kahlil Gibran

Sim Street Journal

Published in complimentary versions: weekly on-line and monthly in-world.

Contributions are encouraged if they cover topics relevant to the real world readers. Comments and opinions are also encouraged.

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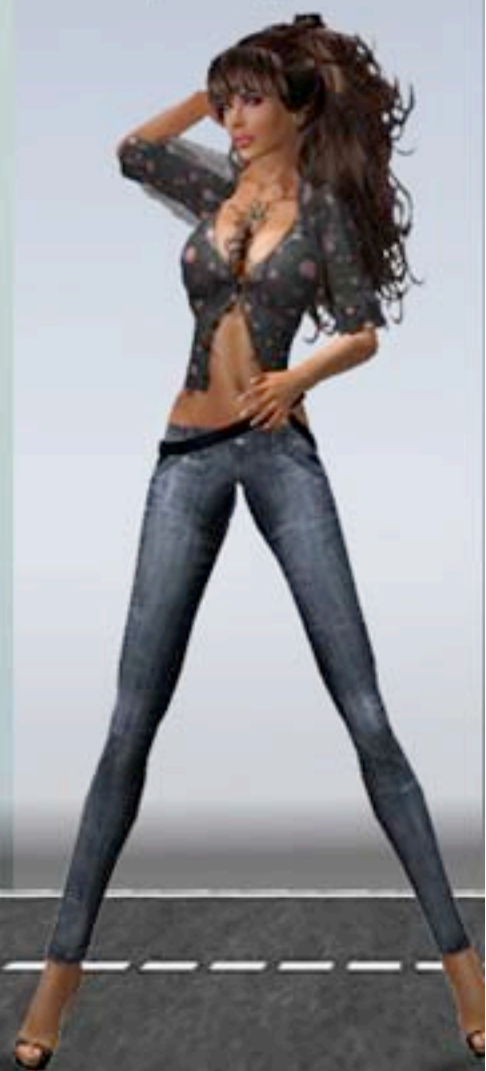
Receive copies of the magazine:

In-world

- kiosks in selected areas around the grid
- The Sim Street Journal Publishing office (click on tab at the left for LM)
- Marketplace

Eleanor Medier, Creator, has real world experience in every facet of book publishing from writing to design. With two years of experience on SL magazines, she is now the publisher of this new fusion of culture and business.

Kalanite Bluestar (Kala), is active in Crossing Culture. A talented builder, designer, and sculptor, she has impeccable tastes. In real life, she has a wide range of business activities from information technology to accounting, from art to geology.



Out-world online

June 2013: creation and inspiration by:

Bach Mayr serves as the distribution and accounting manager. He is all-business because he is really the alt for the magazine so that several staff can access to perform needed tasks. Any messages sent to him will be answered by available staff.

Throughthesewalls Moody owns MUSIC NOT POLITICS, INC. She works in SL with musicians on artist development or show promotion. In real life, she works with music licensing and marketing companies to place the musicians she represents.

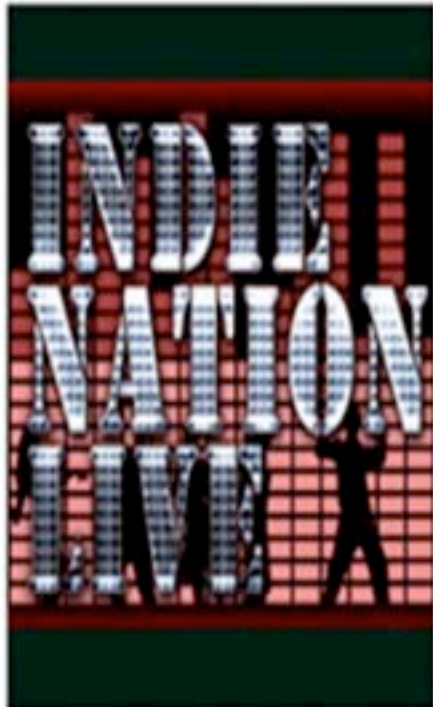
Heavy Writer is a quintessential entrepreneur with small business experience. In SL, he has worked in building, rentals, sales, and managing. In RL, he has radio and business experience. He contributes and associate produces.



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in-world to out

Sim Street Journal is a bridge between the real and virtual. It grows out of *Bowler Business Review*, which profiled two or three SL entrepreneurs per month. Now, with over three dozen captured points-of-view, *SSJ* will take a step back and review themes in a monthly feature. This issue explores how those working in SL find and fulfill their missions. Sharpening a sense of purpose, SL forces bold decisions.

Finding Purpose in the Virtual World

by Eleanor Medier

Entrepreneurs, artists, and craftsmen are attracted to virtual worlds as petri dishes to try ideas. Here is a safe environment to take risks, try roads not traveled, and fulfill fantasies. Each resident logs in for different reasons. Of those who are serious about pursuing ideas, a sense of purpose always motivates, and choices take on patterns.

It is easy to understand the majority of residents in Second Life®—they are here to have fun, do what they want, and escape their real lives—like vacationers. But those with a sense of purpose, whether cultural, educational, or financial, usually are motivated by one, or more, of five inspirations.

REASONS TO BE IN-WORLD

1 Self improvement.

A virtual world is a perfect place to learn and to practice new skills. By applying real world wisdom to in-world activities, the knowledge gained also influences back out. Classes, businesses, show and tell, or the pursuit of opportunities is enriched by a dedication to advance knowledge into the real. Interactivity is directed by each pursuer.

> Education. Though one of SL's strengths, sadly, it is under-used. (Other vehicles such as Youtube seem to do a better job of instruction—but miss interactivity.) To attend a class within SL is a fantastic experience. The presentation, shared sense of audience, and ability to ask questions make this worth the learning curve and initiation. Looking around at who else attends is part of the fun. And if a friend is there, you can have private IMs to discuss the event while it occurs. In a real life class, whispering like that would be considered rude and distracting!

> Skills. Also for self-improvement, a virtual world is a place to develop and practice skills. The social aspect permits feedback from others as pursuits develop. As a business-incubator, testing ideas, trying new directions without risk (other than use of time), is seductive. If used wisely, the platform enhances real world activities. If used as a way to avoid real life activities, the escape is equally seductive. Residents need to know why they are there, because choices will get confusing!

> Creative. A huge cultural community is blossoming in the virtual world! Live music offers a direct audience and market to original singer-song writers that struggle for recognition in the real world. The visual arts proliferate so that anyone with the right tools and with some imagination can display images. However, standing out among such a proliferation of visual show and tells, takes great patience and sifting. Fortunately, there are some great gallery dealers in SL that do this editing first, thus making the presentations more worthwhile.

“People learn by making mistakes in a supportive environment. SL is where you are free to be yourself—or someone else—and be always challenged.”

—Phelan Corrimal,
Rockliffe University



“Feedback from my renters helps me develop new ideas. I am inspired to create a place that is actually inviting to live in—ideal home designs for myself as well as for intended customers.”

—Marishka Ixito,
Marix Properties



“The virtual world is ideal for business education. Where else can all aspects of development fall into place—without risk?”

—Rehula Rah,
Yavapai College,
educator



Finding Purpose in the Virtual World, cond.

2 Prosperity.

Although it is very challenging to make a real world living in the virtual one, many do make a part time income. Though working in-world only pays pennies on the dollar (U.S.), it is possible to have enough volume to do it. Proportionately, overhead is almost nonexistence. There is no commuting to work—geography only matters in terms of time zones. Only a small percentage of entrepreneurs make real livings in SL as a subculture. They all work very hard, long hours to cover time-zones. They are very focused, but usually have some time for fun and relationships (though little else), and are very dedicated to business. Buyers beware, however. There are a lot of undependable merchants, shady business practices, and mischievous people. Like a big city, self protection is needed to prosper. Entrepreneurs that wish to build virtual enterprises need to navigate wisely.

"SL gives me a new creative balance. A virtual world opens up a different course—it is what all residents like. And it offers international connections, perhaps friendships, and ultimately endless opportunities."

—Arkad Baxton,
Arkad Products



"Property is the foundation of everything—all is built upon it. The most important thing in a virtual world—you can't log in if there is no land."

—Katya Dirval, WRE

"We all live the dream of building a real life headquarters on Gran Canaria someday, a Spanish island with a lot of sun.

laughs This is our motivation."

—Jan Maroon,
Bletaverse

"Often small investors learn enough and get comfortable to invest larger amounts in the stock exchange. Many have told me they started trading real life stocks because they learned to trade lindens first."

—Skip Oceanlane,
Capital Exchange



3 Experimenting.

Many try a path in SL not taken in real life, fulfilling fantasies. These may include expanding artistically, trying other professions, roleplaying in other times, or living in dream houses. Anything is possible—limited only by imagination and time. Few residents duplicate their real worlds in the virtual. Here, where anything is possible, not taking advantage of unlimited choices makes the virtual just another medium. Taking advantage of its social nature—more international and expansive than any other—necessitates clear directions. Yet, SL has such a fast pace, it appeals to those with Attention Deficit Disorder! Most ideas are more like sparks than sustaining furnace. Those who earn good reputations make a difference because most people earn no reputation at all, or if a bad one, just escape by starting over with a new avatar.

