

SIM STREET JOURNAL

EXPLORES THE RELEVANCE
OF VIRTUAL TO REAL
COMMERCE AND CULTURE

<http://www.simstreetjournal.wordpress.com>



- relevance in overlaps
- musical interpreter
- random or intentional art?

ISSUE #6 • 2014

Divide and Evolve

Just as virtual worlds add a new dimension to experience, they also redefine publications. The explosion in communications reaches for market attention in uncharted ways.

Sim Street Journal evolves to use the virtual world most strategically. The community is larger than Second Life®, though it will remain the stage for most virtual activity. To meet the opportunities and demands of growing with the audience preferences, *SSJ* begins with a traditional base and then challenges the reader to think differently:

- **The first adaptation** is that **projects are never finished**. Rather, a continuing series can build slowly and carry readers along—much like the old newspaper days of serials. This works well in the virtual context where frequency is essential to keep fans engaged.
- **The second adaptation** is to **treat content modularly**. Each segment of the whole needs also to be complete. It echoes how a television show completes a story in an hour. Each portion also compliments the other segments.
- **The third adaptation** is that by having more platform vehicles, the project has **doubled in size** though divided in portions.

This issue of *SSJ* has parallel articles in-world and online—such as the overview, Twelve Points of Relevance. Also, some features online don't appear in-world, and vice versa. Hopefully, each platform takes advantage of what it has to offer.

- **The fourth adaptation** is to **present on Facebook**, engage with readers there, and reach out to the greater community. Readership outside of SL is growing.
- Finally, **the fifth adaptation** is **using reader feedback**. The most-read articles and issues inspire future article topics. Five issues gives enough to analyze and guides the direction.

SSJ will continue to evolve and use the best of each platform. Its journey is to reflect those who think most deeply about the metaverse and its impact. —**Eleanor Medier, Dec. 29, 2013**

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Issue #1
Chriscloud
Loon



Issue #2
Uzo
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Issue #3
TerryLynn
Melody



Issue #4
Ty
Lomes



Issue #5
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Sabra



Issue #6
Tara
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“Second Life® is not a place to just roll in and make easy money. It is a place to learn, and meet interesting people. It takes time to build. Don't give up when one thing fails. Keep your head up and try something else until you find the right combination. Be good to everyone, and karma will reward you with success.”

—Katya Dirval, W Real Estate



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Overlapping Realities

by Eleanor Medier

It is naive to assume that Second Life® is a game. Perhaps it has grown beyond the conceptual understanding of its creators, because the SL website calls activity within "playing," which gives an unbalanced impression. More than a place to vacation or escape from real life, SL is a place to learn more about what matters in real life by holding up a mirror.

The contributors this issue all take their virtual lives both seriously and holistically. The separation between real and virtual even ceases to matter, as each draws upon the same values or principles, even if pursuits are not directly related. All are determined to bring more reality into the virtual.

This issue also divides content between the online magazine and the in-world, that you are reading:

- Twelve Points of Relevance, is divided with half presented here and the other half online. This encourages readers to enjoy both and to give an accessible division with shorter works.
- Profile of Kevin M. Thomas, as the feature, is the same in both versions.
- Advice from Skip Oceanlane is presented only online.
- Ann Slanders advice is only featured in-world.
- *The Aesthete and the Amateur* divides reviews: this in-world version contains the favorites, and online, examines additional works.

in-world to out

- The virtual and the real worlds overlap. Where they come together are the points of greatest advancement. As an overview from the first six months of *SSJ*, contributors describe what they have concluded. "Points of Relevance" PAGE 16

critic's choice

- Making his second life into his first, **Kevin M. Thomas** has an approach that fits his outgoing nature and fresh ideas. Hard working, he transforms feedback into inspiration for originals and covers. "Interpret and Connect" PAGE 32



moody's musings

• Outspoken Tara Lopes observes the priorities of those musicians and venue owners who build audiences and those who alienate them. As a primer for a winning attitude, Tara describes what matters besides talent to love performance.

"Fan Focus"

PAGE 44



pioneer profile

• As both a leader in the financial community and long-time supporter of SSJ, **Skip Oceanlane**, CEO of Capital Exchange, shares his conclusions about making money in the stock market. As a glimpse in-world, readers are invited to find the full article online.

"The Business of the Game"

PAGE 50



ask ann advice column

• **Ann Slanders** focuses her critical attentions on those beleaguered by conflict. Welcoming all who suffer from relationship challenges, she generously speaks to the heart. Like the real life legend, defines etiquette.

"Ask Ann"

PAGE 54



the aesthete & the amateur

• Forever trying to change the aesthetic views of the other, fictional husband and wife continue to banter about the validity of abstract art. This time, **Heavy Writer** takes his usually reluctant wife, **Eleanor Medier**, on a fishing trip, only to find that she enacts revenge on his disloyal choices. They put aside their personal saga to then review the works of three contrasting artists.

"Accident versus Intention" PAGE 61



• **Ally Aeon** blends techniques from both the real world and in-world construction. A visit to her studio draws the reviewers to a particular favorite.

• **Ginger Lorakeet** uploads photos from real life only to transform them through the involvement of the viewer. Her gallery shows a large collection of recent works.

• **Xirana**, showing at Active Gallery, seems to upload drawings and paintings into the virtual world without much apparent change. The couple focuses on their mutually favorite, agreeing for a change.

Please note that other selections from each artist are reviewed on-line, thus inspiring you to see how this topic takes advantage of the online platform.

SIM STREET JOURNAL

advertisers

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.

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.

Issue #6 • 2014 Published both

on-line and in
Second Life.®

- W Real Estate **page 4**
- Capital Exchange* **page 11**
- OMG! Inc. Fashions **page 13**
- G&T Creations Fashion **page 14**
- DX Exchange **page 15**
- Snug Harbor, Blake Sea **page 29**
- Paris Obscur, new CD **page 30**
- Ocean Dreams* **page 31**
- Guthries Folk Music **page 40**
- Music Not Politics* **page 41**
- Eclectica Jewelry and Accessories **page 42**
- ENT SL Talk Radio **page 43**
- Pocket Live Music **page 48**
- Live Music Lounge **page 49**
- B&B's Live Music* **page 52**
- Cay's at Woodland Lake **page 53**
- Avatar Social Network **page 58**
- The Freedom Project, UWA* **page 59**
- SL Photo Contest **page 60**
- Active Art Gallery* **page 76**
- MUSIC VENUE THANKS** **page 78**
- Gallery Medier* **page 81**
- University of Western Australia* **page 82**
- Rose Theatre and Galleries* **page 84**
- Book Island* **page 86**
- Unforgettable Magazine** **page 88**
- SSJ back issues **page 90**

* ads designed by Eleanor Medier

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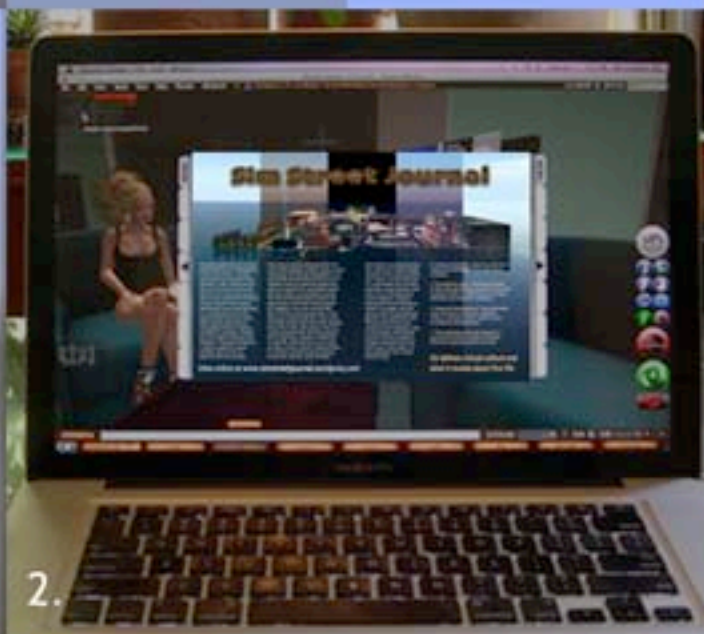
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ON-LINE — interactive

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- archives of entrepreneurs and artists
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Twelve Points of Relevance

by Eleanor Medier

Entrepreneurs, artists, and presenters use SL as a tool and as an income stream. Business pioneers reveal the importance of connecting the real and the created. What is relevant to the business and cultural worlds as a whole? What impact does the virtual have? Participants are united into a world platform to:

"The management part of running a club is not something I knew much about. I learn as we go along. One skill, or trait of character, which helps a lot, is empathy. This is not totally a second life, its part of me."

— Yanik Lytton,
Fogbound Blues

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

— Blindboink Parham,
musician

1. Build skills. Confidence is gained through experimentation. Anonymity within the virtual society lowers risk factors, both psychologically as well as vocationally. Everyone begins on an even playing field. Then talent and skills quickly separate those who have the ingredients to be successful and those who don't. Choices and practice both can sharpen in a virtual world.



2. Test ideas. Real life market research is expensive and time consuming. Though the time consuming part is hard to avoid, the expense can be. Virtual worlds offer an international audience with little cost. For those with a product or service that can be scaled to a large and continuous market can find profitability. But advantages working in-world must be offset by an economy that pays pennies on the dollar.

"In both real life and in SL, you have to work very hard to create and sell things. But here, due to a limited audience, only a few sellers create a living from it. Still, it is a great place to experiment or start a new enterprise. In a few years, business in virtual worlds will be completely normal, integrated. Virtual reality will be part of everyone's real life."

—Jan Maroon, Bletaverse

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

—Chriscloud Loon,
Crossing Culture

"While the metaverse offers international unlimited connections, perhaps friendships, and ultimately endless opportunities, for me, it is mostly for change from real life. It gives me a creative balance. As Linden Labs says when advertising SL, "Your world, your imagination." Here, the possibilities expand the imagination!"

—Arkad Baxton, ASN

"SL is an outlet to do so many things I have wanted. It gives me a creative outlet to learn building and landscaping. I live in fabulous places, travel to wonderful lands, ride in sports cars, fly in space ships, camp on far off planets, play fun games, thrill to haunted houses, decorate a fantasy Christmas, swim in oceans, ride jet skis, and do far too much to continue listing! Significant has been fulfilling my dream of becoming a model and of working in the SL business world. But it is challenging to not work most all of my time—and fail to take time just for the fun things."

—Stevie Cooperstone

3. Try a road not travelled. Most jump at the chance to explore. But hard choices must be made. One person can't do everything, though many may try. The virtual world has so much to see and try, it is overwhelming. New pursuits and habits form. Sleep patterns change. Careers are enhanced. Products and services are developed. Some original real life businesses are transformed into more comprehensive international enterprises. A perfect environment for experimentation, the time spent learning is quickly rewarded.



4. **Incubate and export.** The virtual world can be the perfect place to start an enterprise. It can provide preparation that transfers to the real world. Investment in any idea can be costly. So testing and practicing can be done quickly and with little cost. As a precursor, it can even save time later by developing a structure. Adapting to the real marketplace can mean hitting the water swimming. There is always a learning-curve, but a fast lane onto the enterprise highway gives a competitive advantage.

"While I improve existing products, I also dedicate time to develop new ones. In SL, besides learning how to make products easy to use or finding better ways to provide for customers, I have learned the courage to innovate. These gained traits enhance real life where we often are afraid to take risks due to fear of failure. SL is like a test market for new ideas."

— Maches Lemton,
Maches Products

"Sound business practices are true in any world. However, SL has advantages. The differences in pay scales can be offset by lower costs of prototyping, testing models, developing skills, finding an international audience, increasing communication, not traveling, and the freedom to follow imagination. But human nature, both ethical and unscrupulous, steps in. Be vigilant and beware. Stick to your guns. Do what is right and keep it simple."

— Kaddan Yue, OMG! Inc.



5. Educate and demonstrate. Training and customer service are some of the metaverse's great strengths. Many educational groups provide for software skills and language development. What can be shown or taught is limitless, without the cost of travel or housing. Most people would rather log into a virtual world, wear a nice outfit with a single click, and attend events instantly. Focus can be placed on the experience. Study is efficient and interactive.

"Every day, I see so many topics that could enhance student retention via the virtual environment. The potential for more and more education to use virtual worlds will happen. It may not be SL, but something similar. It may be an educational network. We are at the beginning of a new way of teaching and learning, so I investigate progress in other virtual environments too. I will continue to struggle with the administration. Yet, I can understand the walls that appear in front of them. We hit them when using something new."

—Rehula Rah, educator

"The Snug Harbor Museum displays the different kinds of nautical markers. Other navigational aids explanations include lighthouses, anchors, and radar, showing how they are used. There is a course on propulsion and hull design. A 24-hour stream plays ocean sounds and real sea chants performed by old sailors to preserve them. One of SL's strengths is as an educational tool, if people use it."

—Ty Lomes,
Snug Harbor, Blake Sea



6. Enhance experience. Whether historical settings, teaching a technical procedure, or making prototypes of real building projects, the simulation aspects of the virtual world make possible what is impossible in any other platform. The fantasy-side also promotes fun along with potential addictions! Any era wishing to be explored, any culture, any art form, and any fashion, are expressed within SL. Like a real city, there are high points of cultural achievement, prospering economy, as well as dangers, mischief makers, even a crime rate—a mirrored reality.



"In real life, I work in finance for non-profit companies, and this is basically what I do in SL as well. Managing people and money flow together. But I have never been so involved with so many people as I am here. I've learned a whole lot!"

