

SIM STREET JOURNAL

EXPLORES THE RELEVANCE
OF VIRTUAL TO REAL
COMMERCE AND CULTURE

<http://simstreetjournal.wordpress.com>



- luck from listening
- the universal in the individual
- motivation to momentum

ISSUE #7 • 2014

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Luck Created

by Eleanor Medier

In an ideal world, those who succeed are the most capable. Sadly, in the real world, often the most talented find roadblocks of timing, geography, even age. But in Second Life,[®] an even playing field offers a new fulfillment of the ideal. Gone are considerations of race, location, gender, and chronology. All that matters, so residents may hope, is ability.

Yet realities of luck still enter this hopefully ideal world like a shadow from a street lamp. Contributors still need the right timing, response to need, skill set to meet it, and vision to carry it forward. The talented presented in this issue don't depend on luck, though they may have found a nice dose. Each has created their luck by listening.

Is SL a meritocracy? Can the ideal life be achieved here? Can the advantages even spill over into real life? Such questions inspire these achievers and propel their momentum.

Luck is not something that simply happens to people. Luck is formed by being in the right place at the right time with responsive ideas. It is a set up that may not be dependable or predictable, but it is fed by persistence and passion. Each of these contributors is expert at matching their abilities with the needs that they perceive, beginning with themselves as representing the universal.

virtual visionary

- KT Syakumi has an enviable momentum. Having entered SL in its early days, she represents the quintessential entrepreneur who envisions products that relate to what she needs, and finds sustainability in her company IntelliGroup. "Suite Intelligence"

PAGE 18

critic's choice

- Paris Obscur is hard to categorize as a musician, which gives a freedom within his brooding style. Penetrating deeply into emotions and view-points, he listens to feelings, hears the tones, and inspires through others' experiences. "Emotional Translator"

PAGE 30



pioneer profile

- Amy Nevilly has helped to grow SecondAds and many game products with visionary marketing. Offering ways for newbies to earn lindens, she was attuned to such needs in her first days. Working collaboratively with owner Wili Clip, their company retains consistent leadership. "Ear to the Ground" PAGE 40

ask ann advice column

- Ann Slanders does not shy from challenge. She listens to the trials and tribulations of those wishing for an ideal world, but finds that human nature operates by its own momentum. Her sage advice will soothe those emotionally confused and weary. "Ask Ann" PAGE 46

new voices

- Buckley36 reminds readers of what it means to be new and the quest begun by every resident upon rezzing. With a journalist's sensitivity, he represents the journey begun by all, and captures the enthusiasm that builds its own momentum. "Fresh Eyes" PAGE 68



the aesthete & the amateur

Eleanor Medier and Heavy Writer discover two artists who bring unique realities into the unreal.

- Gem Preiz ("Aliens or Ancients")
- Liz Lemondrop ("Views to the Outside")

Both, who exhibit at the beautiful and expansive Angelwood Bay Galleries, question the circumstances of viewpoints and what it means to the virtual world.

"Mysterious versus Obvious Realism" PAGE 54

in-world to our

- Eleanor Medier is the real life business author of *Digital Design Business Practices*. It covers realities of creatively-based enterprises. Artists' lack of knowledge dealing with copyright inspired this strategic tool.

"Copyright Clarity" PAGE 10



Please note that more selections are available online:

- Paris Obscur full article
- Amy Nevilly article
- Gem Preiz installation
- Liz Lemondrop more art
- Eleanor Medier's copyright guide.

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.

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explores relevance
of virtual to real
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and culture

HOW TO READ



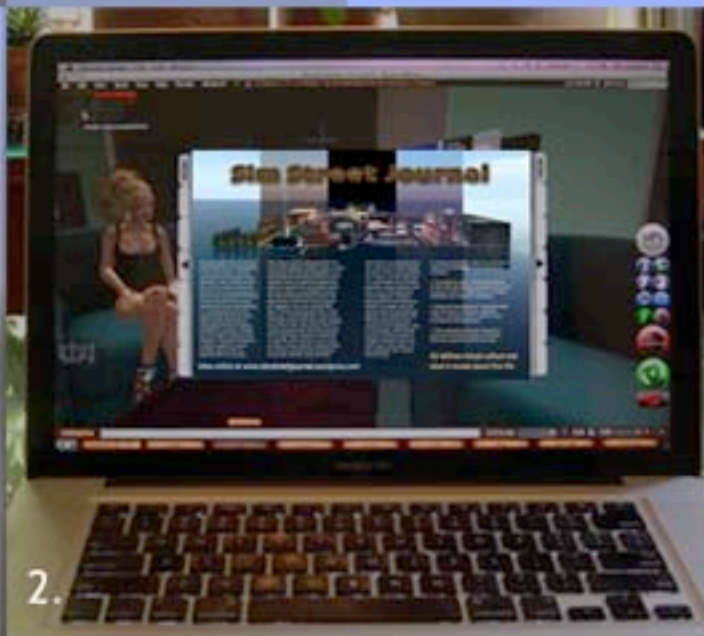
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- influence the map and choose a city
- select a country and government
- advantages during the game