To find a contrast with real life work, SL can give the imaginative a chance to try a different, and balancing, career that complements the real one. Most every real life professional has wondered about a path not taken. And, that path, pursued in SL, can build confidence and skills that can be used in the real world. The most successful seem to arrive in SL without having preconceived ideas of how to build a second profession. Discovering them is part of the journey.

"I love seeing people hanging out, 'getting busy' and just exploring in SL what they can't do in real life."

—Grizzly Mountain, Bukkake Bliss

"My goal is to promote myself, to get noticed by a group that needs textures. That way, I get the freedom of creating, and in the meantime, get paid."

—Ramirez Torrance artist

"The virtual is an extension of my real life. I love how you can literally make anything you can dream of happen here. It's a world that has literally endless possibilities."

—Jennifer Brennon, Luna Animations



4 Helping others.

In such an exciting international forum, discovering the concerns of other residents is illuminating to anyone in search of meaning. The quintessential entrepreneur has an instinct to perceive what is needed—finding a hole in the market—something not offered, but could be. More commercially minded than philanthropic, making a profit by selling what is needed also helps to develop more products or services. Businesses that have ongoing consumables can be the most profitable in-world, as they keep customers coming back for more. Secondly, those who can develop a loyal following, such as a large group of friends and fans, can survive on tips. Building a community also propels feedback. That interaction between those receiving and those providing can sustain a momentum. Gratified by helping others and seeing them prosper as a result, can be thanks enough for many people.

“When first in SL, I immediately saw that it takes lindens to become physically presentable, to buy land, and to have social mobility. Any smart newbie embarks on a quest to earn.” —Mystic Handrick, Virtual Employment Agency



"Many customers who play would have quit SL long ago if it was not for our games."

—Amy Nevilly,
2nd Ads



"Our HUD systems help customers to streamline activities. My focus is on fulfilling what I want to do, and to take it beyond what I perceived as possible!"

—Stevie Cooperstone,
AAS and Galaxy



"I love managing musicians. It is rewarding to see them grow from my input, and to watch their success. I secure good deals, see fan bases expand, and my work benefits them."

—Brandy
(Kalli Birman), Graffiti



Finding Purpose in the Virtual World, cond.

5 Filling own need first.

One of the biggest reasons to pursue a business or artistic or educational initiative is to satisfy the individual journey. To find a need oneself, and then find a way to fill, can lead to sharing the solution with others. If a business, then marketing the product or service. The heart of the worker has to be engaged, just like in real life, to stay with it long enough to achieve results. Always searching for a better experience, many residents build houses or make tools or toys that are useful to other people—if truly innovative. The competition is as fierce as in real life, though it is international versus regional. Usually starting small, the inventor ignites a spark under others that grows into a bonfire by its own combustion. Word of mouth can quickly spread like a brush fire in the virtual world, thus propelling visibility and effectiveness. If, when searching and not finding, look for what is missing. It might be the right time to develop a solution.

"I focus on tight products—to be what I want them to be. My goals are to design what I wish, give investors a return, and to try new things."

—Kaddan Yue,
OMG! Fashions



"While there are customers, I will be there to serve them. My overhead is low, and after months of developing and selling, it is now profitable."

—Kurz Socke,
Mobile Grid Client



"I couldn't find a personal toy I wanted. So I made one. I wondered if anyone else might buy it. Suddenly, my real life business skills translated to SL!"

—Sassy Romano,
"Sassy's"



"First, I developed CasperVend for my own use. But people asked about it, so I started selling it. Everything we do now is requested by users."

—Casper Warden,
CasperTech Ltd.



Finding Purpose in the Virtual World, *cond.*

For the visionary, simply belonging to like minded communities of interest is not enough motivation to be in the virtual world. It can't just be a vacation. Rather, it is a way to expand as a person. It is an opportunity to live in two places at once, with interweaving interests and activities. It is a place to build audiences and communities, to connect with others in revolutionary new ways. The virtual world is the most logical extension of the internet, carrying it into unprecedented new experiences. An international cohesion can be based around shared interests. Though the environment may have a comic like crudeness and many technical limitations, as it progresses and becomes more natural, transparent, and easier to learn, it will become part of the mainstream. The purpose for using this tool will permeate ever further.

Follow future themes that conclude what is most relevant from SL to real life. A growing collection of profiles will present every sector of commercial and artistic pursuit.

If there are outstanding entrepreneurs or creators that have wisdom to share, please recommend or even contribute to upcoming issues. Those who augment real lives with virtual ones are pioneers, using new tools to bring together aspects of career and curiosity—finding ways to enhance the best of what both worlds have to offer.

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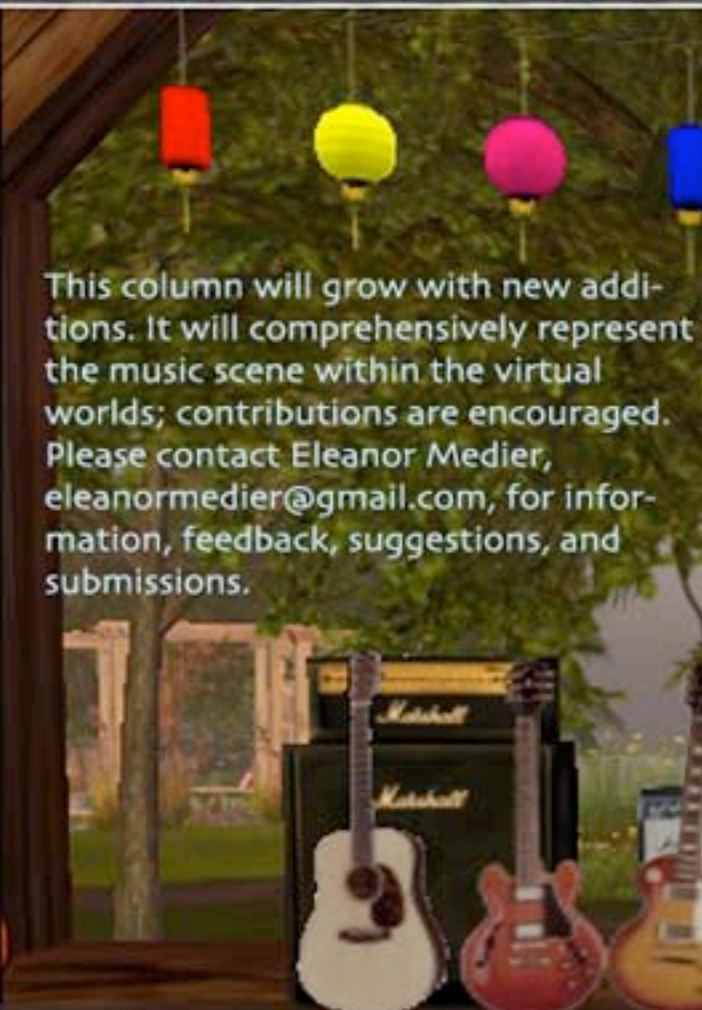
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*Home to the Best and Most Talented Artists
in Second Life*

Music Renaissance by Eleanor Medier


A parallel reality has formed an international culture. Through virtual worlds, talented people who would never be able to meet in reality migrate into new communities—the music industry exemplifies the best technology has to offer. It brings artists from far off places into one arena, allows performance from anywhere, gives a social scene, and nurtures a foundation for friendships. There are about 2,000 musicians performing live in Second Life®. This spawns a mini-industry of new audiences that can expand an artist's reach, to the point where the most hard-working and popular can carve out part-time, and in a very few cases, full-time livings.



This column will grow with new additions. It will comprehensively represent the music scene within the virtual worlds; contributions are encouraged. Please contact Eleanor Medier, eleanormedier@gmail.com, for information, feedback, suggestions, and submissions.

Like any industry, the range of organizations that serve it include: the artists (creating the product), services (supporting with ingredients), venues (presenting the product), and audience (buying the product). On any given night, there are about 68,000 residents present online in SL and a fraction of that in the next largest, InWorldZ. Scanning the concert listings for live music, there are at least a dozen choices per taste every evening. In fact, an avatar can spend all day and night going to live concerts in SL because the sun never sets there (unless desired)! Transforming careers and bridging to reality, musicians enhance their careers and some even begin their careers online. Although music is easy to copy and share, hearing it live, interacting with the artists, hosts, friends, and friends not yet met, the music scene is buzzing with activity and camaraderie. This industry even exemplifies the best of virtual worlds: using technology to bring people closer together. And it spills into real activity when avatars are left in the cyber universe and the people behind them come an meet for real conferences and meeting face to face.

relevance review

A virtual music studio scene. In the foreground, there's a turntable with a large, dark, flared horn. Behind it, several electric guitars are lined up: a white one, a black one, an orange one, and a yellow one. To the right, there's a blue upright piano with a matching stool. The background features a large window or opening looking out onto a green landscape with trees. Colorful spherical lights (red, orange, purple, green, blue, yellow) are hanging from the ceiling. A string of smaller, multi-colored lights is visible in the distance.