—Sudane Erato,
New England Estates,
Blake Sea

"Owning a club and sim fits my 'skill set' of being organized and obsessive about details. There are schedules to keep, daily promos to post on SL Events, Facebook, and in club groups. While I don't have to cut the grass, there are still tasks to take care of the sim. As with any business, there are staffing requirements for hiring, training, and dealing with shifts. There are bills to be paid. Rental homes and shops have to be maintained. When the sim and club are given dedication, the guests should be unaware of the work behind scenes that ensures their time is nothing but a pleasure."

—Caylene Linette,
Cay's Blues at Woodland Lake

"SL is incomparably compelling. You can project your consciousness into a digital body—which is a qualitatively different experience from video chat or some other 2D technology. I can be here, in real time, with people from all over the world, as though in the same room. The projection of identity into a virtual world is a potentially life-changing experience."

—FreeWee Ling, curator,
3D Art Challenges,
University of Western Australia

"SL brings more out of me—more potential, more dare, more boldness. Here, everyone can be more what they want to be than what they can be in real life—especially if ill or unable to access opportunity. The two worlds can shape both lives. When people find happiness in SL, let's say in a virtual relationship, it makes the days better. You might smile more because you spent time with your SL friends. Or you run a business in SL, or create—try something that you have not done before. Coordination and focus and skills improve. So, obviously, that will result in real life as well."

—Uzo Dayafter (Arkad Baxton)

7. Discover potential. By applying skills developed and choosing a focus, the most ambitious wish to define their limits. So far, there are no limits, which makes each quest greater. Decision must be made like mountains to climb because they are there; it is human nature. SL showcases human nature, displaying some of the best and most productive. Growth is faster by expanding time to four days in one.



8. Explore an international audience. During concerts, classes, or presentations, attendees are often asked their locations. It is amazing to see that in the same virtual room, are those from Sidney, Singapore, Berlin, London, Bucharest, Buenos Aires, New York, Chicago, Anchorage! The sun rises four times a day in the virtual world, so activities are 24/7 and fast-paced. To keep an audience interested means building visibility strategically.



"This is a world community. Be open minded. There are people from all positions, opinions, religions. I love how this is like an extreme New York! Now, I have dear friends in every corner of the globe."

—Sudane Erato,
New England Estates,
Blake Sea

"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 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,
Crossing Culture

"Strangely, I am not a group person. Being in one all the time, doing everything with the group — that's not me. Yet the greatest rewards in SL are reaching out and meeting incredible people, transcending boundaries and values that usually trap us."

— Yanik Lytton,
Fogbound Blues

"Musicians need to put effort into talking to people who 'like' their songs — to make sincere connections. Superficial doesn't work when trying to build a loyal fan base. The new age of music demands social interaction between performer and followers. It takes time. But without such a commitment and a no matter how good your stuff is, you won't build loyalty within the followers."

— Through these walls
Moody (Tara Lopes)

9. Build a community. Sustainable enterprises address a need that brings the like-minded together. It is not enough to sell a product or service. Rather, it requires building an audience by releasing frequent offers, incorporating web sites and blogs, getting people to talk and share. Because word-of-mouth is the best advertising, giving fans a *continual* inspiration will encourage loyalty. Balancing activity time between development, promotion, and interaction can mean the difference between obscurity and profitability.



10. **Extend exposure.** The virtual world is an additional advertising vehicle to the traditional. Collaborations for publicity have endless potential. For example, musicians gain rapport with venue owners, meet other musicians, and make real world connections. Many cities have "meet-ups" where those from SL can get together in real life for events or just to jam. Leave it to artists to be path-blazers! For developing any kind of pursuit, experts and resources can come together from anywhere! Accessibility does demand communication skill.



"SL offers fan support at a personal level, and they can have cheap beer at home. Some real life gigs, when I consider the time, travel, load in, load out, and what they pay, it is not worth it., and can even be disheartening. SL and web-based performances look more and more appealing to an artist. When you average it out, SL can be better than real life, with venue owners who love you."
— TerryLynn Melody, musician

"Rockcliffe isn't about SL. It is about tearing down barriers to success. Virtual worlds have enormous potential. We will see the real initial stages of that potential in the later part of this decade. SL is a technology whose time came too early, but whose implications are just now starting to be understood by some real entrepreneurs."
— Phelan Corrimal, Rocklife University

"Both the quality of the sound and the virtual economy enable me to make a full living from music. It is very hard work, in a different way than real life. It is great that I work from my studio with no journeys to make. It is great to produce my own music, and to work as little or as much as I want."

— Russell Eponym,
musician

"My work on SL is pretty much my RL. I work almost sixteen hours a day (not nonstop but I have to be around) and seven days a week. I love to work from home and not have to follow the hours someone else decides. There are days that I may not log into SL at all, and just talk with staff on Skype. And if things are hectic, we can work in-world for weeks with very little sleep!"

— Katya Dirval,
W Real Estate

11. Develop virtual career. Some give up real world careers by deriving enough income from the metaverse. Industries like land, building, furniture, fashion, games, apps, promotions, can be sold as customizable units to a large enough audience for full-time preoccupation. It is lucrative to modularize, and regularly add, new features. Many supplement real life incomes virtually, often with the hope to grow. For the retired or the disabled, a part-time income can justify spending many hours in-world. Enterprises such as publishing, software, performance videos, jewelry design, even some fashions or furnishings, have a fluid transparency.



12. Explore ideas. Most compelling is the virtual environment as a creative platform. In the real world, the necessity of income can preclude exploration, so many talents are underutilized. But in SL, there is a flowering of the arts, design, and sciences that brings together a blend of concepts from every corner of the globe. Eclectic communities of interest are everywhere. Such mixing of disciplines and varied audiences is not possible in the real world. Taking advantage of this interchange enriches real life developments. When the exchange of ideas and arts become a currency, commerce always follows.

"SL has a sense of community that sometimes is lacking in real life. It also unites people internationally. Further, it is a great outlet for creating. I was surprised and delighted at how creative I can actually be. I never thought of myself as creative before."

—Galilla Sinatra,
Spot On Choreography



"I like to try to make things myself—to know how they work and see if they can work better for me. Like most engineers, I have an insatiable desire to improve. When I get something to be more useful to me, I package it, and it then becomes my product. SL is the world of creation!"

—Machess Lemton,
entrepreneur



The virtual world offers a more fertile entrepreneurial learning experience than even graduate school. Whether a performer, volunteer, designer, or teacher, there is every opportunity to find overlaps of relevance. Like an apprentice program, mentors experts, and resources can be found from anywhere to fit the ready student. There is no question that virtual worlds will redefine how people relate and how business is conducted.

The metaverse vehicle will continue to enhance understanding and sharing. As people learn more skills and gain a greater range of interaction, both relevance and perspective will increase cultural growth. If progress builds on strengths, requires supplementing weaknesses, and needs sustainable resources, there is no better world than virtual.


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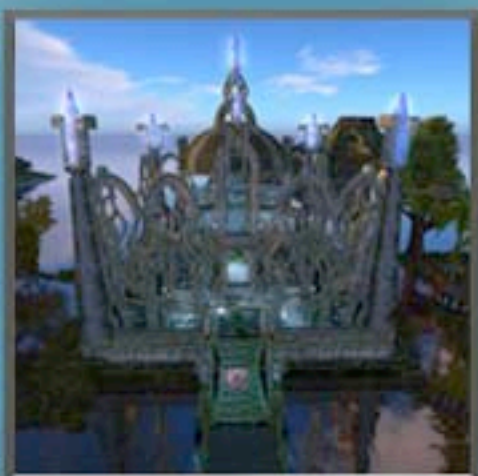
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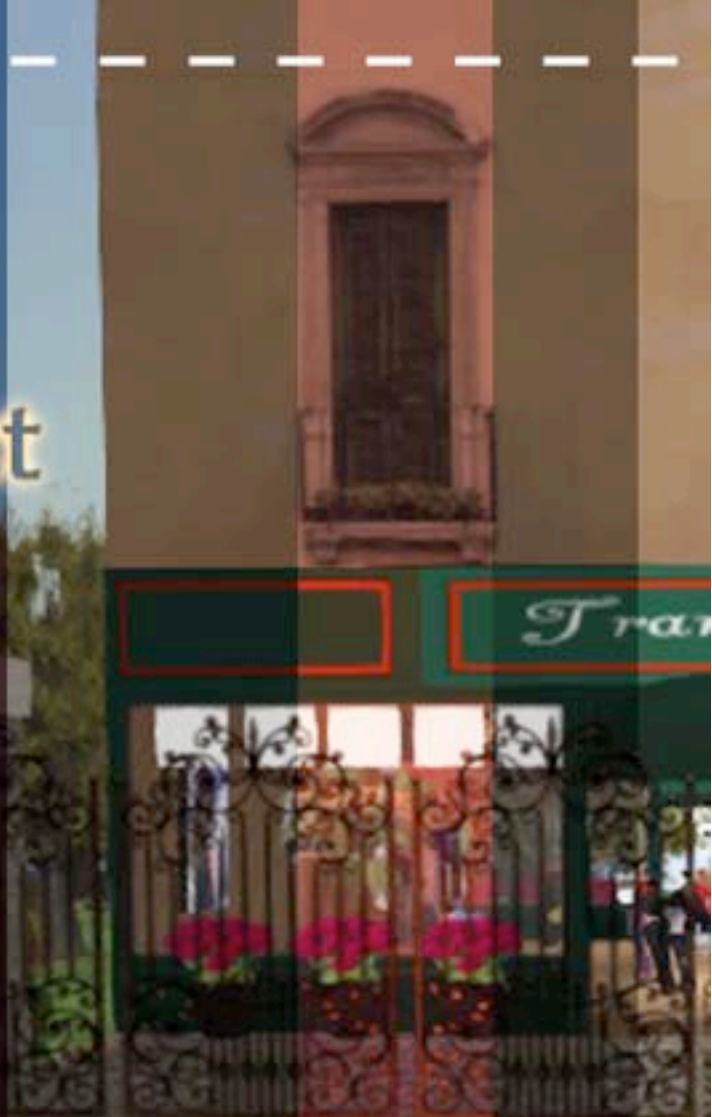


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pioneer profile

Interpret and Connect

by Kevin M. Thomas
musician



When in a real life band, we toured regionally, and signed to an indie label out of Hollywood, California. This expanded from my solo project, which signed in 2003. Then, in October 2007, as we wined down our touring season, a real life fan told me about Second Life®. She was a DJ and managed a virtual club called the Lava Pit. So I came inworld. It was an absolute perceptual overload to realize that I performed to people all over the world. It was the most amazing connection I ever had in music!



rquil

What I play depends on the venue and mood of the audience. The piano and the acoustic guitar have an intimacy with different fans around the world. Gauging audience engagement is key, and being able to interpret and adjust to what they are looking for on the fly, are a few of the most challenging things as an artist.

To remain fresh while performing the same songs over and over, I constantly reinterpret them, whether it be on piano, a different melodic structure, a different rhythmic approach. Reinterpreting covers, in just about every genre, influences my original music creation. Both the covers and the original works benefit from each other. But I feel most passionate about my originals, and the way my fans react. It's more personal and makes music worth playing.

To test material is another benefit. A song like 'The Moment' would sound totally different on guitar and I might try that in a SL show that focuses on artist creativity.

I use different interpretations, depending on the venue and the fans present. In formal environments, I might take a traditional approach. In others, I may completely freestyle. **In SL, there are no bounds to what is possible other than the bounds you place on yourself.**

I learn songs in German, Spanish, and a variety of different genres from country to heavy metal. **It broadens horizons as a musician when playing to an international body.** So I play at various times throughout the day, with the coordination of my management team, to reach as many people as possible.

I perform roughly **fifteen SL shows a week**. In some, I perform bass guitar behind other musicians in a multi-stream environment. Others are my own shows. Most of my time in SL is spent performing. I love to visit new sims in the pursuit of reaching new friends and potential fans.

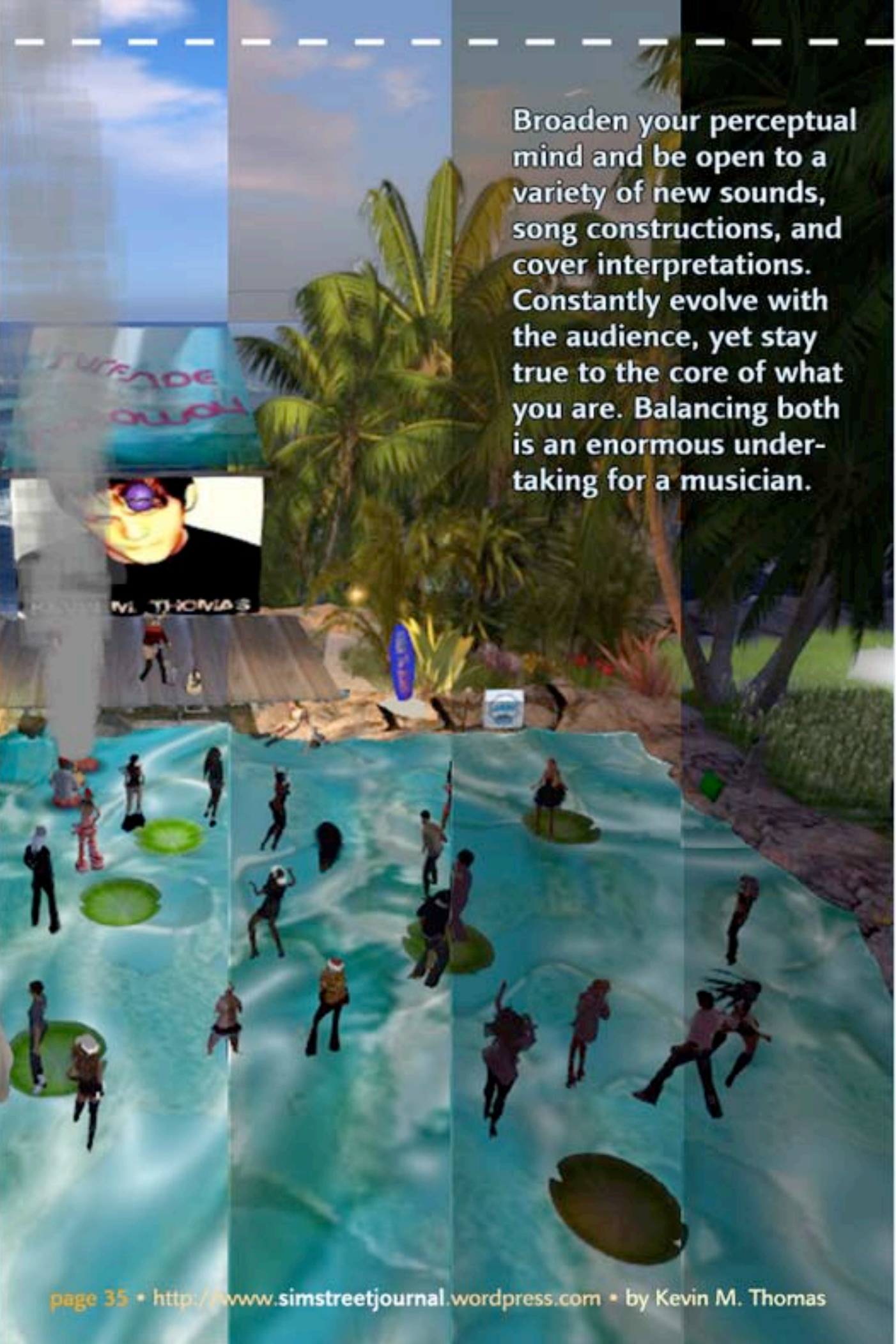
To build fans, the artist has to get off his ass and **thank everyone individually** for spending their time with him. It is an involved process to deal with a variety of cultures and time zones. Real life limits performance to particular zip codes or smaller subsets of people which is easier but not as effective.