<https://www.facebook.com/LastOfHumanity>

**in-world
to out**

Copyright Clarity

by Eleanor Medier
author, entrepreneur,
publisher



Most artists and designers speak about creative asset rights without knowing what they really are.

Find out! SSJ ONLINE at simstreetjournal.wordpress.com/creators-rights/copyright-clarity-artists-informed/ describes the law in ways that creatives can understand. BE INFORMED!!!

Read the full article online:

<http://simstreetjournal.wordpress.com/creators-rights/copyright-clarity-artists-informed/>



This is a primer for how the real copyright law works, covering the three significant segments:

COPYRIGHT DEFINITION

OWNERSHIP RIGHTS

PERMISSIONS

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explores relevance of virtual to real
commerce and culture



IN-WORLD

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kiosks, back issues, gifts



Club Hallyu is the finest asian club where you can:

- listen to all the best KPoP, JPoP music, and more
- shop in our mini mall for Korean style clothing, KPoP gestures, and more
- enjoy performances by dance groups, SL cosplay bands, live singers
- take part in our KPoP festivals.

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ONLINE this issue

- Paris Obscur describes his mystique
- Amy Nevilly innovates marketing
- Aesthete & Amateur critique additional art by Gem Preiz and Liz Lemondrop
- Eleanor Medier defines copyright issues