Some of these contributions come from the archives of Eleanor Medier and Netera Landar, previously published in *Matters of Music Magazine*, and the current *Unforgettable*. Collected, edited, and illustrated by Eleanor Medier, avatar of a publishing designer in real life.

Exploring the relevance of virtual worlds through the audio filter of music reveals how new tools, when used to increase communication and the delivery of an artistic medium, can not only make both worlds better, but birth something totally new. A Renaissance occurs when cultures meet and disparate ideas creatively combine. New discoveries, cross-overs between industries, enhanced communication, all lead to a flowering of culture. Out of contrast, diversity, and even disagreement, the family of man takes another step up the evolutionary ladder of civilization.

This series will present various nuances of the in-world music industry from service providers to venue owners to event sponsors to performers to audience members. It launches with "Musicians Merge Careers," viewpoints from artists about performing in SL. Each welcomes the addition of a virtual world into their repertoire, and has established a bridge between avatar and professional, using one to enhance the other.

Musicians Merge Careers

by Eleanor Medier

The international community of performers in SL makes the world much smaller. Like a real world community of artists within a large city, those writing and presenting original material on the virtual stage all know each other, are supportive, and have “meet-ups” in real life—the Chicago group being one of the strongest. Many musicians have started careers in SL—not having the courage or the opportunity in real life, but a powerful pull into the Path Not Chosen.

Dreams of recognition are found in SL, albeit a small yet growing audience, but truly international. There is a different connection between artist and audience in the virtual world that helps to take risks, build experience, gain confidence, and find new outlets creatively.

For many real world experienced musicians, SL may be an interlude, a place to relax away from the constraints of contracts and dollars.

“In SL, performing is more personal, with complete access to you. Anyone can IM you and you can personally thank them for following you. For a musician, there isn’t a line between real life and SL. It’s all one life, but the audiences are more international. It amazes me to play and have people from all over the planet listening. The sweet spot for the SL audience is to be exposed to original voices from anywhere, unable to be heard elsewhere. I promote my CDs in both worlds, leveraging between. Also being visually talented aids my music. I design and develop software and graphic art. The computer is my tool of the trade now, so building in SL opens up my thoughts about 3D representation.”

—Rock Doghouse



"Fate and the universe keep me as a singer. I never had a real life career gel because I belong somewhere else. Without a doubt, I am a singer song-writer. SL that has given me confidence to pursue more performance in real life. It's amazing to know that music reaches people as much as it does. When I perform in SL, I watch the chat and interact with the crowd. I put myself and all the emotion into it."

—Shannon McMahon

"It is hard for many professionals who wish to succeed here. It depends on lifestyle too. In real life, I live on an island and travel. I do a lot of music through the Net. In between real life projects, I record, build, play, or produce shows. I can fit it in and it is very creative. I do many fun things here, but it stays professional. I can come in, turn on my studio, and just play!"

—Bones Writer



"As an exclusive online entertainer, I perform only my own material to people all around the world. It doesn't get better than this. My fans are here online, so why would I want to be anywhere else?! SL is my community, my world, it is part of me."

—Nance Brody, musician



"Musicians need two things: 1) solitude, and 2) crowds. Creativity is usually achieved by people working alone. Once achieved, however, there's a near-immediate need to bounce it off others; share it, receive feedback, and support."

SL is a wonderful and immediate forum. And SL crowds are the best. It's not just that you can reach a global audience; it's that they're some of the globe's finest. There's people from all walks of life. And in a world where language, culture, and time barriers are routinely crossed, where computer literacy is a requirement, you'll find few idiots. Your audience may be small, but it's diverse, and highly sophisticated. If they like you, and buy your stuff, it's probably because you're good. It's comforting to know that, so we come back."

—from *Matters of Music Magazine* archives, "Nuts & Bolts" by Solomon Brink



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IM Veronica Weksler

Blindboink Parham

PRESERVES LEGENDS

by Heavy Writer

As a long time blues fan, I hear many incredible stories about the Blues singers who devoted their lives to this genre. Of course, some are just legends—like that of Robert Johnson selling his soul to the devil in a crossroads at midnight—but many are the simple truth. Living in Eastern Europe, I haven't met any of the blues masters, except Louisiana Red that once performed in my town. So my listening exposure is reduced to MP3's, Youtube videos, local bands, and those befriended in the virtual world of Second Life®.

One great SL friend is Mick Martin (aka BlindBoink Parham) that I met about 4-5 years ago when he had his first virtual gigs. I became his fan right away. Sitting comfortably at my desk in front of my computer screen, I shared the pixels of a virtual club with fellow citizens located thousands of miles and even on different continents away. I was transported, by the magic of the music Mick was playing, back in time to 80-90 years ago—like a Cohen Brothers movie.

The music Mick Martin aka BlindBoink Parham plays isn't new to me. He knows the rare breed classics—Mississippi John Hurt, Blind Willie McTell, Son House, Skip James, Reverend Gary Davies. But to hear their tunes reworked, without any scratch, or white noise, in an original style, but that preserves the authenticity of the songs, was like a revelation to everyone in the audience! Though I can write pages and pages about that music, I won't waste readers' patience doing that... Music is to be heard. So to hear a sample, simply go to true blues stories of old!

critic's choice: artist



"Blues is not a curse or a blessing. It's life!"

—BlindBoink Parham, musician

LEGACY Growing up in rural Appalachia, the local mountain music was passed in his family from one generation to another. This influence is evident in his unique guitar picking and style of "Country Blues."

REVELATION "My High School English teacher was a community activist. He acquired an old grist mill to use as a club for teens. Students cleaned and prepared the mill for concerts and dances. One evening, I heard special guests Skip James and his wife play. I never knew such sound was possible out of those instruments! I had not yet heard the style 'Country Blues' or had an acoustic guitar—but they inspired me to learn."

THE LEARNING PROCESS

"Like everyone, I started with folk songs. Learning from a leading Jazz collector, Lindsley Love knew a lot about music. His father recorded us for one of his albums. Other than this, I have taught myself from records. I don't know how to read music!"

PASSING THE TRADE Since, Mick has pursued a career in education and taught "Acoustic Guitar" for several years at The Music Emporium near Boston, with lessons in his unique finger-picking style. Also available, Mick's latest CD reworks songs from blues masters and has an instructional DVD on how each song is played.



MAKING A LIVING

When a young adult, Mick traveled around the US supporting himself financially by performing both solo and in bands. Over the years, he has shared the stage with many well-known artists including Sonny Terry and Brownie Mc Gee, Bill Monroe, Keith Whitley, Tom Rush, Noman Blake, Robin and Linda Williams, Barbra Mandrell, Vince Gill, and many others. This student got to play with his mentors!



"I hope that folks will enjoy learning some of the songs and keep this tradition alive. The music is not easy to play, but the satisfaction has no words to describe!"

FUTURE PROJECTS Currently working on his second CD, it will include some of Mick's original songs. After 20 years playing, he declares: "Playing in SL is like having a complete band on one guitar!"