Reach people individually, and believe me, each feels a hell of a lot more connected and can reach right out to you in an instant message. **Personality is everything**. It helps shape the tone of the environment, it helps an artist truly open up the song choice that can take them to the next level.

Realize the performer is not playing to two or three zip codes in a small locality but to a **world-wide audience**.

Real life gives a more physical or tangible reaction. However, it is limited. So, **nothing on this earth can compare to the grasp or reach of SL**. It is intensely more personal and more rewarding.





Broaden your perceptual mind and be open to a variety of new sounds, song constructions, and cover interpretations. Constantly evolve with the audience, yet stay true to the core of what you are. Balancing both is an enormous undertaking for a musician.

Even as an infant
I was extroverted;
perhaps even dating
back to the womb.



A musician must connect to the audience. Feedback takes me to the next level which helps drive my inspiration in ways that have no bounds. The amount of constant and direct feedback everyday presents a new reflection of self. This interaction is fuel to shape each other. We inspire, grow, and expand with one another.

SL audience size is not a limitation. Events like Music Awareness simulcast to dozens of sims. We reach thousands, potentially tens of thousands, at one time. Never in the history of mankind has an indie artist been able to reach and touch so many at once.

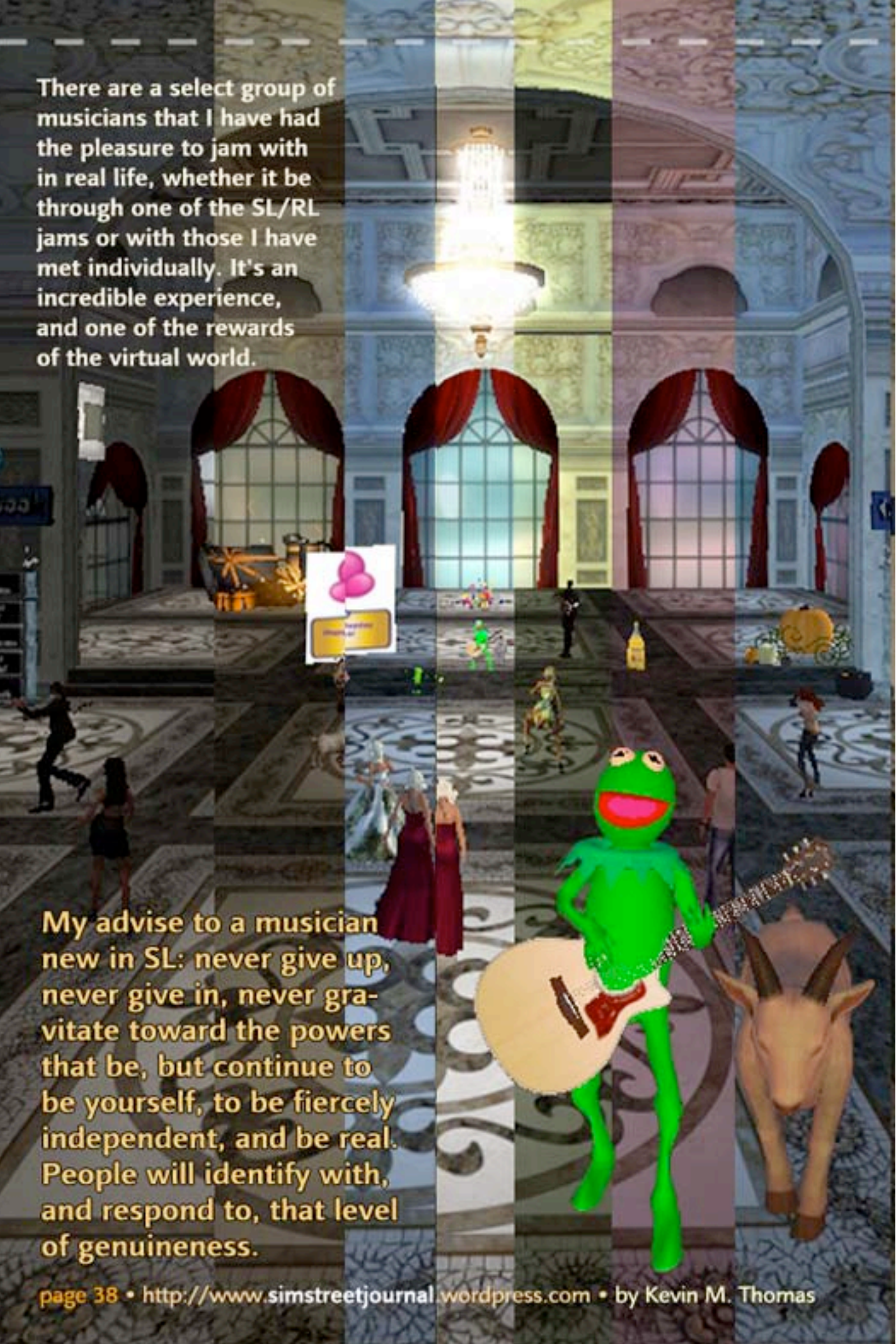
I do not perform in any environments other than SL. Having taken so much time, with the assistance of my management company, to market and promote myself, drawing attention away from that medium would be a waste of time.

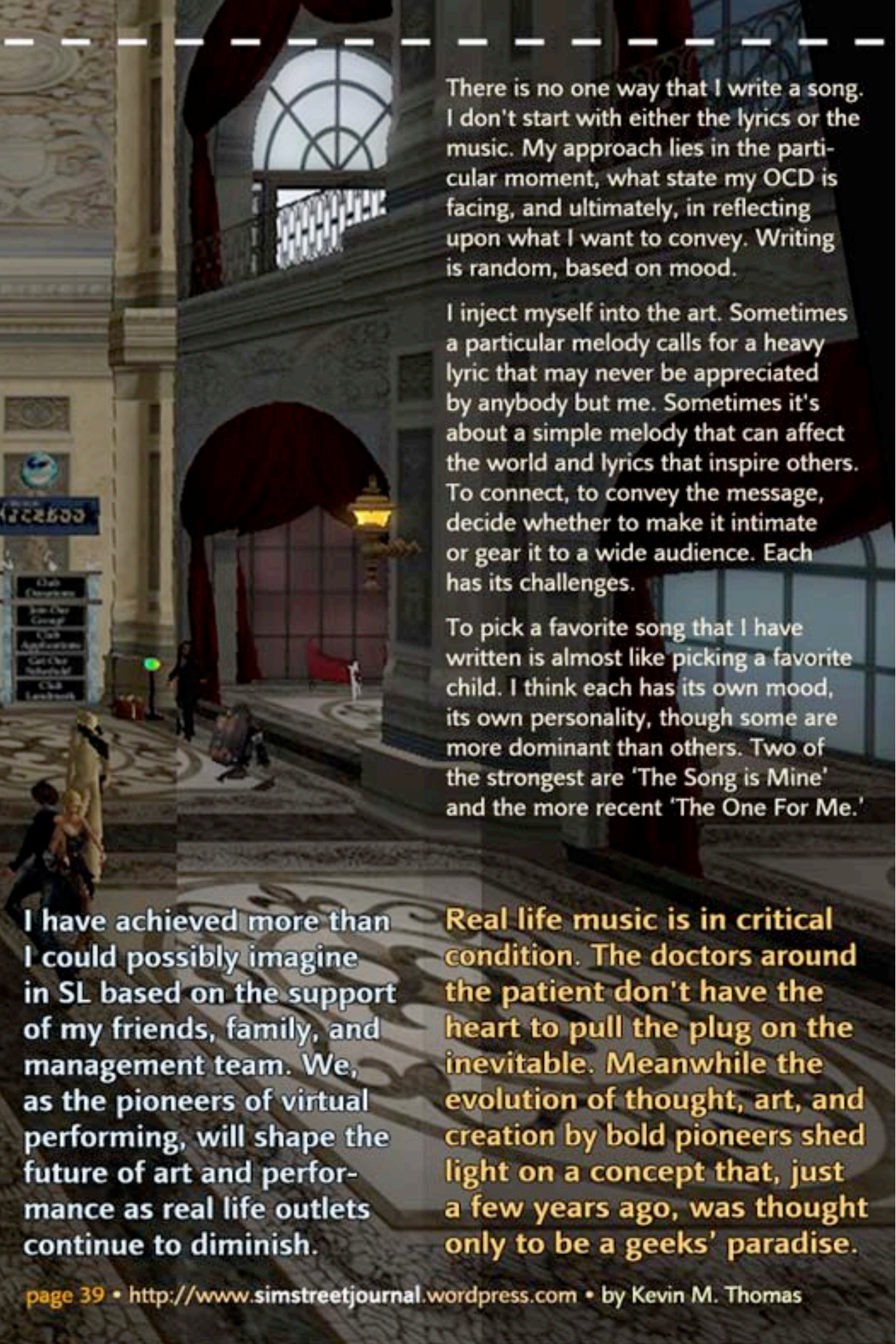
There really is no "me" in musician. To get to the maximum exposure level, it takes the commitment first of shaking hands and kissing babies all over the grid. And it takes the international promotional reach of a management company, that has a host at every show to help connect to as many people as humanly possible. This partnership is critical.

The Kevin M. Thomas Brand is transparent—the same in-world and out. With the combination of real world websites and my musician group in-world, I have reached, quite honestly, hundreds of thousands of people combined. Choosing to have a different persona, only limits you.

There are a select group of musicians that I have had the pleasure to jam with in real life, whether it be through one of the SL/RL jams or with those I have met individually. It's an incredible experience, and one of the rewards of the virtual world.

My advise to a musician new in SL: never give up, never give in, never gravitate toward the powers that be, but continue to be yourself, to be fiercely independent, and be real. People will identify with, and respond to, that level of genuineness.





There is no one way that I write a song. I don't start with either the lyrics or the music. My approach lies in the particular moment, what state my OCD is facing, and ultimately, in reflecting upon what I want to convey. Writing is random, based on mood.

I inject myself into the art. Sometimes a particular melody calls for a heavy lyric that may never be appreciated by anybody but me. Sometimes it's about a simple melody that can affect the world and lyrics that inspire others. To connect, to convey the message, decide whether to make it intimate or gear it to a wide audience. Each has its challenges.

To pick a favorite song that I have written is almost like picking a favorite child. I think each has its own mood, its own personality, though some are more dominant than others. Two of the strongest are 'The Song is Mine' and the more recent 'The One For Me.'

I have achieved more than I could possibly imagine in SL based on the support of my friends, family, and management team. We, as the pioneers of virtual performing, will shape the future of art and performance as real life outlets continue to diminish.

Real life music is in critical condition. The doctors around the patient don't have the heart to pull the plug on the inevitable. Meanwhile the evolution of thought, art, and creation by bold pioneers shed light on a concept that, just a few years ago, was thought only to be a geeks' paradise.