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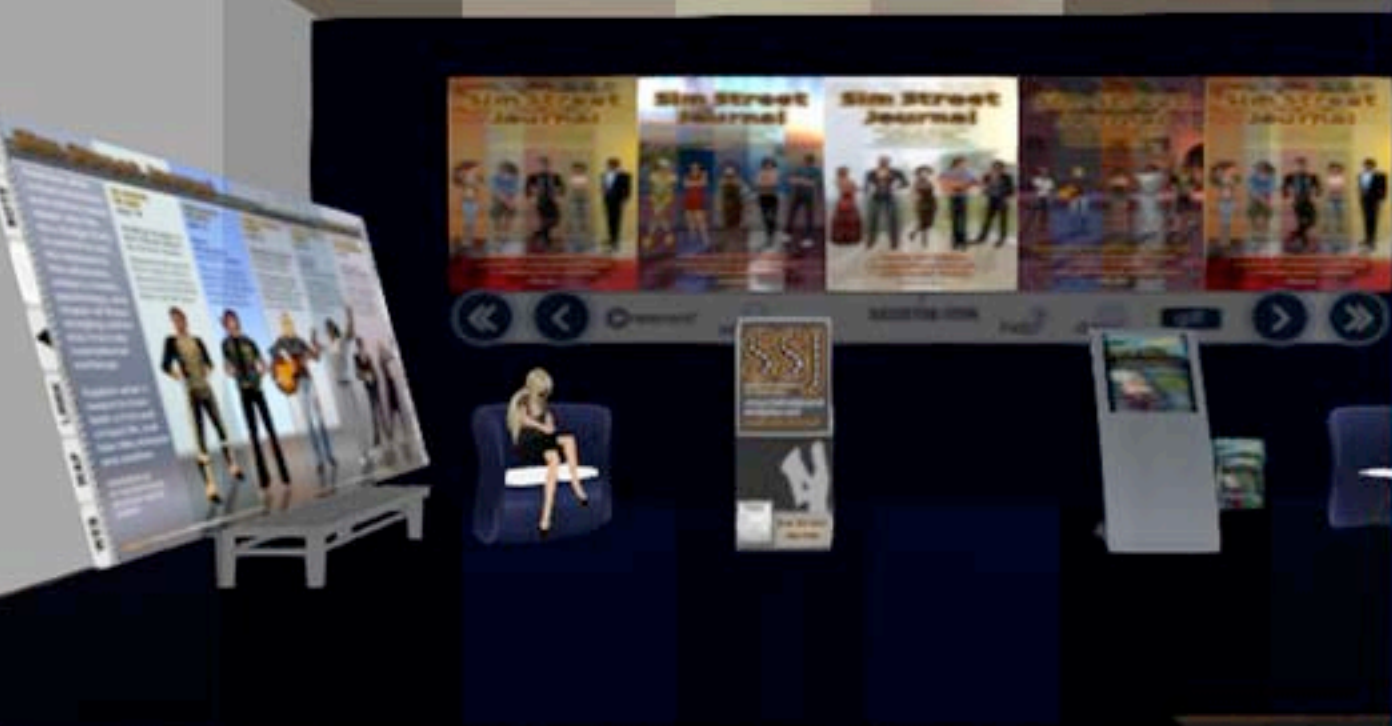
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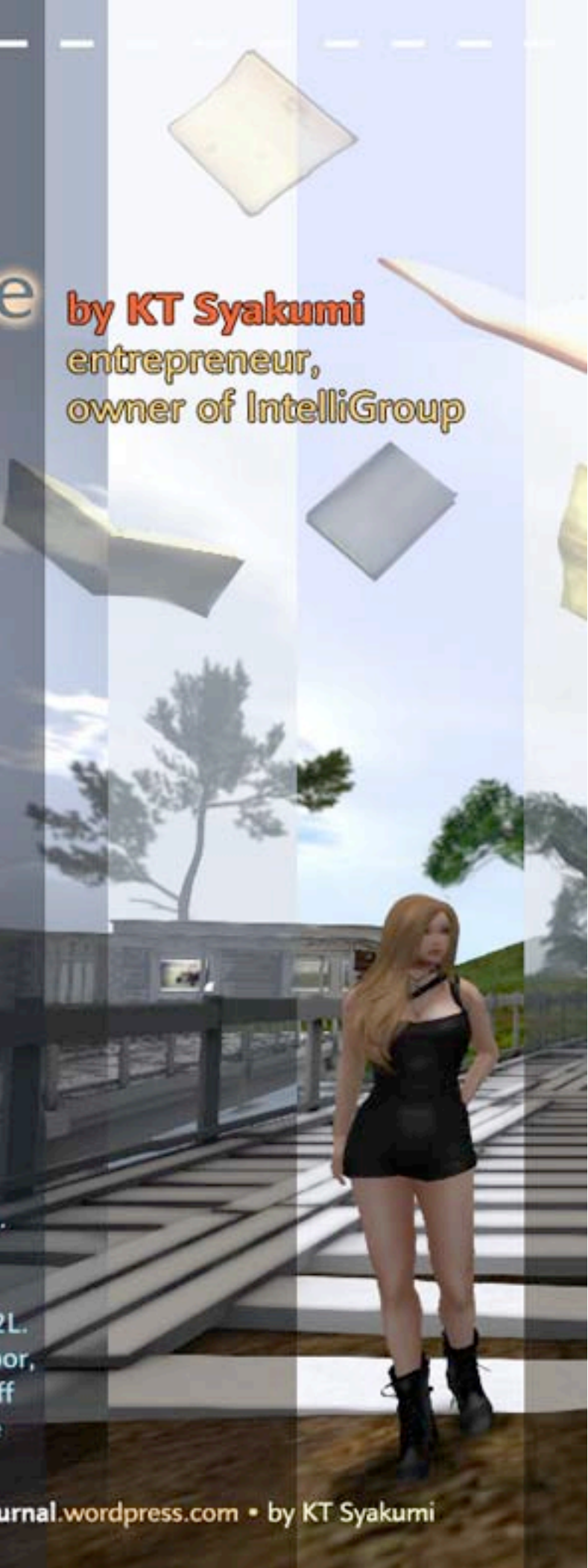
Suite Intelligence

If you're not learning and doing different things, SL can get stale, even boring. Fortunately there's always something to learn. There's a time to go to a club and muck around, chatting and dancing. But if that's ALL you do in SL, I think you'd soon get bored. Well, I would. I get distracted easy becau.....oooh shiney! That over there looks good. I'ma going to do that next! So I just do stuff, flitting from one to the other.

When I saw a 2006 magazine article about Second Life,[®] it looked cool. I'm a bit of a tech geek so I had a look. I stayed on the help island for two weeks because I thought that was all there was!