PERFORMING IN A VIRTUAL WORLD

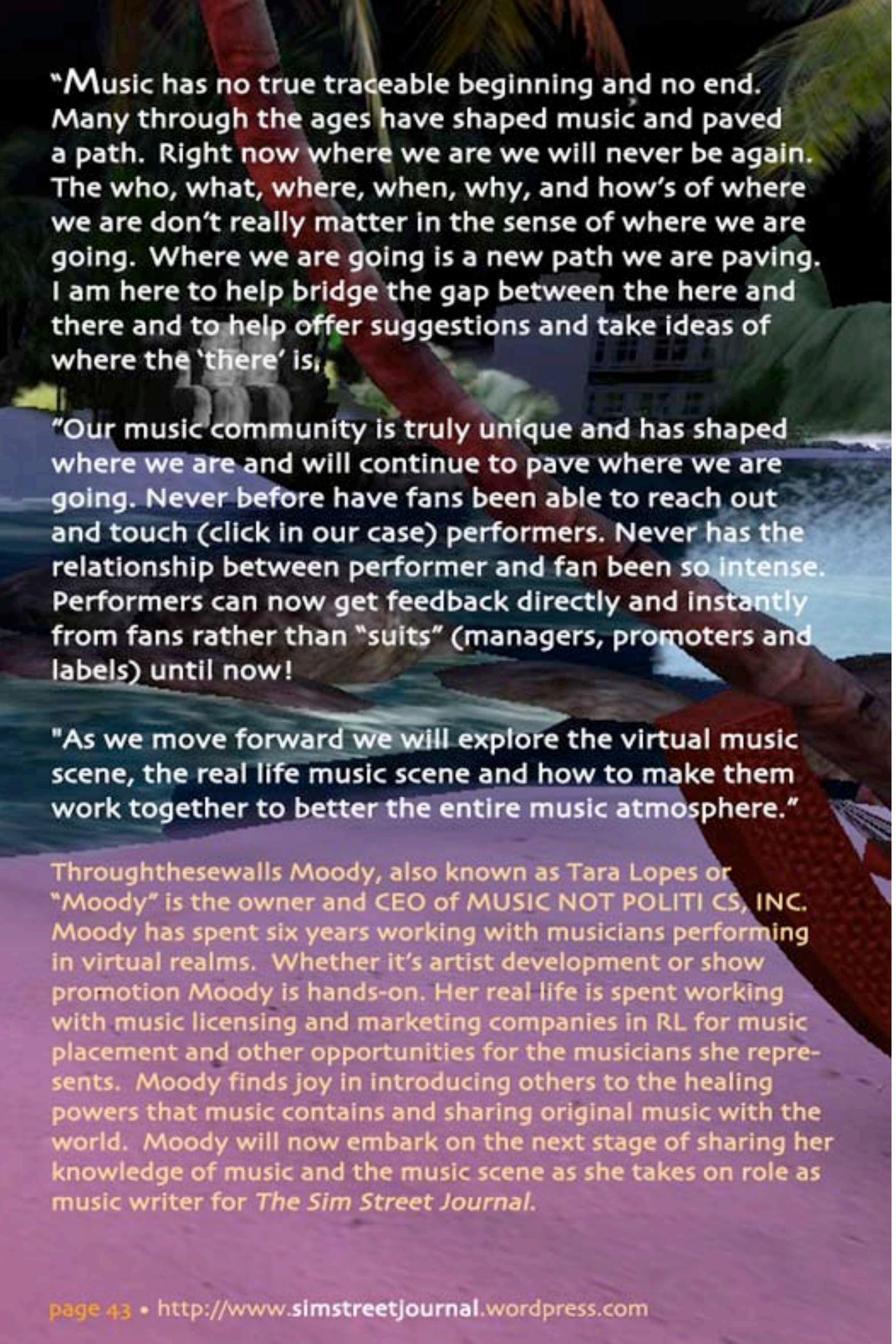
"Playing virtually keeps my fingers, brain, and well being honed for performance. I update my skills and keep in touch with other musicians."

Mick believes the in-world music scene mimics the real life scene in 'the good, the bad, and the ugly.' There are so few blues musicians in SL, Mick explains, because "playing 'Real Blues' is difficult. It requires the right feel and lots of practice." Mick's rare talent shows a glimpse into a time when music was about more than making money, finding sponsorships, acquiring fame, and all the distractions that are a part of today's industry. Playing in SL recaptures the reason musicians love to play.

www.mick-martin.com/lesson.html check

**Watch for
Moody's Musical Musings
in the next issue of
The Sim Street Journal!**



A person wearing a red shirt is playing a guitar on a beach. The background shows a sunset over the ocean with palm trees and a building in the distance. The text is overlaid on the image.

"Music has no true traceable beginning and no end. Many through the ages have shaped music and paved a path. Right now where we are we will never be again. The who, what, where, when, why, and how's of where we are don't really matter in the sense of where we are going. Where we are going is a new path we are paving. I am here to help bridge the gap between the here and there and to help offer suggestions and take ideas of where the 'there' is,

"Our music community is truly unique and has shaped where we are and will continue to pave where we are going. Never before have fans been able to reach out and touch (click in our case) performers. Never has the relationship between performer and fan been so intense. Performers can now get feedback directly and instantly from fans rather than "suits" (managers, promoters and labels) until now!

"As we move forward we will explore the virtual music scene, the real life music scene and how to make them work together to better the entire music atmosphere."

Through these walls Moody, also known as Tara Lopes or "Moody" is the owner and CEO of MUSIC NOT POLITICS, INC. Moody has spent six years working with musicians performing in virtual realms. Whether it's artist development or show promotion Moody is hands-on. Her real life is spent working with music licensing and marketing companies in RL for music placement and other opportunities for the musicians she represents. Moody finds joy in introducing others to the healing powers that music contains and sharing original music with the world. Moody will now embark on the next stage of sharing her knowledge of music and the music scene as she takes on role as music writer for *The Sim Street Journal*.



BOOK ISLAND

"FESTIVE
SEASON"
DANCE WITH
OUR DJ
IZZY UPSILON

*Saturday 17th Dec.
2-4pm*

<http://maps.secondlife.com/>

**Book Island - SL's premier community
dedicated to book publishing
- for writers, poets,
editors, literary agents, bloggers,
publishers
and anyone
connected with books
- including readers!
We have 60 shops
in the publishing village
with a variety of SL and
RL businesses and regular events.
Come visit us to enjoy books,
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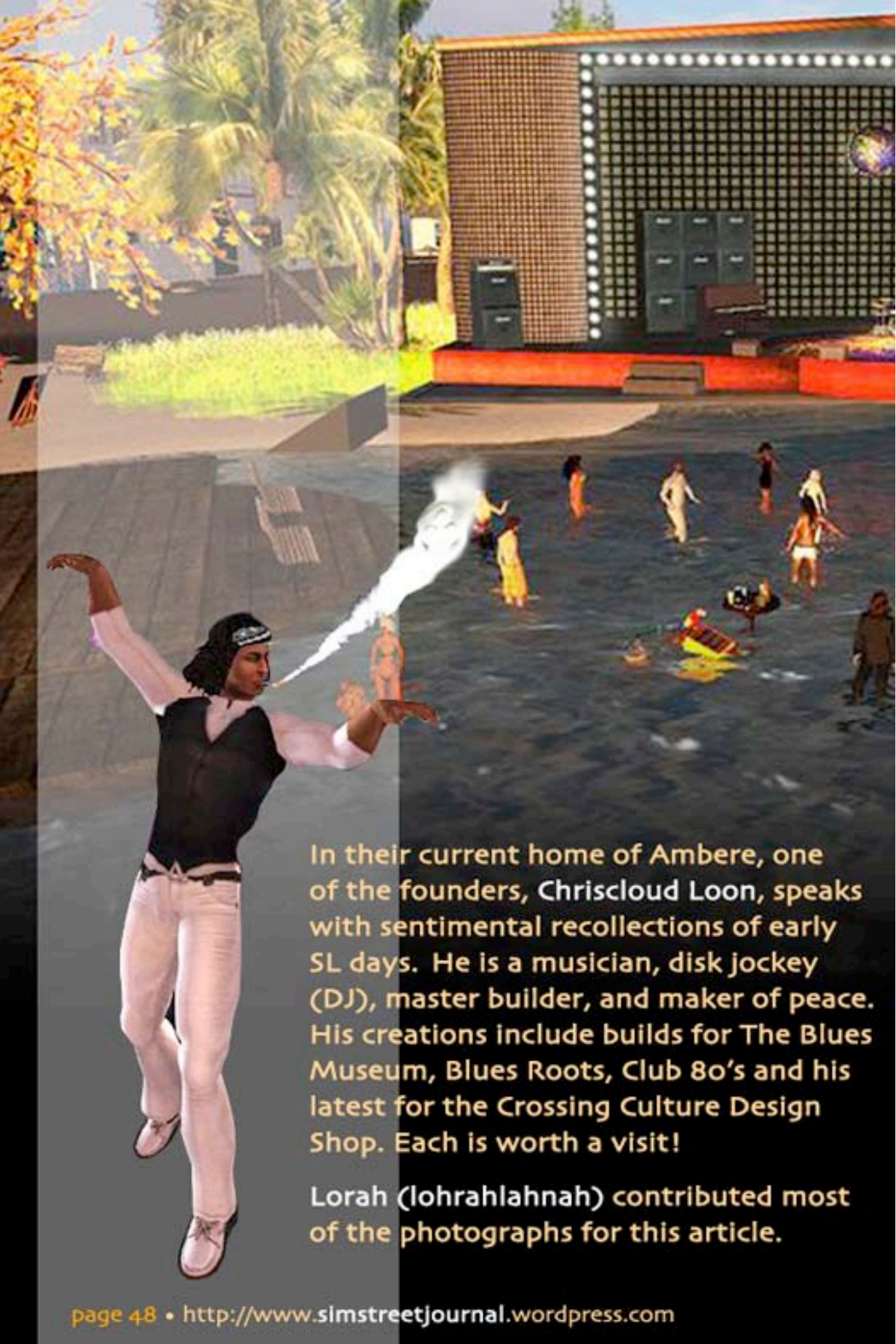
**Brigite Binder
dances in splendor.**

critic's choice: venue

Crossing Culture by Kalanite Bluestar Photographs by Lohrah (lohrahlahnah)

A little thread of music heaven wafts magically into Second Life. Its filaments intertwine and spin a comfy blanket of musical fun, peace, community, and even family, that covers all at Crossing Culture. The founders create a safe haven around the hearts of any who visit.