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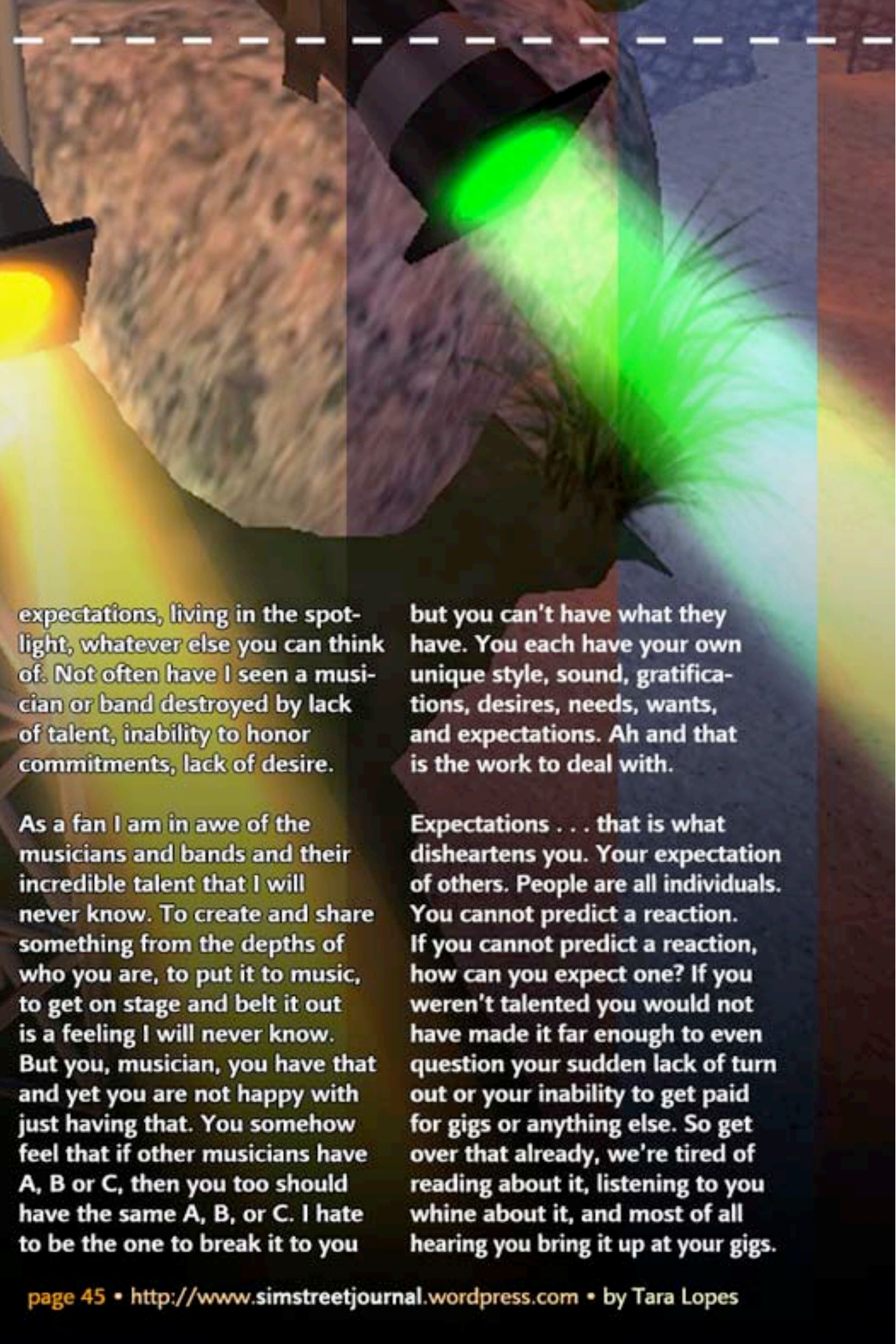
Fan Focus

by Tara T. Lopes
(Throughthesewalls Moody)
President and CEO
MUSIC NOT POLITICS, Inc.



For most musicians I have the pleasure of working with, music is a way of life. It's the blood that runs through their veins. For some, more so lately, it seems to be a means to whine and complain and share depression. So many concerns over turn out and who has more than another, who gets paid to play and who doesn't. It's so sad for me to be in the position I am in sometimes. You see as much as I am a manager, promoter and marketer of and for music, I am first and foremost a fan.

In my line of work I have seen so many musicians and bands destroyed by themselves; whether it be by drugs (life on the road), depression, high




expectations, living in the spotlight, whatever else you can think of. Not often have I seen a musician or band destroyed by lack of talent, inability to honor commitments, lack of desire.

As a fan I am in awe of the musicians and bands and their incredible talent that I will never know. To create and share something from the depths of who you are, to put it to music, to get on stage and belt it out is a feeling I will never know. But you, musician, you have that and yet you are not happy with just having that. You somehow feel that if other musicians have A, B or C, then you too should have the same A, B, or C. I hate to be the one to break it to you

but you can't have what they have. You each have your own unique style, sound, gratifications, desires, needs, wants, and expectations. Ah and that is the work to deal with.

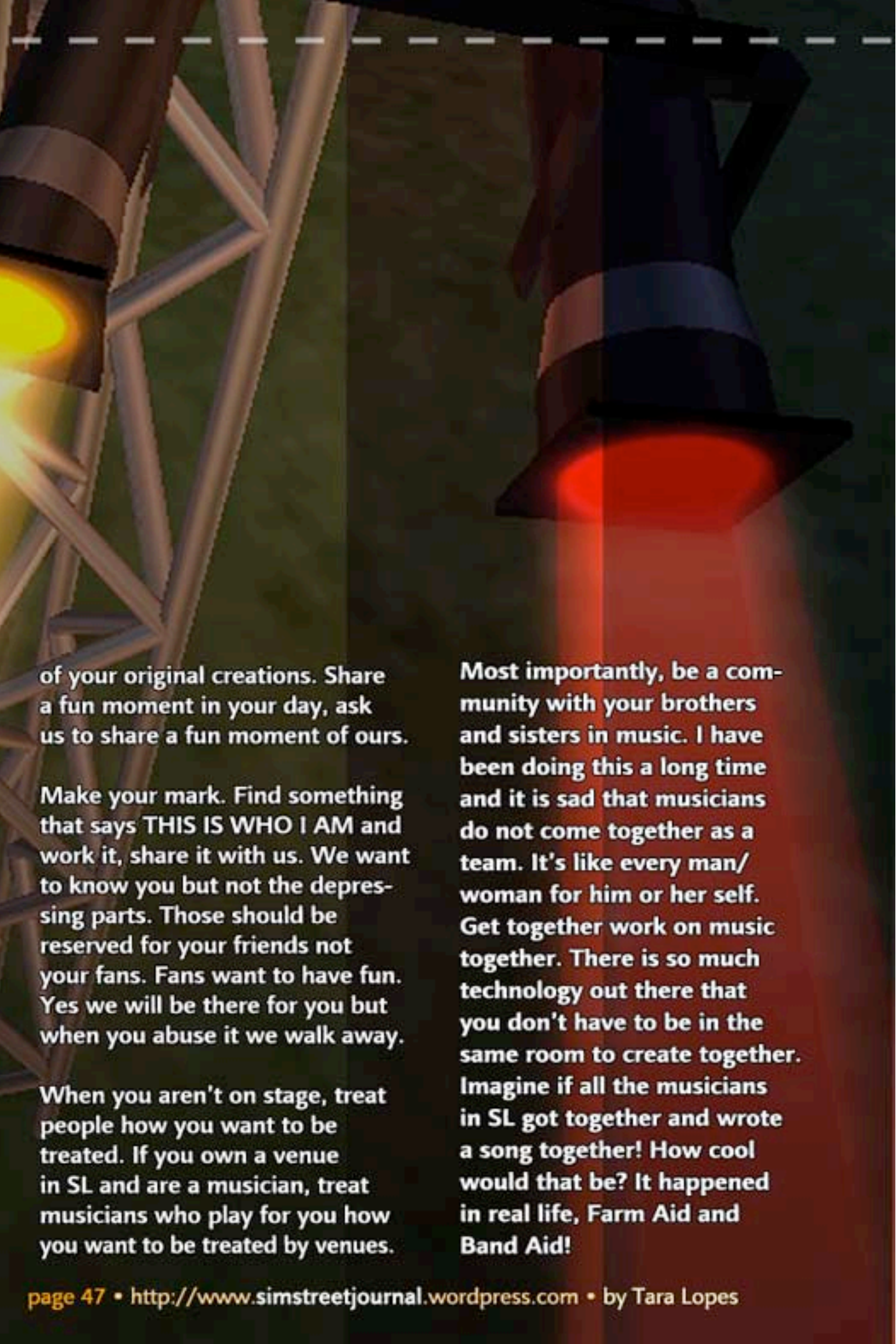
Expectations . . . that is what disheartens you. Your expectation of others. People are all individuals. You cannot predict a reaction. If you cannot predict a reaction, how can you expect one? If you weren't talented you would not have made it far enough to even question your sudden lack of turn out or your inability to get paid for gigs or anything else. So get over that already, we're tired of reading about it, listening to you whine about it, and most of all hearing you bring it up at your gigs.



There is more to music than talent. **Desire;** you have to want to be on that stage performing whether to one person or one million, you should put on the best show you have ever put on. **Sound;** you have to work to make your sound the best it can possibly be, whether that means buying new equipment or tweaking the equipment you already have. **Style;** develop one. It's not just about what you perform but about what you project. Make a fun, cheerful environment and keep it that way. **Needs;** get over them, as a fan we don't want to know your needs. We want you to share your music with us. We want to hear your needs in the songs you sing, the instruments

you play. **Wants;** whatever they are, keep them to yourself and work on achieving them. We don't need to know what they are.

As a fan we are there at your show for one reason, to have a good time. Let's face it, in SL there are hundreds of shows to choose from. We chose yours, whether it's one of us or 5 of us or 20 or more. We opted to come to hear you. So entertain us! Make us forget the crappy world for a while. Give us a reason to seek you out again and again. Make it fun. Take the time for you yourself to forget about the world for a while. Join us as we journey through your music. Tell us about the originals



of your original creations. Share a fun moment in your day, ask us to share a fun moment of ours.

Make your mark. Find something that says **THIS IS WHO I AM** and work it, share it with us. We want to know you but not the depressing parts. Those should be reserved for your friends not your fans. Fans want to have fun. Yes we will be there for you but when you abuse it we walk away.

When you aren't on stage, treat people how you want to be treated. If you own a venue in SL and are a musician, treat musicians who play for you how you want to be treated by venues.

Most importantly, be a community with your brothers and sisters in music. I have been doing this a long time and it is sad that musicians do not come together as a team. It's like every man/woman for him or her self. Get together work on music together. There is so much technology out there that you don't have to be in the same room to create together. Imagine if all the musicians in SL got together and wrote a song together! How cool would that be? It happened in real life, Farm Aid and Band Aid!

***Friday Night
at
The Pocket***



***Friday Night
Live Music
in Second Life
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THE LIVE
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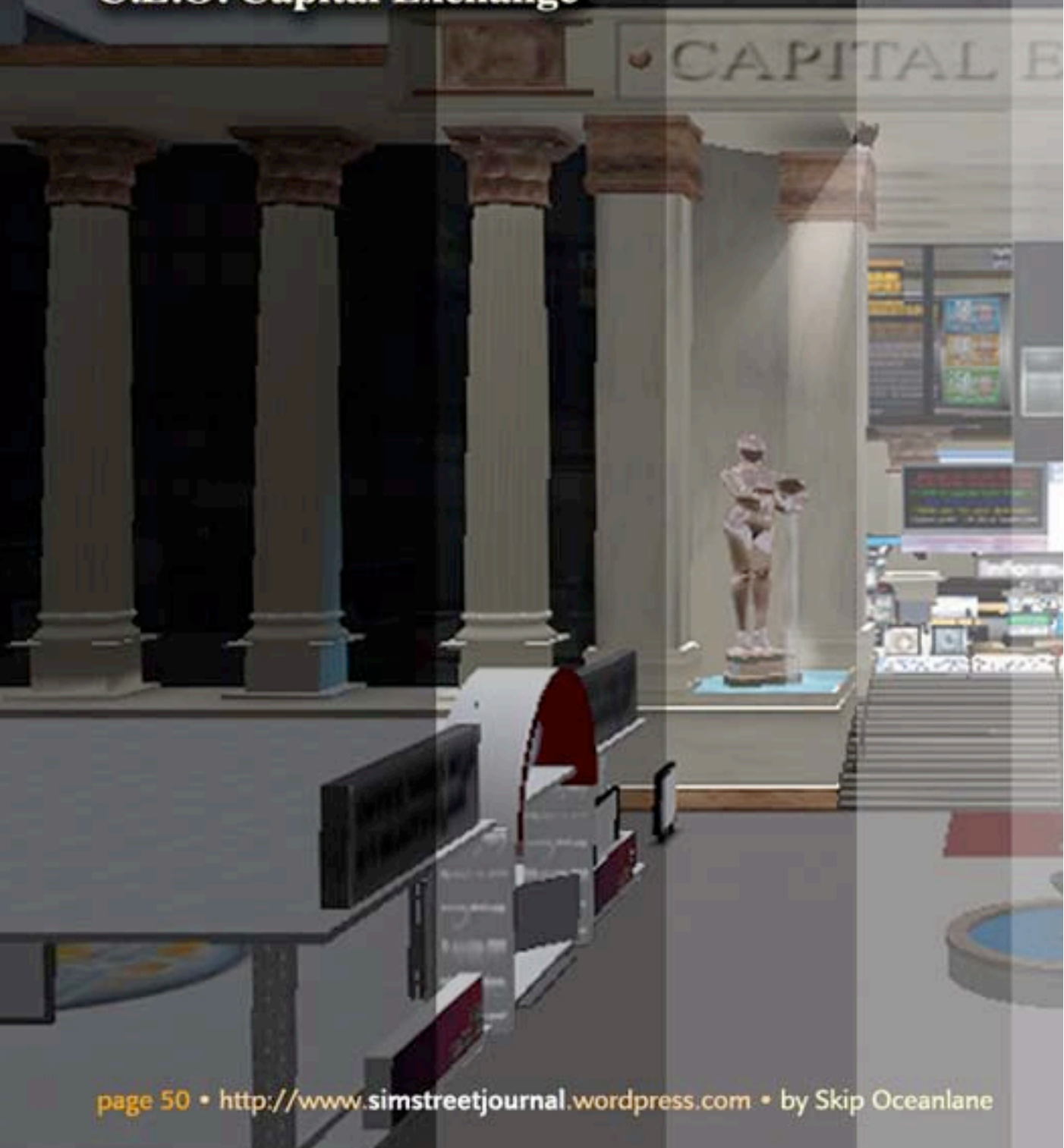
WHERE MUSIC COMES TO LIFE