Then I fell into having a business. Back then, Linden Lab had the first land program where you could buy a 512m2 plot for \$512L. I bought one and met my neighbor, Lilyneeanne. We bounced one off the other. Eventually we became business partners.

by KT Syakumi
entrepreneur,
owner of IntelliGroup



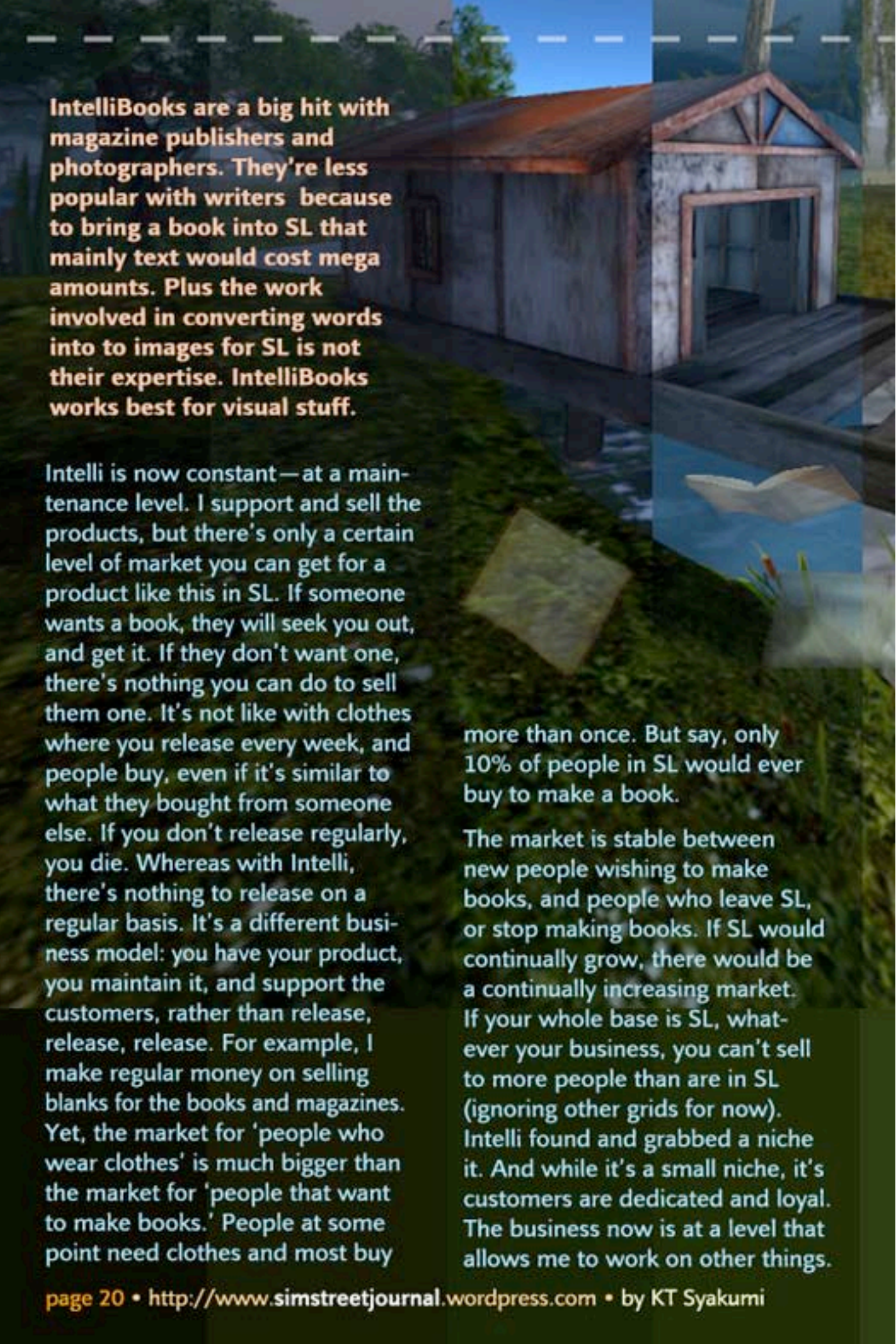


Influenced by my real life as a photographer, we started off by making a slideshow frame: IntelliArt. I still sell it. Then we made an art gallery to support it. So we sold the art in frames and the frames separately. We got artists in to exhibit in the frames— back in '06 and '07, the art world was less developed than now.

Then we made an adboard system, which was the slideshow frame with extra features. At the time, there were only two adboard systems in SL, and eventually ours was in maybe 75% of the clubs and other 'service' places in SL. It still sells well.

The books came down the line when I needed something to display photos. I couldn't find a book to present them, so we created IntelliBook, which we improved over the years. Lily did most of the initial scripting, I did the development, testing, marketing etc.