Founded in July 2010, and having over 300 group members, Crossing Culture is in constant, yet growing, flux. As with many long lasting sims in SL, one idea brought the originators together and holds them with the bonds of strong friendship and family. The founders first worked to raise funds for the Feed a Smile charity during the birthday celebration of Nelson Mandela. With the inspired energy that only a music benefit can spark, Chriscloud Loon, Maria Binder, and RAS Mills banded together to spread peace and love through music to more residents in SL. Merlinzz Magic, who had his own venue, joined a year later to start the 80's group. Allie McCallen is the manager of 80's club. Lohra, who also joined after the first year, is a photographer. Brigitte Binder is a movie maker and the sim owner. RAS is the music venue owner.



In their current home of Ambere, one of the founders, Chriscloud Loon, speaks with sentimental recollections of early SL days. He is a musician, disk jockey (DJ), master builder, and maker of peace. His creations include builds for The Blues Museum, Blues Roots, Club 80's and his latest for the Crossing Culture Design Shop. Each is worth a visit!

Lorah (lohrahlahnah) contributed most of the photographs for this article.



"SL is, for me, a place to do what I cannot realize in my real life. It is amazing to test something new or crazy here, get feedback, and then translate the idea into real life. The people here are real, their feelings and answers are real.

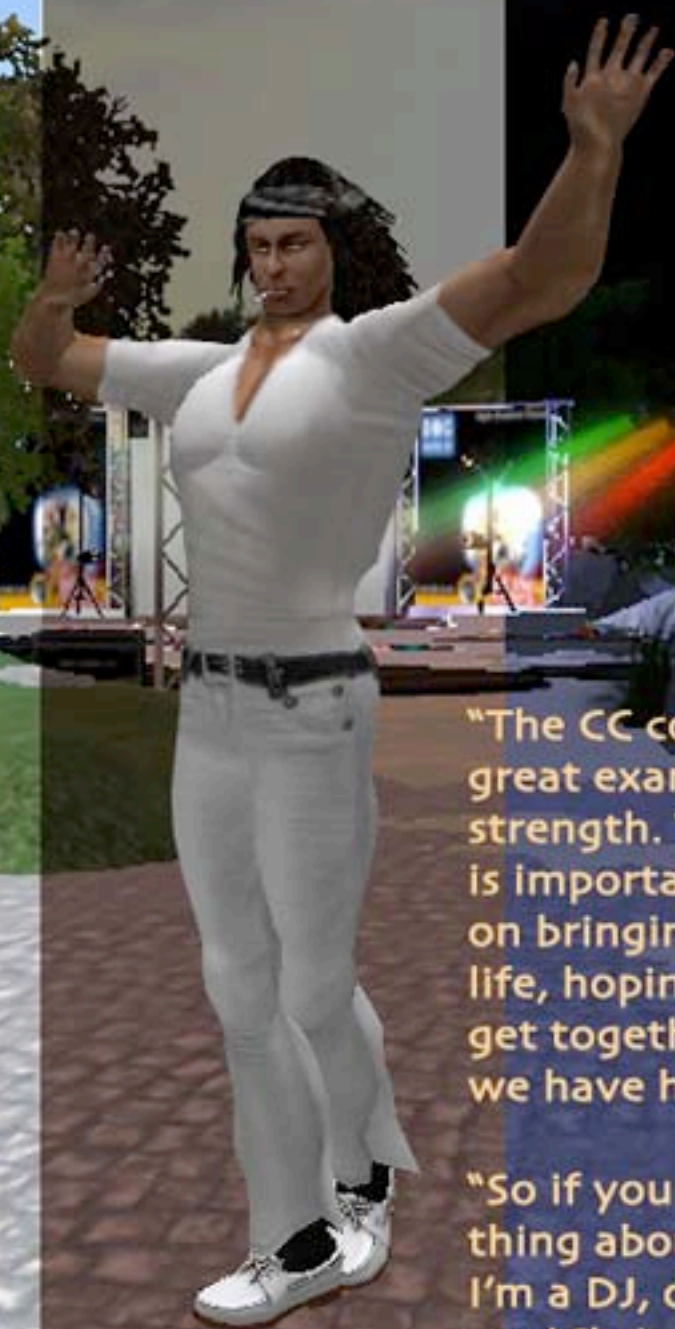
"Though I can do some things in SL that I cannot do in real life, such as fly or teleport, SL really has no more freedom. Freedom is a real feeling, not virtual. Creative freedom matters to me—building fantasy worlds, trying new things.

"Years ago I was inspired by a blues DJ who mainly played commercial songs, of which I don't normally listen. I thought: 'people are here for the blues; I can bring something more to them!' So, that very night (I must say I was a little underbeer), I asked the sim owner to let me try. After a few days, I was surprised about the feedback. The encouragement made me try being a blues DJ in my real life too. AND THAT WORKS PERFECTLY! By learning how to entertain in SL, I can now do it in real life.

"Freedom is when you are sure about your FEELING GOOD time, and you know that it is yours. The beauty of this freedom is to share with others, and to see their happiness. You get back enough that you can go with the next train, getting the power to never stop.

"When young, I grew up under communism—a dictatorship. I broke from Romania at 18, and have lived in Germany since I was 24. I thought I will find freedom here, but I was wrong. Freedom is something else. It is more than having enough food, driving a good car, making vacations 2-3 times a year. These activities make people slaves of their own necessities. I think about a better life than having all this—a freedom of the soul.

“Back to SL—another freedom here is the communication with friends from all over the world using translators. No matter which languages are spoken, we can understand each other. This is the most important aspect of SL.



“The CC community that is a great example of this cultural strength. To share this magic is important for me—I work on bringing all this into real life, hoping to help people get together, to make what we have here REAL.

“So if you want to say something about me—don’t say I’m a DJ, or whatever, just say ‘Chris is a PEACE MAKER.’ The only way to be one is to just do it, don’t think twice. I’m Robin Hood—no—I’m a blues man.” —Chriscloud Loon



Perhaps the hardest working DJ in SL is RAS Mills. She is a powerhouse—the shining gem that burns brightest at Crossing Culture. Her warmth will make you feel right at home. She knows every flavor of music, but is a bit shy to admit her role as co-founder of Crossing Culture. Master builder and organizer are her other hats, although she is frequently found in a fedora. She gleans ideas from all members who suggest—music styles, party decorations, skybox or club themes, and makes them real in virtual reality. She is a consummate professional, always with a welcoming smile for everyone.



“As a member of the Crossing Culture family, I am a DJ because I love to do my show, and love the people. SL, for me, means enjoying events, having a great time, and making friends. Here I share passion for music and find a sense of universal peace that connects idealists. I aim to spread great feelings in my play lists. Crossing Culture has wonderful people, interested in various kinds of music, that share their happiness, life’s experiences, and love. We work for it to continue as a viable force in social life, music, cultural mix , and entertainment.”—MERLINZZ Magic



“We all wear many hats at Crossing Culture—it keeps it vibrant. My main duties are as set designer, builder, decorator, and dance choreographer. I decorate the 80’s club, the diner, and creations for holidays, etc. Also, I manage the 80’s club and the dance pad during Merlin’s shows. I always have new ideas for each, and enjoy the variety. With combined ideas, we wish to continue to grow, and be sure that everyone who comes here loves it. We all need a place for finding the most caring people” —Allie McCallen



- Club 80's
- House of Arts
- Blues Roots
- Crossing Culture Club
- Lounge
- Party Beach
- Water Dance
- Camp Fire
- Moon City
- Moon City Rock
- Moon City Tango
- Moon City Stage
- Burlesque Theater
- Photo Gallery
- Movie
- Red Hat Cabaret
- Party Tower
- Blue Room
- Tesla Room
- Party Tower 1
- Photo Studio
- SKY 1

Y TODAY
here for 12



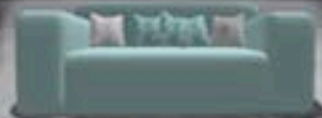
A group of this size takes the efforts of many to move in a cohesive direction. Those in Crossing Culture work hard to entertain and care for the members. Everyone looks out for one another and are easy to talk with. SL can so often be overwhelming. And, like any big city, can even be harsh and offer many “learning experiences.” So to have a refuge—always positive and supportive, always upbeat and varied, always welcoming and active—is the common spirit that feeds this vibrant community. The chief aim there is to have fun, enjoy music, and to spread cultural peace—the most important reasons to be in SL.