— pioneer profile —

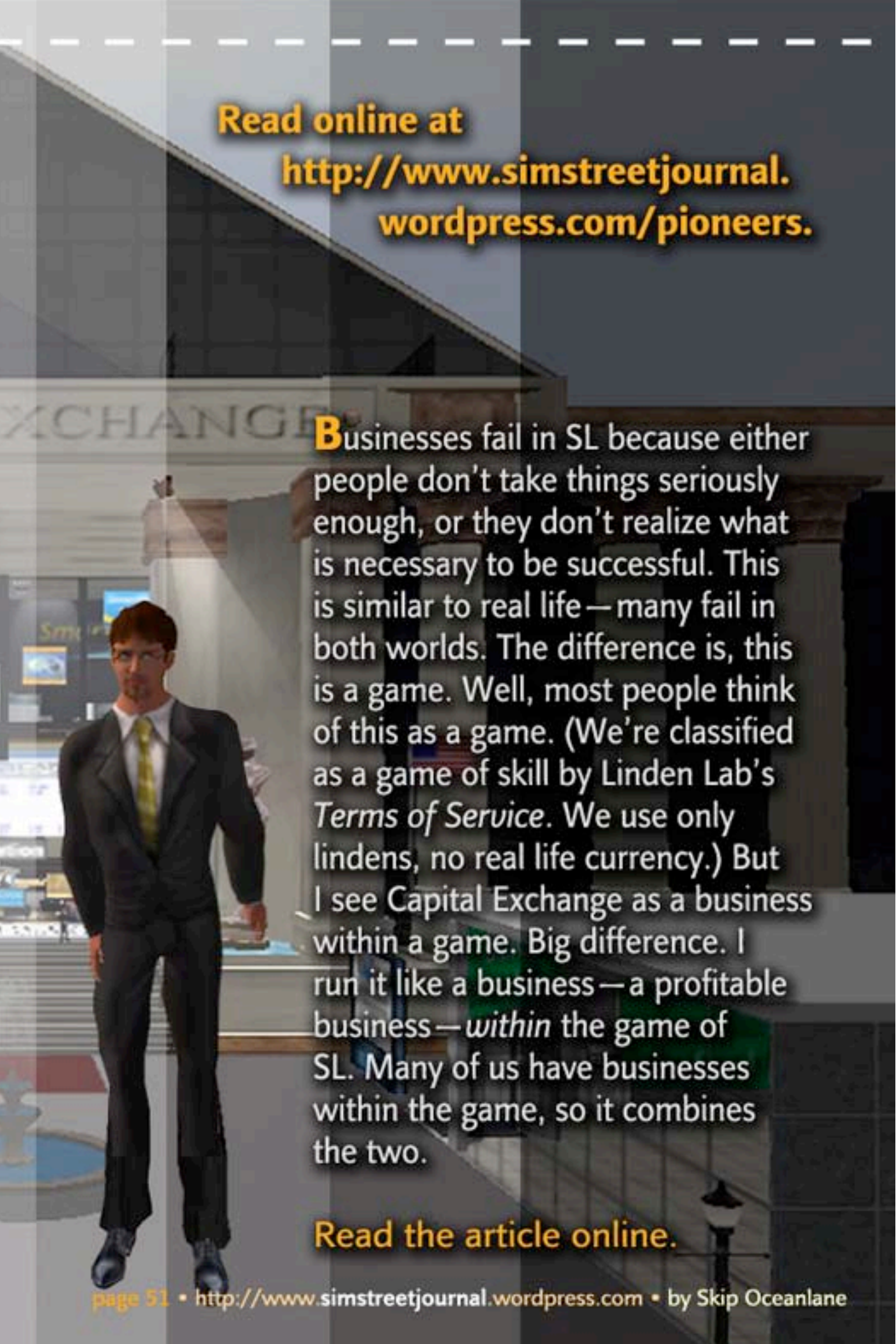
THE BUSINESS OF THE GAME

BY SKIP OCEANLANE
C.E.O. Capital Exchange



Read online at

<http://www.simstreetjournal.wordpress.com/pioneers>.

A man in a dark suit and yellow tie stands in a virtual city. In the background, a building has the word 'EXCHANGE' on its facade. The scene is a screenshot from a virtual world.

Businesses fail in SL because either people don't take things seriously enough, or they don't realize what is necessary to be successful. This is similar to real life—many fail in both worlds. The difference is, this is a game. Well, most people think of this as a game. (We're classified as a game of skill by Linden Lab's *Terms of Service*. We use only lindens, no real life currency.) But I see Capital Exchange as a business within a game. Big difference. I run it like a business—a profitable business—*within* the game of SL. Many of us have businesses within the game, so it combines the two.

Read the article online.



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Among this virtual paradise, LIVE music is promoted with some of the best musicians in SL.

This venue is welcome to all.

Open 24hrs with a music stream for you relax to, explore, hang out with friends, or rest a weary soul,

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BEST MUSIC on the grid at **CAY'S AT
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hear a wide variety of **BLUES, SOUL,
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Become a "Cay's Captive" and we
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at Woodland Lake



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and Soul on the
Party Pier
Monday - Saturday

Lakeside Sunday
Mornings
Blues and Gospel

Blue Moon
Sunday Nights
Romance at Cay's

from the desk of
Ann Slanders



So great at giving advice, the real life Ann Landers created a profession doing so! As a pioneer of human emotions, she gave sound and life-changing advice to the love-weary, confused, grieving, and anyone needing perspective in her famous *Chicago Sun Times* column that ran for 45 years. She reached millions with her clear, witty, and often sarcastic responses. *SSJ* recreates this legend in Second Life, a society often rife with drama, questionable ethics, and lovers who struggle for identity. Let help you with your dearest difficulties. All queries will be kept anonymous to protect the identities of the guilty. If you wish for her expert advice, please drop a notecard to Ann Slanders.



ASK ANN

Don't struggle alone- Ms Ann Slanders will help settle all virtual queries.

Dear Ann,

This might sound strange, but I'm concerned for my neighbour. A nice looking couple live next door, and are there almost everyday, and I assume they are partners. It's been this way for months. I don't pry, but see them on my radar. But tonight, while the wife was away, another woman was there with the husband on the cuddle couch, and she was...not respectable looking at all! It was definitely another woman!!! Should I tell the wife what's going on?

Just Wow.

Dear Wow,

Caring neighbours are a lovely thing, but sometimes they can be a little too caring.

If this husband were having an affair, consider the likelihood that he'd bring this so-called floozy home, to where his wife could log in any moment. I'd say the chances were minimal-to-nought. Unless he were a bit stupid, or they were deliberately trying to stir up some drama. Both are possible.

Also possible is that both women are one and the same, legitimately.

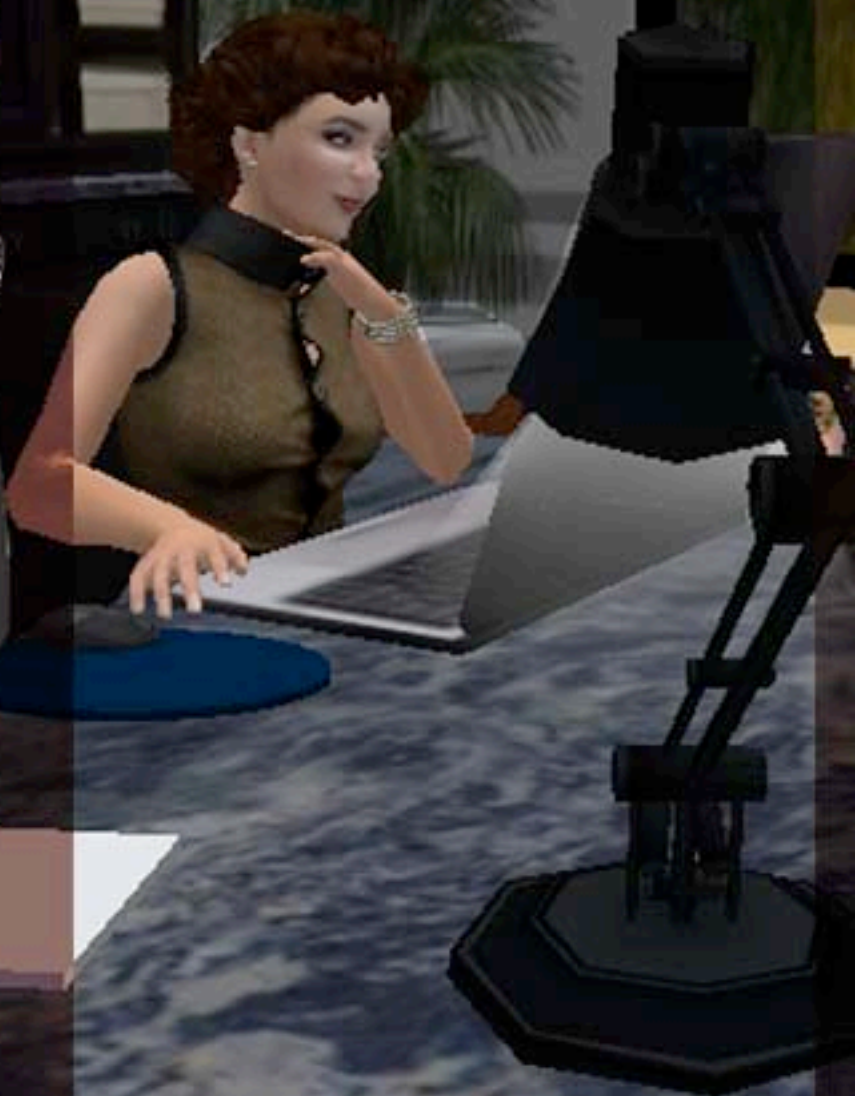
If the first two are true, then you'll be happier keeping out of it, and if the third is true, then you'll end up looking a bit silly if you interfere. Not to mention nosey.

It sounds like you haven't met them properly yet, so why not go over and say hello and invite them for dinner. I bet they are most likely normal people, and one day they may even introduce all their dodgy-looking alts to you.

All the best,

Ann

Ms. Slanders will answer all inquiries if placed properly addressed in a notecard and personally Instant Messaged to her in-world. Queries will be kept confidential, changing names to protect the guilty and support those wronged by inappropriate behavior and etiquette.





ASK ANN

Don't struggle alone- Ms Ann Slanders will help settle all virtual queries.

Dear Ann,

I feel that I am an uninteresting person. People seem to shun me, and I fear being avoided over everything. It's hard to keep friends talking in im, and I never get invited anywhere. I've been in SL for over a year, and still have no group to hang out with. I wish people would include me. What is wrong?

Sadly,
Desperate

Dear Desperate,

This must be very sad for you, and I shall try to be helpful though blunt. You sound uninteresting to me, and quite whiny. Your letter says nothing about who you are or what you can bring to the world. In fact, it sounds clingy, needy, and as if you about to implode into a hole of self-loathing.

People join virtual worlds because they wish to have a place to fulfill their imaginations. That could be creating beautiful fantasylands or just finding someone nice to while away an hour with. Or anything in between. Nobody at all logs in to listen to anyone whine about anything, unless they are a peculiarly weirdie sort of sociosadofetishistic* victim or a comedian. So don't blame others, as it's not their job to make you happy.

You need to decide who you are and make yourself happy. Create something, learn something, be something...bring something to share and entertain. I bet you can!

Just don't ever log into SL and demand that others amuse you, or talk about your misery outside of a depression support group (google them), as that will quickly end all healthy friendships.

All the best,

Ann

*totally made up

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the rewarding community website

www.avatarsocialnetwork.com

make friends and EARN MONEY!

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Avatar Social Network is the fastest growing online Second Life community where you can create a fan page for your club, business, or art. Post blog articles, make new friends, and with all that, earn lindens! That's right! This is the first social network in history that rewards you for everything you do.

**Post, share, tag, like, create, make friends.
Everything you do is rewarded!**

Visit the website by clicking on the tab link to the right.

With an effective crew of programmers, administrators and moderators, ASN is welcoming and friendly. Explicit language and disturbing, offensive, taunting, or inciting behavior is not allowed. The network is strictly moderated to ensure a general environment. Make friends, build your community, and earn rewards as you go! That's **Avatar Social Network**.



THE FREEDOM PROJECT

organized by:
University of Western Australia
Members of the Virtual Ability
Centre for ME/CFS
Other Invisible Illnesses

Poster Credit:
Eliza Wierwight

Calling for artists and film makers from all over the world, with a disability or a chronic illness, to create an artwork or a film/machinima on the theme of 'Freedom.'
Show how virtual worlds have helped yourself or others.

This is not a competition, but the organizers provide a L\$10,000 award to 10 artworks or films (to be selected by a panel).

Please submit
artwork or films
anytime between
**September 1, 2013 and
February 28, 2014.**

See details at:
www.uwainsl.blogspot.com (click tab to the right)

"When I shoot a close up photograph in SL, I want to do what other photographers don't do — capture what is as natural as possible. I shoot an avatar portrait with the AO switch on, without makeup... and if lucky, find the right moment when looking most human... where the person behind the computer translates through the pixels.

"Stephy86 Resident, the model in this photograph, launched me into the world of fashion. She inspired me with my first portfolios, and it is so exciting to win my first competition with her portrait." —CHII KIMAGAWA
Please see my portfolio at
<http://www.flickr.com/photos/chii-kimagawa/>

What do you love most in Second Life?
Show and share your images.

Earn some lindens too!!

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THE WINTER
COMPETITION**



Chii Kimagawa[™]
PHOTOGRAPHER



SL Photo Contest

Upload any photo you made anywhere
in Second Life!

Most voted photos win 5000L*

*1st prize 3000 2nd prize 1250L 3rd prize 750L

ENTER YOUR MOST COMPELLING
AND EXPRESSIVE IMAGES

EARN RECOGNITION
AND LINDENS

SHOW AND
TELL

VOTE

<https://apps.facebook.com/sl-photo-contest/>

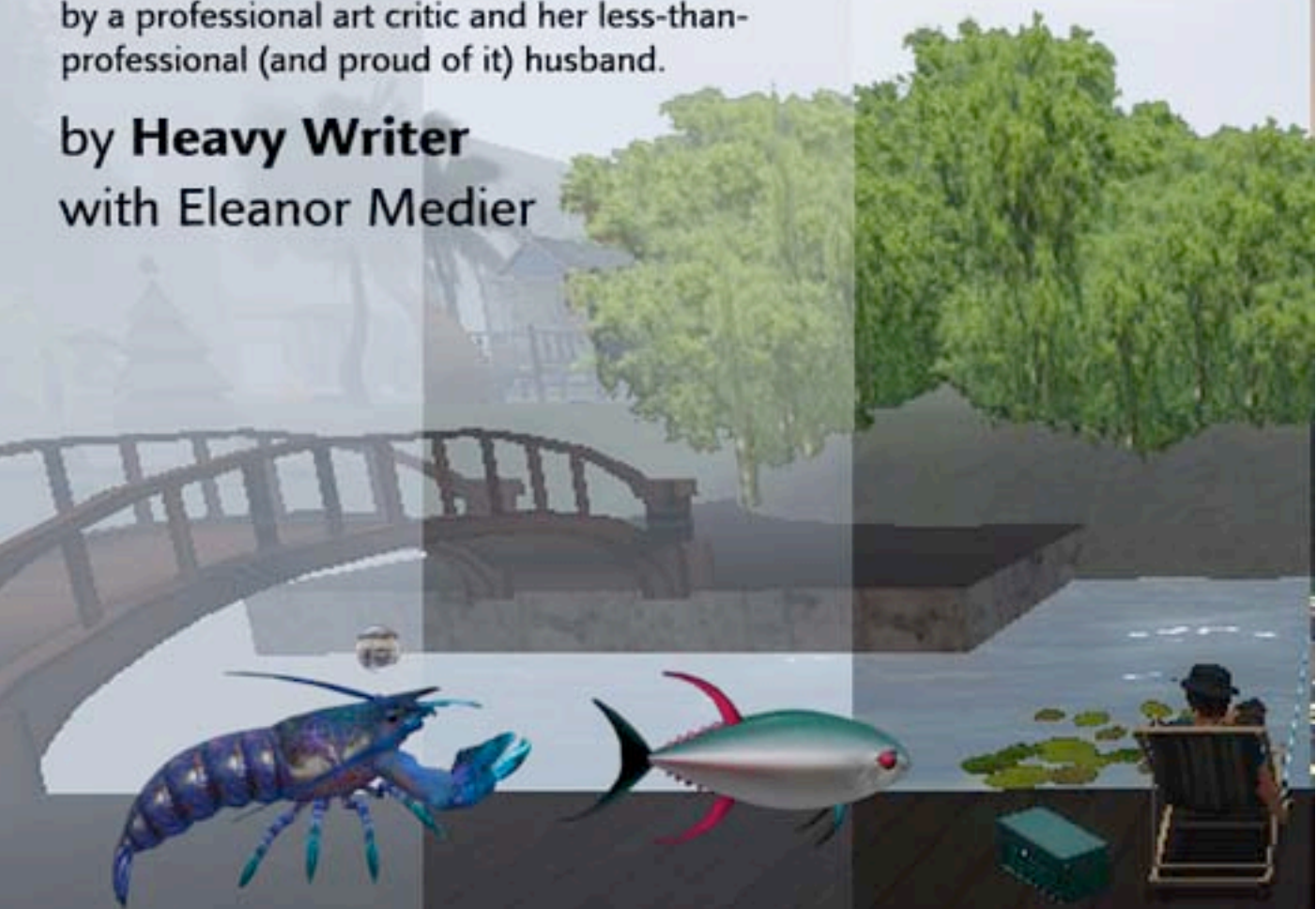
the aesthete & the amateur

PART 1 of 4

Accident versus Intention

Fictitious on-going series of gallery reviews by a professional art critic and her less-than-professional (and proud of it) husband.

by **Heavy Writer**
with Eleanor Medier



When Ele found that I sold her beloved Albers painting, she also discovered I had replaced it with a forgery I made. Because I hadn't any black paint, I used burned motor oil instead. Surprisingly, she didn't scream and curse hysterically. She didn't brake all the kitchen plates over my head. True, her face turned red, her eyes launched lightning bolts, and her lips became thin like a dagger blade. Other than that, she kept calm.

I was glad getting away that easy for the moment, but I knew that she can be like a ticking bomb. There was no room for errors here, so I walked on my toes around her, and I watched my back.

Overnight, she kept complaining about that motor oil smell, invading the entire house, and giving her a headache. That darn oil betrayed me and now the stupid smell could not let her forget my deed. So I decided to take her away from the crime scene.

Early the next morning, I called a cleaning company, and rented a fancy trailer home. While the cleaning personelle arrived to fix our smelly problem, Ele and I embarked in my Humvee for an weekend fishing adventure. The weather was on our side, and we arrived at the little island right before sunset. Connected to the continent through an old wood bridge, it is away from the city's noise and pollution — a little paradise where I dock my rusted old fishing boat.

We did a little fishing, and, of course, I had to bait her hook. She would'nt touch worms, even if her life depended on it. After two hours of peace, but little catch, we watched some swans swim by.

Me: "Darling, have a glass of wine. No point to try catch anything with these darn birds around."

Eleanor: "Look how cute they are!"

Me: "They might be cute, but they scare the fish. Let's have dinner before it gets dark."

We popped the cork of a french wine bottle, cuddled by the camp fire, and watched the sunset. What could be better? Barbecue, drink, a camp, and a blond. Does a man need more?

Somehow, I got a little dizzy after just two glasses of wine. But I didn't pay much attention. What dragged my attention instead were her feet.

Me: "You came into the wild wearing high heels?"

Eleanor: "I *always* wear heels, dear."

Me: "No you are not!" I cried while taking off her shoes and throwing them into the deep water of Lake Michigan.

Eleanor: "Heavy are you crazy?! Those shoes cost a fortune!"

Me: "Were they more expensive than your ankles? I would hate to ruin this trip because you fall on this rough terrain. Here wear these." I threw her an old pair of sneakers from my Humvee trunk. She gave me mean looks, but after another glass of wine, she forgot about it.



The next day, I woke up with a bad headache — the type you have after a night of partying. But I didn't drink more than Ele, and she had a big smile. After breakfast, and a mug of coffee, I felt much better.

Me: "Are you ready to take out the boat and go find a big catch?"

Eleanor: "That smelly rusty old thing? No thanks, dear. I'll guard the camp and get a tan."

Me: "Ok, but you'll miss the best part of the trip. I'll see you at lunch time."

I gave her a quick kiss, grabbed my rods, and rushed to the dock. After a few bad coughs, the boat engine started. I sailed a few miles out, anchored the old metal can, and launched my baited hooks, full of hope. Soon, I had enough fish captured to provide a tasty lunch.

Happy with my performance, I lit a cig, opened a beer, and with a smile, was thinking life was worth living. Then, suddenly, the boat shook. First I thought I hooked a big beast, and I rushed to check the rods. Nothing. Seconds later, the darn rusted can rolled dangerously to the left side.



I sat on the boat until the last second. The old girl *did* sink like the Titanic, and left me in the cold freezing waters. I cursed my luck again, and started to swim. Finally I made it back to shore.

Eleanor asked me with sarcastic sweetness: "Did you make a big catch dear?"

Me: "Are you trying to kill me woman?!" I cried, shaking, frozen to the bone.

Eleanor: "If I wanted to kill you, I would not fail. But if you'll sell one of my paintings again, I'll feed you to the sharks."

Me: "So I guess a civilized divorce is not in your book?"

Eleanor, smugly victorious: "It is till death do us part, dear."

Me: "If that is what you want, you better get me a towel and a bourbon, or else I might strangle you on the spot. Make sure you don't put any sleeping pills in my drink this time, please."

She ran off giggling to fulfill my wishes. As I shivered, I couldn't stop from smiling, watching her rush on *that* rough terrain while wearing another pair of high heels.

The rest of the weekend was like a honeymoon, and when we arrived home, that annoying oil smell was gone. That set the mood well, so the next day, we looked for new artists.

When I checked under deck, the engine compartment was totally flooded. I don't know how the Titanic captain felt when he realized all is lost, but I'm sure he couldn't have felt worse than I did. So I cursed, turned around, and headed for the deck before the rusted wreck could sink and trap me.

On the way up, I noticed the oiled foot print of a high heel shoe on the stairs. That moment explained my morning headache and the bad coughs of the engine before starting. But too late. My beloved wife had paid me back for selling her painting!

— the aesthete & the amateur —

PART 2 of 4

Cave of Perceptions: The art of Ally Aeon

Fictitious on-going series of gallery reviews by a professional art critic and her less-than-professional (and proud of it) husband.

by Heavy Writer
and Eleanor Medier

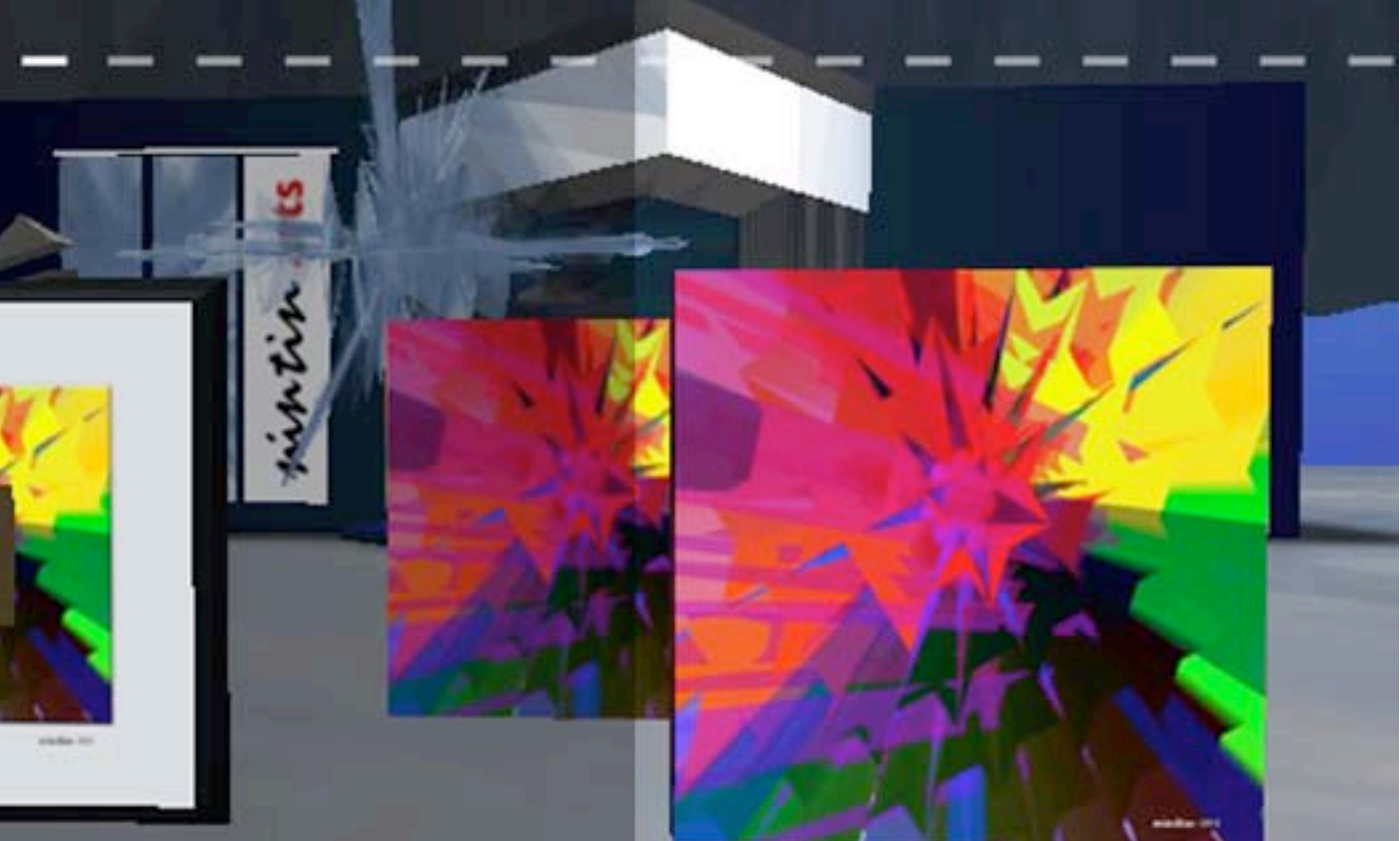
Heavy Writer (The Amateur) and Eleanor Medier (The Aesthete) set out to discover artists' presentations. Having received a lot of notices from Ally Aeon, who shows aggressively, her name stirred curiosity. With Heavy on her heels, Eleanor checked Ally's *Picks* for current shows, and discovered an installation listed. But when the pair arrived, they found an empty gallery, some trees, and some very mysterious globes slowly moving around the landscape.*

Eleanor: "Ally has a mix of works — I hope to see some of her installations. Oh look! She was featured in *BOSL* magazine — this is a pictorial of the show that was once here. Let's not read this article though; I crave the not-knowing. Once you know what an artist intends or how the piece was created, you can never see the work for *just* what it is."

Heavy: "I hate when you say 'installations.' They are harder to review. You need to travel an entire sim to figure them out. A painting you watch for two minutes, and you are done."

Eleanor: "There is a fundamental difference between 2D and 3D art as there is between a chihuahua and a great dane — both are dogs, but they look and act very differently."