Drop into an inviting courtyard with a beach view. Crossing Culture has many sites worth exploring as well as cuddle areas. Check out the daily events and join in sync dancing. Friends, musicians, DJs, artists, and art lovers of the globe can enjoy this stellar example of SL enrichment—that lives up to its name.

Styles of Distinction



Fairey Angel Creations



Home furnishings and decor, all the little touches that make a house a home.

living and dining rooms • bedroom • kitchen • bath • patio and pool • plants • art • beach • camping



ECLECTICA

"almost infinite choice"

GLASSES



Well educated and sophisticated art critic, Eleanor Medier, has more advantages than most people. Able to pursue her dreams of controlling the aesthetic minds within society, a person with as many opinions as she has deserves an outlet. In a world where just about anyone who snaps a photo and manipulates it in a sketch program calls himself an "artist," SOMEONE must make sense of it all! And Eleanor is up to the task. Mostly living in a celestial world of her own, occasionally she still has to deal with problems of the daily, routine life, problems that she usually leaves on the capable shoulders of her less-educated and more practical husband. She can tell the difference between an impressionist and an expressionist painter, but she can hardly tell the difference between a plate and fry pan!

Built like a Greek sculpture, Heavy would make a good exhibit in a gallery. But other than his visual appeal, he comes from a totally different world than his aesthete wife. Ex-truck driver, he supported Eleanor, while she pursued her education at The Chicago Art Institute. In the process, he gave her a child, so this is how they end up in such a weird marriage. Soon a second child came, not to mention horses, dogs, fish, meeroos, and some rather unidentifiable pets, that expand the family. So while Eleanor builds her career, Heavy, former truck driver, transformed into a "house-husband." As Eleanor polishes her aesthetic discrimination, her husband focuses on shopping lists that always have a six pack of beer at the top. Personally, a balance keeps both content. But in society, their contrast can be a disaster.

the aesthete & the amateur

Review of the
University of
Western Australia
art competitions

art critic: Eleanor Medier
wise fool: Heavy Writer

An unlikely fictitious couple
reviews sculpture exhibit at the
University of Western Australia.

Disaster struck one fateful day when, dressed with taste and panache, Eleanor drove her sleek black Mercedes towards the prominent University of Western Australia's gallery. Distracted and excited about her upcoming review for an arts magazine, she barely noticed when her car engine coughed. But she *did* notice when it died! Whomever said that German cars never break down should consider that an engine, no matter how advanced, still needs oil to run—oil that Eleanor never considered to add. So, stranded, in the middle of nowhere, this cultural magesty made a phone call:

"Heavy, dear, my car died! Change your dirty jeans, put a suit on—and come pick me up. I'm late! You better rescue me before another truck driver does!"

Not jealous of the beautiful artists that Eleanor associates with each day, he considered them "sissies." But he knew better than anyone what a truck driver can do. So he jumped off his comfy couch, guzzled the last drops of a Budweisser, grabbed an old jacket from the bottom of the dresser, slipped into his Mustang, and squealed down the alley behind their house in a cloud of smoke.

Ten minutes later, both Eleanor and Heavy descend in front of the gallery! She is fresh and elegant, like a duchess. He looks scruffy in red striped snickers, black training pants, T-shirt and on top of this, his great attempt at fashion—his glorious jacket from his high school prom! Eleanor furiously

his attire. But, determined not to let down the readers she knows anxiously await her every word, she straightened up and grabbed him by the arm, composing herself to enter the vast exhibition space. Heavy, with innocence and pride in his re-found jacket, loosened himself from her grasp, and immediately strutted up to the buffet and bar, where he ordered a couple of drinks (delighted that they were free). The first he consumed in a few gulps, and the second he took with him as he sauntered back to trail after his fashionable wife.

Hence this unlikely couple captivates those nearby with their blend of both education and naivety. Perhaps those visiting the UWA exhibit will find a little extra intrigue from their banter.

Eleanor: "I know this is dark—but it evokes many references."

Heavy: "It is *not* dark! It has an optimist twist. The links are not broken."

Eleanor: "The connection between the two sides has a duality of form—a symmetrical balance."

Heavy: "It is expressive—it makes you think. This could be the image of our relationship—hahaha."

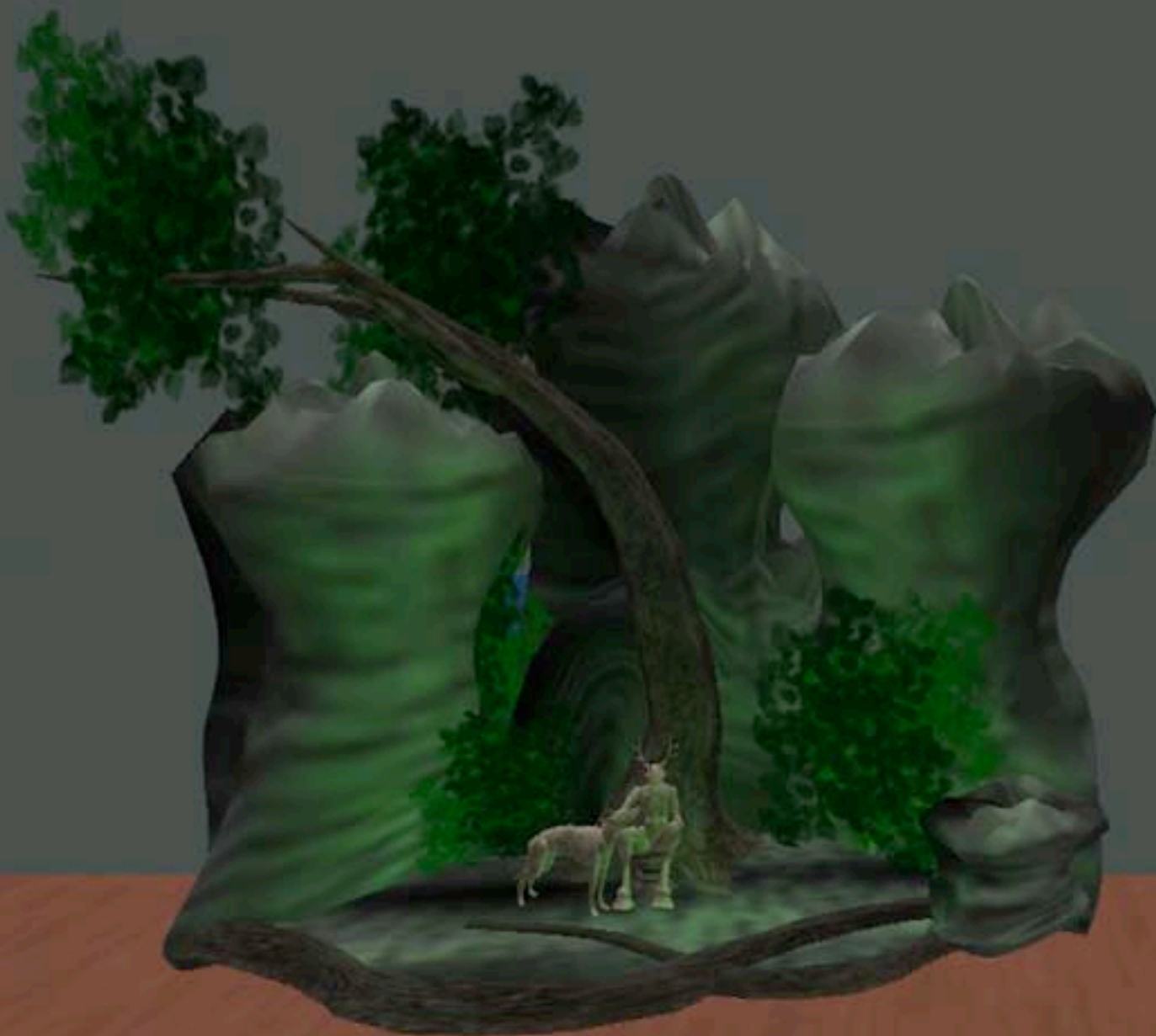
Eleanor: "The divided earth is powerful. The eyes make it feel as if the whole world is one man—a dominance over the planet. The connectors show an interdependence, much like the left and right hemispheres of the brain. The energy flashes like neurons—and takes advantage of the kinetic medium. Very formal. Cathedral of thoughts... ."

Heavy: "Simple thoughts. This can also be my brain in the morning after a night of drinking—like my head will explode—but nothing you can't fix with an aspirin and a strong cup of coffee. This could make a good commercial for a pain reliever!"



Mother by Rebeca Bashly
Shown at the University
of Western Australia exhibit.

Choose the LM from the tab
on the right to see the show.



Heavy: "I like this green one. A better title is 'Primary Instinct'—man, dog, nature."

Eleanor: "It has an interplay of legend, without being too specific—clearly refers to Pan—especially if he had a flute. The man symbolizes all myth."

Heavy: "This guy is far from just living outdoors—he is connected with the environment. He is not the kind who will leave trash at the campsite."