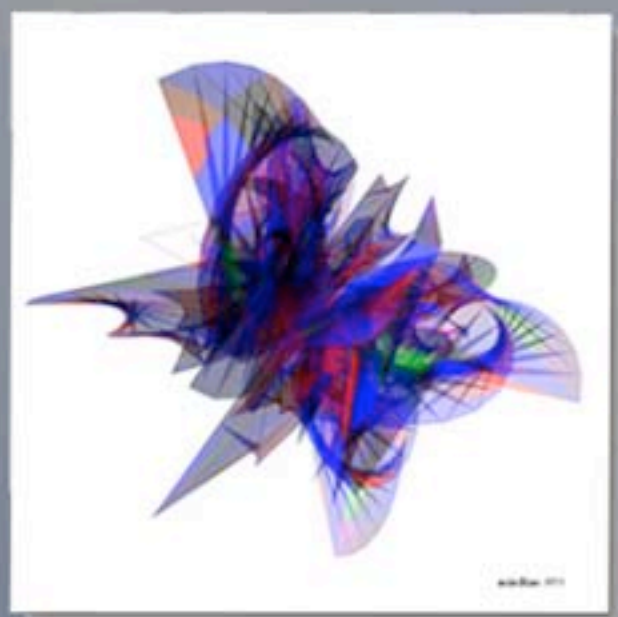
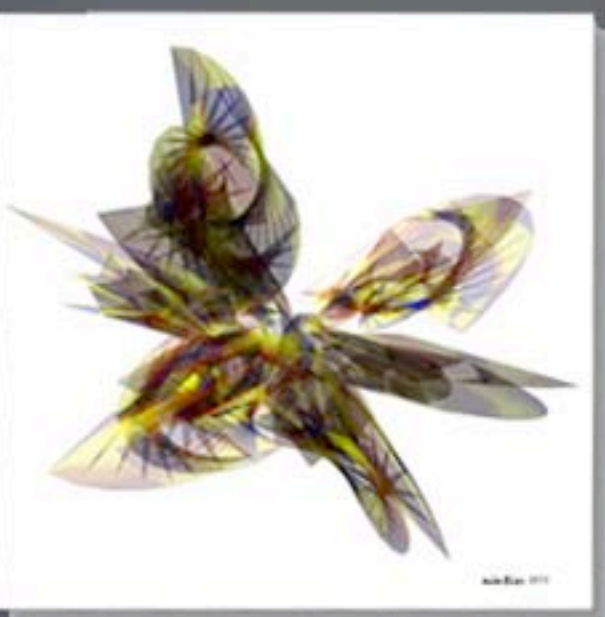


Heavy: "Here is a teleport to Ally's studio. Looks like we are invited to see works in progress. Let's figure out which are more completed. I don't wish to judge too harshly, though I will anyway."

Eleanor: "Many works of art fall between the two extremes. Yet, we use the same criteria judging both—composition, clarity, originality..."

Heavy, arrived before Eleanor and looked around: "Ally has a butterfly fixation. There is a great variety here—a lot to sift through. But there is one that seems deeper than others."

Eleanor watched Heavy disappear and then followed him to Ally's cave-like studio. She considered the works in her path as she joined him: "This cave-like one grabbed me too."



Heavy: "This sculpture is visually catchy. I like that the butterfly has a shadow."

Eleanor: "It is very emotional—the butterfly is caught in this cave. The shadow looms large—it is scary for the poor creature."

Heavy: "You would expect a moth in such an environment. But this isn't a moth. It is too colorful, though I have seen some nice moths—just with brown and black wings. This butterfly is running from sunlight? He is not flying *towards* the light."

Eleanor: "No, this butterfly is trapped. He is struggling—not happy. I find much of Ally's work to be too happy—too sweet, so this one is refreshing."

Heavy: "Maybe he fell in love with a moth and is in the dark searching for her."

Eleanor: "Butterflies want to be in flowers, dear, not in caves with bats."

Heavy: "My theory is he fell in love with a moth. A man can do stupid things when he is in love. I suppose he is a man."

Eleanor: "Do you do stupid things when you are in love???"

Heavy considers how he just used the profits from selling a painting from Eleanor's collection: "You tell me. Was selling your Albers stupid?"

Eleanor: "Well, I would expect you to say that selling it was smart, and that buying it was stupid. Which means you are smart for selling the painting, and I was dumb for buying it—right?"

Heavy: "There is no painting in the world that is worth millions of dollars. I wouldn't pay that for anything."

Eleanor: "Nothing?"

Heavy realizes diplomacy is needed: "Well, maybe just for the woman I love. Men are stupid when they are in love."

Eleanor: "Does this mean that women do stupid things when in love too? Or is that just reserved for the men?"

Heavy: "No, women don't do stupid things when in love. They just go shopping and buy expensive things."

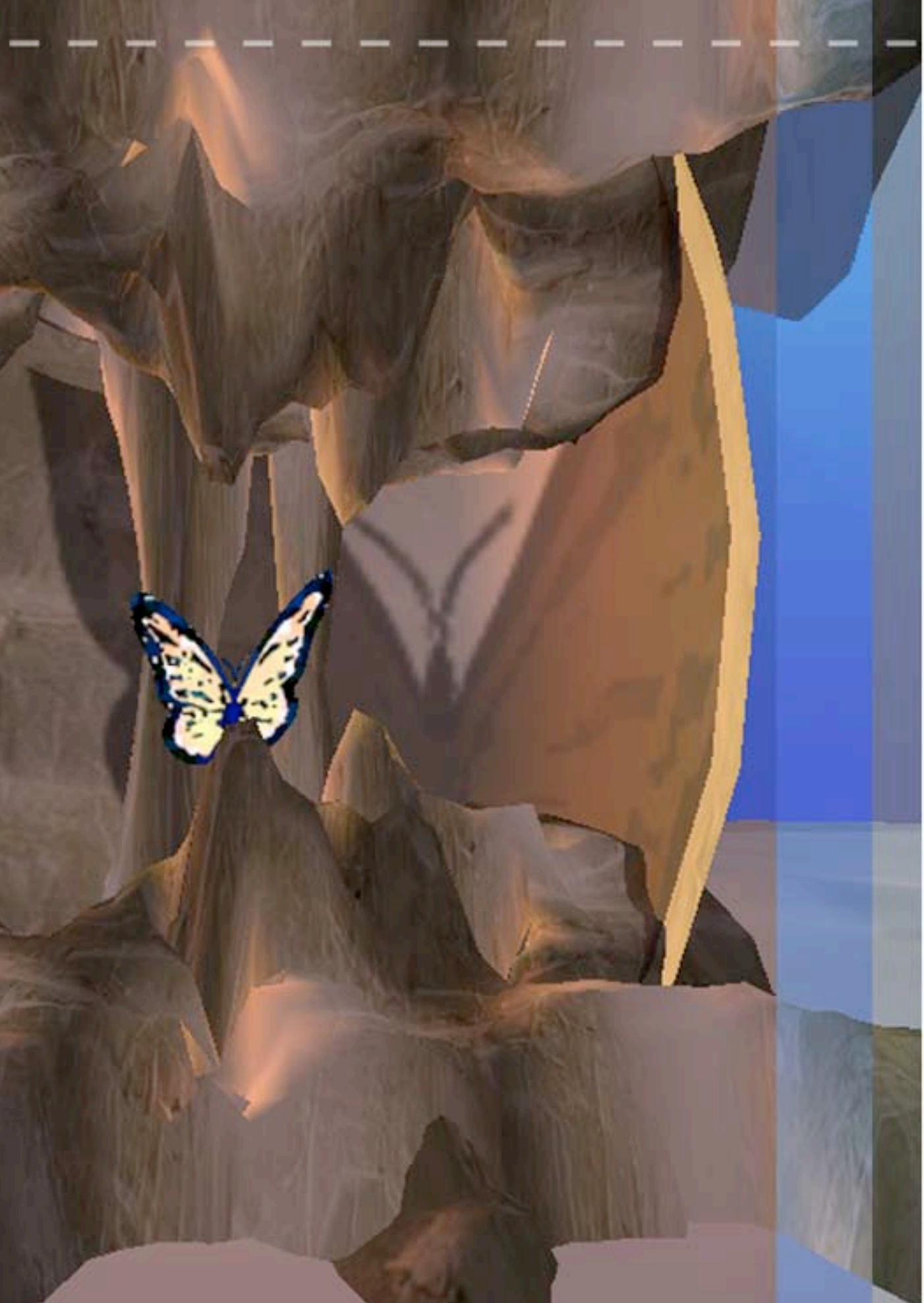
Eleanor: "Gee, I have done some stupid things due to love."

Heavy: "If you were like other women, would I love you?"

Eleanor: So we are both foolish? Like this butterfly, caught in the cave of perceptions? Ally's theme is the 'insect's perspective' and I think her strongest works are when we relate to those insects."

Please read the online article for more of Ally's work reviewed.

page 68 • <http://www.simstreetjournal.wordpress.com> • art by Ally Aeon



PART 3 of 4

mine

Jump Inside: The art of Ginger Lorakeet

Fictitious on-going series of gallery reviews by a professional art critic and her less-than-professional (and proud of it) husband.

by **Heavy Writer** and **Eleanor Medier**

Eleanor: "It is great when a work of art can involve the viewer into the piece—even to complete it."

Heavy: "This is nice visually, but the artist didn't do much. Just look for a computer desktop background. This picture might come in search. I had one similar. She adds some beams of light or some grass to give a 3D dimension—easy to do."

Eleanor: "These are more than just pretty pictures—you get involved. They are clever. The figurative integration gives them an extra perceptual configuration."

Heavy wonders why she uses so many words: "They give you a good feeling, but they use cheap tricks. Of course I like that they are high definition pro photos—but they are stock. Is this art?"

Please read online for more reviews of Ginger Lorakeet's art work.

page 70 • "Hanging Out for the Future" by Ginger Lorakeet



Eleanor: "I admit the images are rather plain without the involvement. Some are very clever."

Heavy: "She does do more with little, blending with the original—a good point scored there. But I don't know if doing this makes you an artist—maybe just resourceful."

Eleanor: "You don't find these expressive?? What about the poses??"

Heavy: "Poses are easy—just buy them. May I have a snapshot of me in this one? Wait; need a cig. You know dear, there are setups like this in portrait studios. But I prefer looking at this to vamps, monsters, and weird animals artists caught on film out of their personal nightmares."





Eleanor: "The best ones do have the most visual development without the interactive component. After all, to own one of these, you are not going to hang around in it everyday to appreciate it, but you are going to look at it more. They would be stronger if the skies would move too. Each seems to begin an idea that can go further."

Heavy: "This is FX not art. We have two extremes here tonight. Ally doing too much and Ginger doing too little."

Eleanor: "That is a good contrast."

Heavy: "I can't decide on this one. In a way this is immersive art, but she did it in few prims without using an entire sim. So where is the creative part?"

Eleanor: "It is sort of like using background tracks in live music performance?? The creative part is in the way you interact."

Heavy: "I have decided this not art, but a piece of engineering."

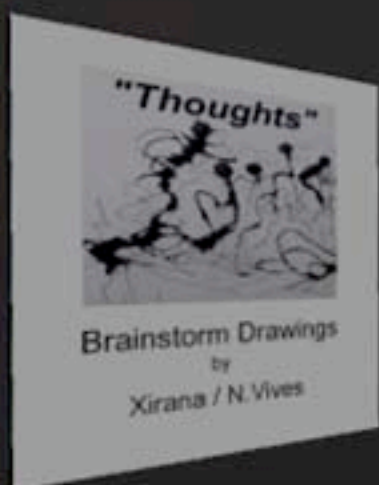
Eleanor: "The weakest are not art, but a gimmick with stock photos. The best bring in symbolism, emotion, a position that makes a comment. Hanging in this one gives me a sense of being part of the alien, of having a perspective impossible even by SL standards, though all of these could be sets on a sim. If Ginger creates her environments for these, makes them more immersive, they could be more original and powerful. We see a sketchbook of what she could develop."

— the aesthete & the amateur —

PART 4 of 4

Casual Insights: The art of Xirana

Fictitious on-going series of gallery reviews by a professional art critic and her less-than-professional (and proud of it) husband.



by Heavy Writer
and Eleanor Medier

Eleanor: "This show by Xirana fits our discussion about happy accidents. In her variety, I am drawn to the ones like scribbling. These black and white pieces have an innocence, a crispness. This one is expressive of connections between people—a swirling energy."

Heavy: "With the quality of randomness, art becomes like a gambling game—you never know with what

you'll end up. Question is: how much control do you have? How much is creation and how much is random?"

Eleanor: "That is why the work is an accident—you do a hundred and pick one, throw away the rest. It becomes a task of editing more than anything else."

Heavy: "You get to see something in random lines. Like watching the sky and finding shapes in the clouds."



Eleanor: "You set up the *situation* for something to happen, more than to *control* what will happen — situational versus deliberate. To generate shapes and then find recognizable images in them *is* one kind of starting point. But unless the randomness is transformed into meaning, it just is pattern. Xirana's work is, at its weakest, when reduced to pattern. However, there *is* a place for pattern — like as backgrounds or wallpaper etc. But is pattern art??"