Eleanor: "There is a symbiotic relationship between the man and the dog—even a devotion. The man is connected to the wilderness—symbolized by having horns and hooves. They could fight one another, but they choose to get along."

Heavy: "This one I like—because I'm the outdoor type of guy. This can be a jogger who got lost in the woods! Is lucky that dog found him—maybe show him the way. So how does art have value or is this play?"

Eleanor: "I think art is one of the strongest aspects of SL. Here, there are no parameters. Artists are only limited by imagination and time. So it attracts those who appreciate an international audience and a new landscape for creativity. Like this sculpture can be beautiful in real life, but in SL, it can reach more people much faster."

Heavy: "This is something people can understand. I like it—because I can relate."

Eleanor: "I like the message of the piece—but it feels soft—not bold—and so can go unnoticed."

Heavy: "The technical art extravaganza doesn't impress me if doesn't have a meaning. Art has to have a meaning—like a riddle."

Eleanor: "I would rather see a strong idea done badly than a weak idea done well, any day."

Heartwood by Fae Varriale
Shown at the University of
Western Australia exhibit.

Choose the LM from the tab
on the right to see the show.





Caravanserai of Fractured Fairy Tales by Eliza Wierwight
Shown at the University of Western Australia exhibit.

Choose the LM from the tab on the left to see the show.

Eleanor: "Here we have a dark riddle."

Heavy: "This is too dark! I can't put this in my living room—the kids will have nightmares and I'm happy they've stopped peeing in their beds! I happy art. I fight with my dark side everyday, definitely don't need to look at it on the walls!!."

Eleanor: "This seems like a tragedy. People like like tragedies! The rich tradition goes back to the Greeks—look—there are some classical references in the piece."

Heavy: "People don't like tragedies. I have enough tragedy scrubbing toilets, washing dishes, and ironing your dresses."

Eleanor: "Tragic movies are popular though—the Romeo & Juliet thing. You will find every generation has its iconic tragic characters. Expressing angst at the human condition is one of the basic motivations of art—to recognize the various levels of experience and emotion."

Heavy: "Romeo and Juliet are popular because they were in love, not because they end up dead! Tragedy is interesting only for sissies!"

Eleanor: "Maybe it makes viewers feel better about their own lives. This piece is about the dark side of fables or stories, or games. Why do people like Edgar Allen Poe or Halloween? I think it is like songs. It is easier to write a really good sad song than a really good happy one."

Heavy: "You wanna feel better about your life? Listen to some down-hearted blues songs. Come on—you can't believe that sad songs are easier to write than happy ones."

Eleanor: "Ask Paul McCartney. I do believe that."

Heavy: "Who is Paul McCartney? lol :)"

Eleanor: "Writing happy songs can so easily sound trite or sugary or just not genuine."

Heavy: "What McCartney sings is not art—or good music, if you ask me."

Eleanor: "You don't think the Beatles were good music??"

Heavy: "Beatles were crap, with few exceptions—maybe the *White Album* or *Rubber Soul*—and the music with oriental influence. You can give good examples, no doubt. But McCartney ruined Lennon which was the soul of the band. A guy standing for his ideas is what I like it about Lennon, and crossing the borders like Hendrix."

Eleanor: "Lennon could capture such depth in his lyrics—he was a poet who used words people can understand, yet are still profound. In this piece I find intriguing symbols to decipher"

Heavy: "This chess table is confusing—you can't tell which one is king, queen, or rook!! I don't like chess anyway because gives me a headache—backgammon is definately more interactive and you only need to pray for a good dice! No headache in that!"

Looking Inside Myself by Nexuno Thespian (below)

There is one piece that both Eleanor and Heavy could agree upon. They each relate to the writer amidst a confusion of erasers(?) and almost engulfed by a role of paper. Here, they could not debate its virtues or faults, being quite happy to contemplate individually.

Ariadne Spinning by Fuschsia Nightfire (right)

Heavy: "This one is not art for taking home, but art for main city square. This has a cool idea of those spinning planets way up there"

Eleanor: "It is monumental, powerful, large—that is part of its impact."

Heavy: "We are all string attached, stuff like that. It is like we could harness the energy of moons or the way we put a damn in a river."

Eleanor: "It has an atlas-reference too."

Heavy: "He puts too many details in his work, if I were to be made a critic."

Eleanor: "You think it is too detailed? Because you know how to build things, you can tell that more than me."

Heavy: "Well, mostly I think she has great legs! This made my day worth it. :) Look at those shapes and forms! What a silhouette...what tail lights! This cutie is making the worlds spin and my cultural level raise! Let me get some snapshots to show my friends!"



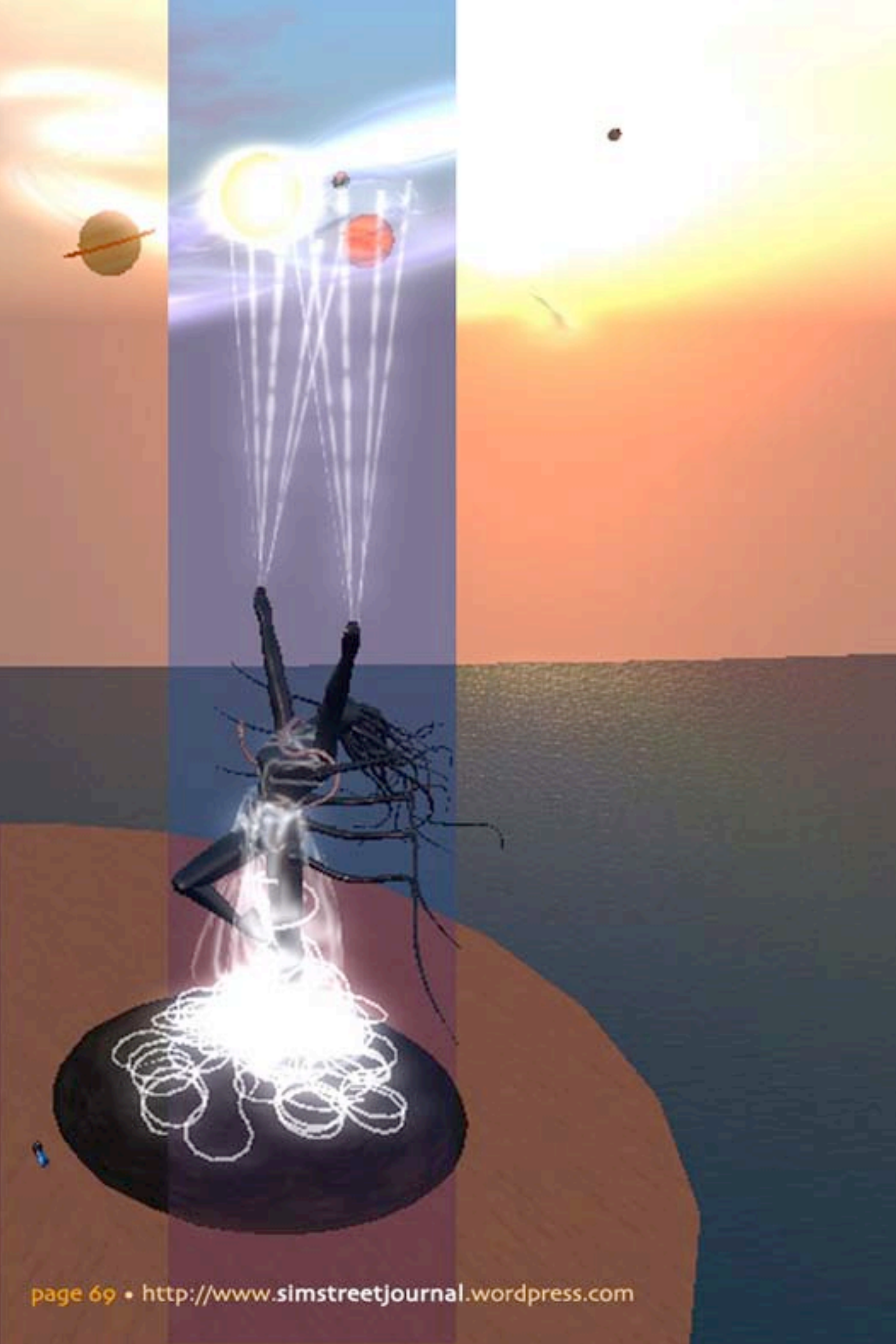
Looking Inside Myself by Nexuno Thespian (above)