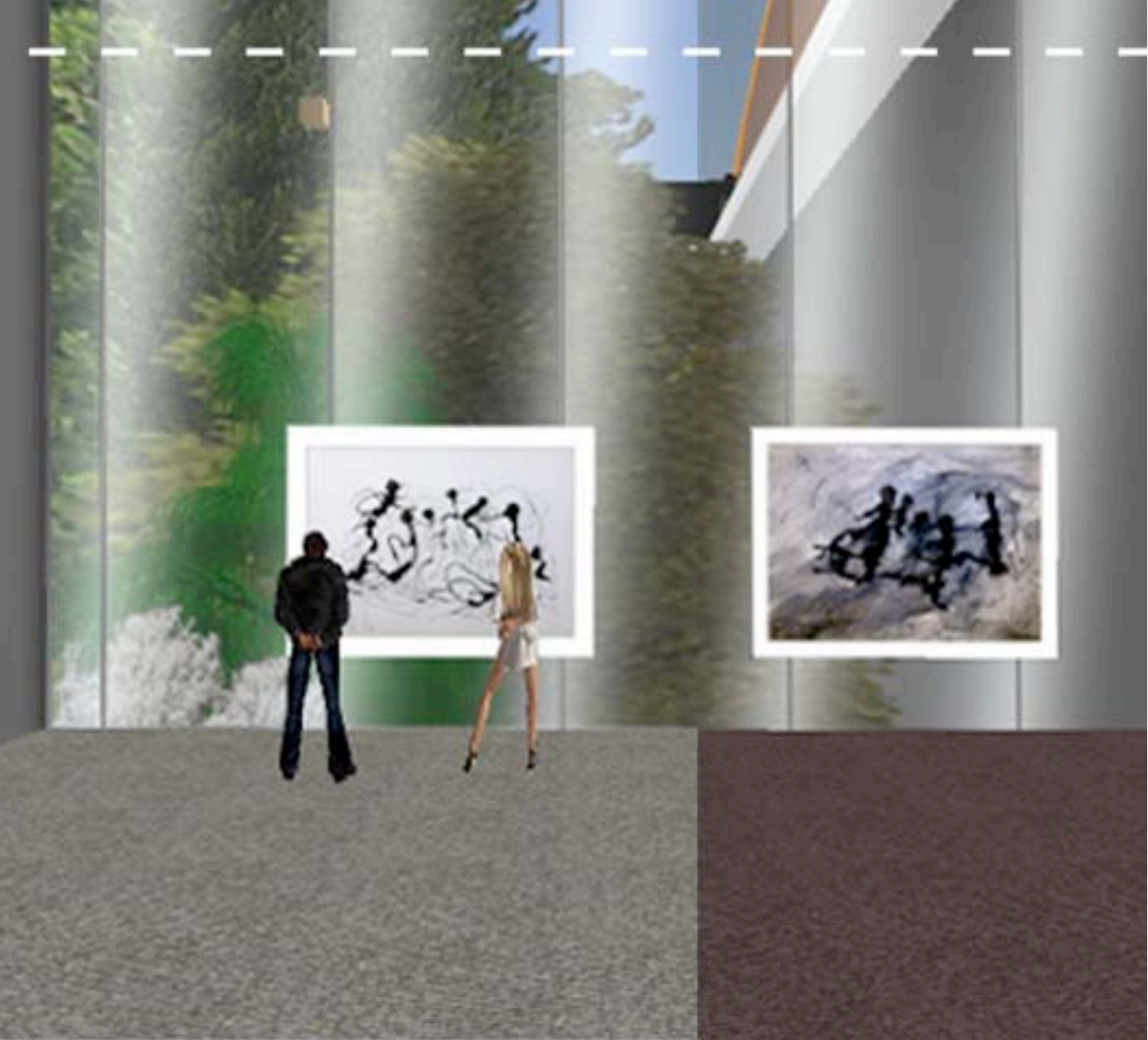
Heavy: "In my book, art is creation. Basing art on randomness makes creation at the mercy of hazard."

Eleanor: "Art has meaning, intention — it is more than pattern."

Heavy: "But you must admit the random can create amazing stuff."

Eleanor: "Sure randomness can be amazing. The editor/artist is looking for magic moments in those 100 random pieces to find just one — when everything comes together. But art inspires to take this farther".

Heavy: "It is dynamic despite the doodle forms. What do you think they are doing? Communicating or dancing?"



Eleanor: "Ohhhh — I like dancing! There is so much movement here."

Heavy: "Makes me also think of a circus performance. The artists are behind the scenes. It is simple and complex in same time."

Eleanor: "It has a completeness too, like everything makes sense but without being too defined. You can look at it for a long time, and keep seeing new things."

Mathilde Vhargon

Xirana Oxímoxi



Active Art

Eleanor Medier

Geejann Blackadder

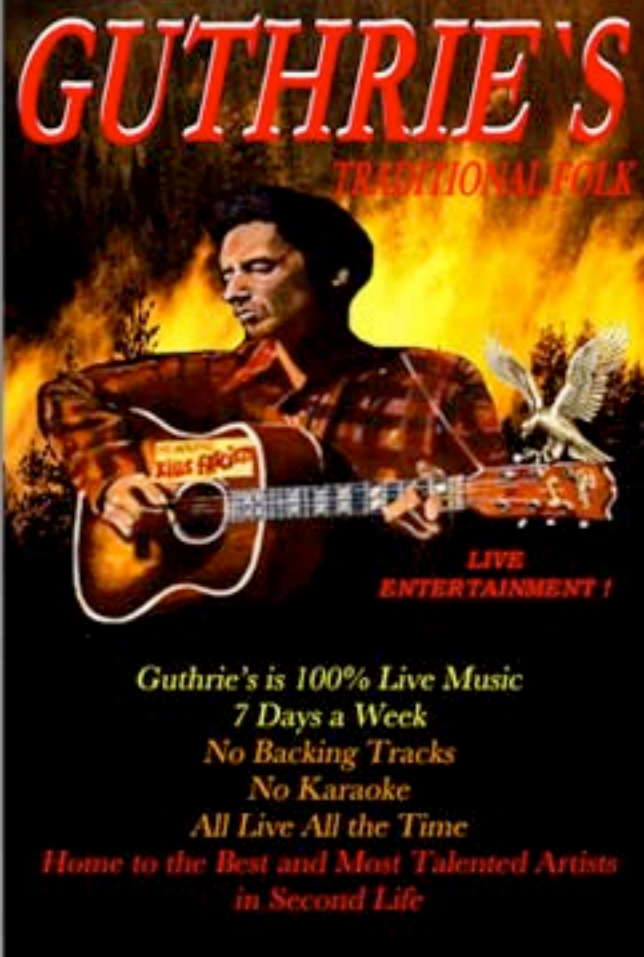


Gallery

THANK YOU READERS

FROM THESE MUSIC VENUES

As fellow supporters of live music in Second Life®, these venues collaborate with *Sim Street Journal*. Receive the magazine as music for the eyes as you enjoy the music for the ears! Each issue contains articles for listeners, performers, and promoters.



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LIVE ENTERTAINMENT!

*Guthrie's is 100% Live Music
7 Days a Week
No Backing Tracks
No Karaoke
All Live All the Time
Home to the Best and Most Talented Artists
in Second Life*

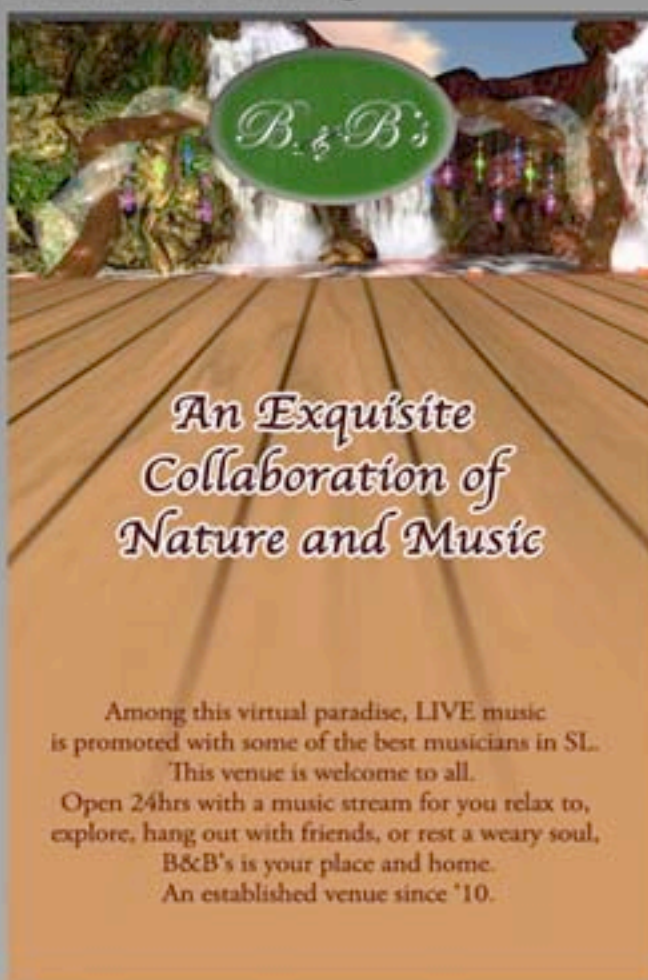
owner: Dottie Iceberg



CATSClub

MUSIKCIRCUS

owner: Cat Boucher



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Open 24hrs with a music stream for you relax to, explore, hang out with friends, or rest a weary soul.
B&B's is your place and home.
An established venue since '10.

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owner: Kran Trueblood

Friday Night at The Pocket

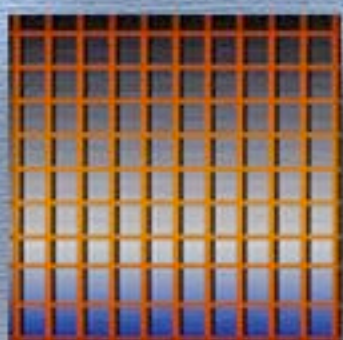
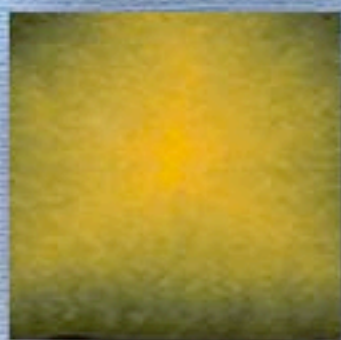
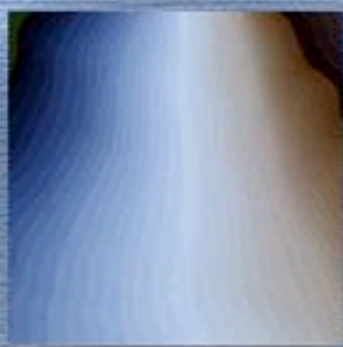
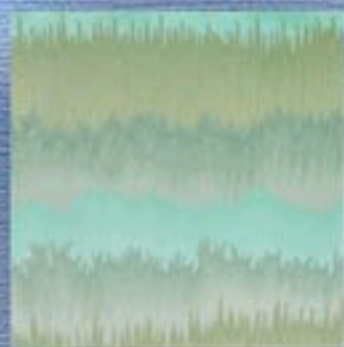
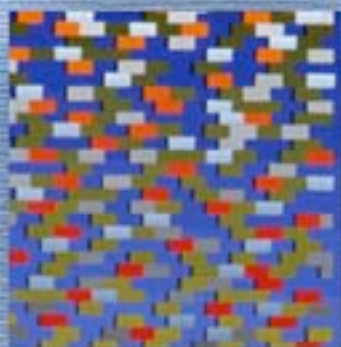
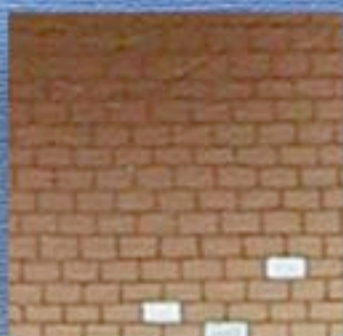
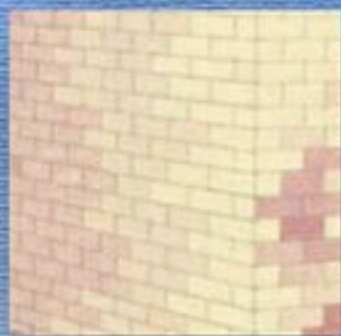


Friday Night
Live Music
in Second Life
since 2007

owner: OhMy Kidd

psychological scenery

Paintings by Eleanor Medier



GALLERY
MEDIER

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

“Our challenge is to go beyond the virtual world as a 3D toy, into something with a solid foundation. Machinima breaks the real life/SL barrier, because it reaches a broad audience without their need to log in. We give people an idea of the vibrancy and potential of creative applications in this new society. They must want to come into virtual worlds to learn and confront the learning curve.”

—Jayjay Zifanwe, University of Western Australia

UNIVERSITY OF WESTERN AUSTRALIA

UWA's virtual campus is one of the most active and comprehensive in Second Life®. Leading in academia, sciences, and the arts, they are famous for their 3D Art Challenges, attracting the best and most talented virtual artists.





PHOTOGRAPHS BY NETERA LANDAR AND ELEANOR MEDIER

collaborator

“When new in the virtual world, you soon become aware that people make and sell items, they roleplay, and others use it as a 3D chat room. You have to ask yourself: ‘What should I do in this place?’ I build a psychology of spaces. To use them means being community-based.”

—Kaya Angel



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—Selina Greene

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, publishing, discussion, and a great community. Newcomer friendly.



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Successful writers get themselves out there by hosting events and by reading at open mics.



Marketing is essential for success. It is not enough to just create. Each creator must also get that work seen or read.

collaborator

“I enjoy discussing the creative process. I also love when authors read to audiences. And, going to many concerts, I hear new talent all the time and want to share their music with others who might not have heard them. People are riveted learning about the artists’ real lives—how they began, what inspires them, and how they are growing in the virtual world.”

—Netera Landar,
Editor-in-Chief and Publisher

Dedicated to the “unforgettable” people who bring a little joy into our lives through art, writing, and entertainment—the best and brightest from the virtual worlds are featured.



Unforgettable

- Isablan Neva Builds Out of Love
- **Dexter Ihnen is Funkalicious**
- Morgue McMillian-Shoreland Expands Virtual Roots
- **Sweethearts' Shannon and Blake Endear and Endure**
- Kage Stratten Wraps Form in Emotion

#Five

Isablan Neva

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