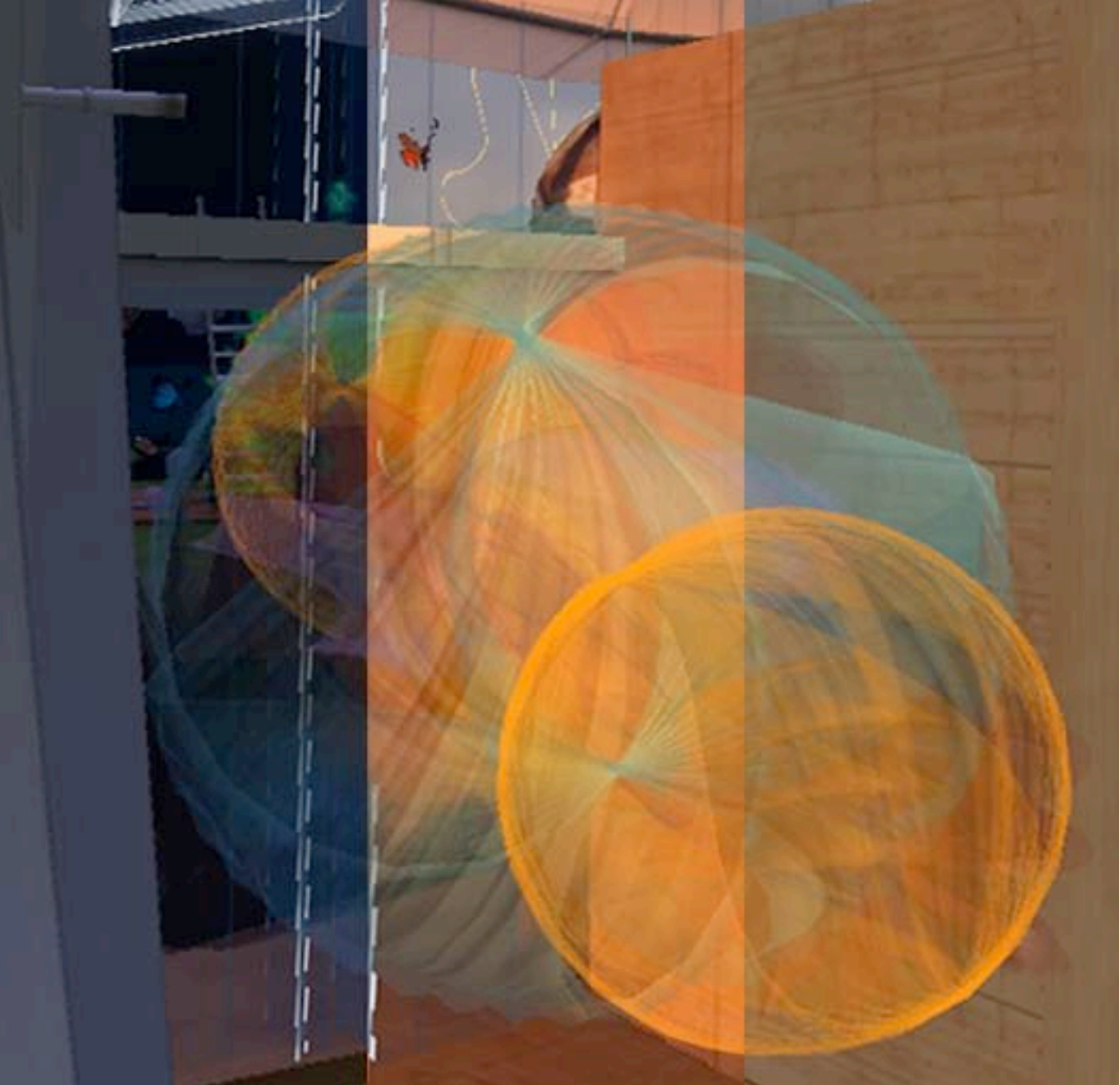
Ariadne Spinning Universe by by Fuschsia Nightfire (right)

Shown at the University of Western Australia exhibit.

Please see Eleanor Medier's review of UWA competitions in *Unforgettable Magazine* this month.

Choose the LM from the tab on the right to see the show.





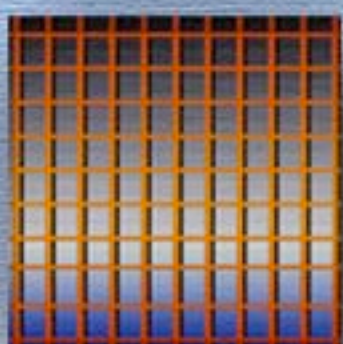
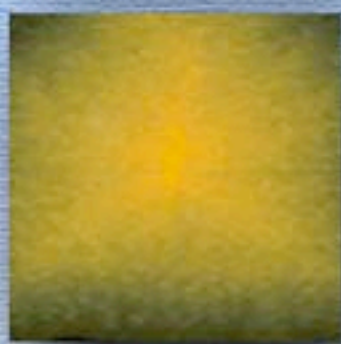
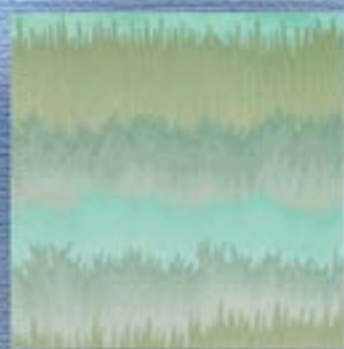
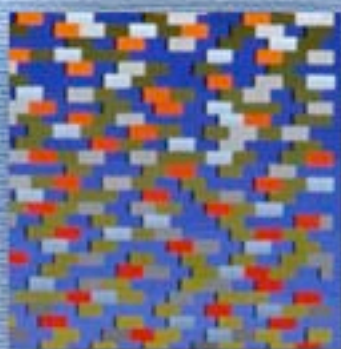
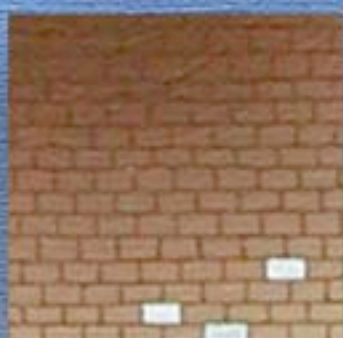
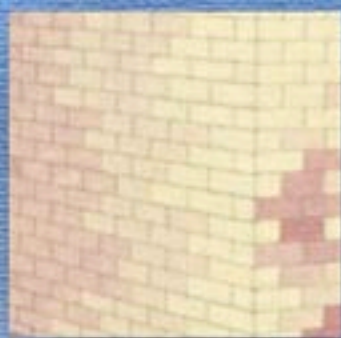
Eleanor, totally embarrassed by her husband's loud appraisals, pushes him to the exit. Heavy sneaks a few more photos on his mobile phone, laughing: "Oh come on sweetheart you can't be jealous on a statue! She is too tall for me anyway! But maybe I'll buy her and resize. hahaha!"

They pass close to a floating sculpture in one of UWA's buildings, which momentarily entrances Eleanor. But she pushes on with her mission.

Still controlling his trajectory out the gallery door, Eleanor encourages Heavy's momentum right into the drivers' seat of the Mustang. Five minutes later, waiting at a red traffic light, Heavy happily checks his quick snapshots and, in his usual effusive way, comments: "After so many years of marriage, I now understand you! Art is indeed a beautiful thing and I'm thinking to become a collector. So from now on, consider me your partner in crime! Let's review *all* the galleries in Second Life! Now I have a new career as art critic—you'll see. Heavy doesn't need a degree to appreciate art! He has a natural talent for it."

psychological scenery

Paintings by Eleanor Medier



GALLERY
MEDIER

Rotating exhibit of paintings and textures that transform interior landscapes by Eleanor Medier.

Capturing a Momentum: The Origins

Sim Street Journal has evolved from Eleanor Medier's previous experience on three magazines. With a consistent in-depth approach to profiles, the differences between these three lies in the focus. Yet there is a continuum between them through the creativity of one editor/designer.

- Joining Reslez Steeplechase for *M3*'s last year, this was Eleanor's first magazine job in-world. With a focus on live music, her first and only cover was the last issue. Sadly, Reslez had to leave SL.

- *Unforgettable Magazine* began a year later by Ne Landar, editor-in-chief, published by Jetman Bowler. It featured an in-world profile of the cultural contributors in SL. Eleanor designs this bi-mo-



of *Sim Street Journal* by Eleanor Medier

ne
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pub-
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SL,
onthly.

- *Bowler Business Review*, published by Jetman Bowler, was created by Eleanor Medier. It showcased in-world entrepreneurs, how they augment their real lives, find opportunities, and paths to achievement.



- *Sim Street Journal* continues, from *BBR's* beginning. With a similar focus on entrepreneurs, it also mixes with the cultural achievers. It complements *Unforgettable's* spotlight approach, while it delves into the infrastructure, purpose, and relevance of the in-world achievers. It bridges from the virtual to the real by finding the real in the unreal.





Unforgettable



- Architect of
the Middle Ages
Cierra Anatine

- Irresistible
Beth Odets

- Sizzler
Cassandra
Curtis

- Ten Tools
for Visual
Perception

BOWLER

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EXPLORE THE POTENTIAL AND REALITY OF SL