Lily and I kept adding stuff. The books evolved, and we found a niche. The books are definitely the most successful product. There are other products around, but I say, and it's backed up buy people who have used them, that the Intelli system is still the best. Also, we bought out a competitor when he decided to leave SL. We still have a line to him. So I support Thinc as well as Intelli. Lily left a few years ago, and now it's just me. For a while, I stopped making new Intelli stuff.

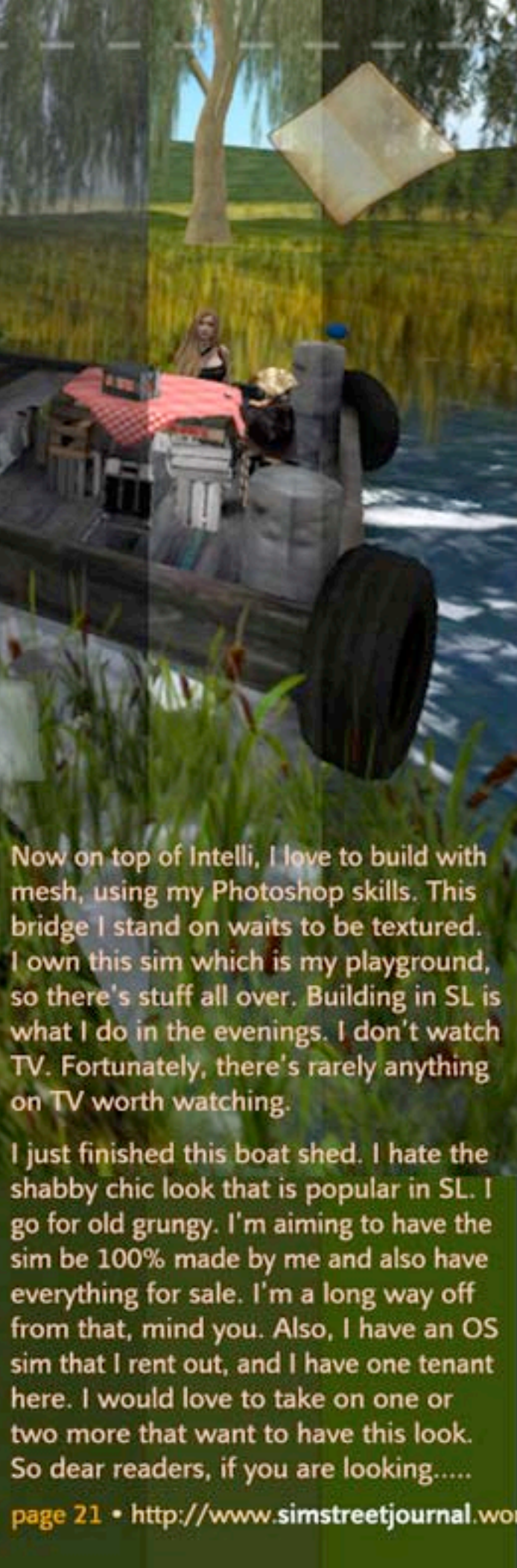


IntelliBooks are a big hit with magazine publishers and photographers. They're less popular with writers because to bring a book into SL that mainly text would cost mega amounts. Plus the work involved in converting words into to images for SL is not their expertise. IntelliBooks works best for visual stuff.

Intelli is now constant—at a maintenance level. I support and sell the products, but there's only a certain level of market you can get for a product like this in SL. If someone wants a book, they will seek you out, and get it. If they don't want one, there's nothing you can do to sell them one. It's not like with clothes where you release every week, and people buy, even if it's similar to what they bought from someone else. If you don't release regularly, you die. Whereas with Intelli, there's nothing to release on a regular basis. It's a different business model: you have your product, you maintain it, and support the customers, rather than release, release, release. For example, I make regular money on selling blanks for the books and magazines. Yet, the market for 'people who wear clothes' is much bigger than the market for 'people that want to make books.' People at some point need clothes and most buy

more than once. But say, only 10% of people in SL would ever buy to make a book.

The market is stable between new people wishing to make books, and people who leave SL, or stop making books. If SL would continually grow, there would be a continually increasing market. If your whole base is SL, whatever your business, you can't sell to more people than are in SL (ignoring other grids for now). Intelli found and grabbed a niche it. And while it's a small niche, it's customers are dedicated and loyal. The business now is at a level that allows me to work on other things.



Introverted people need to be happy inside their own heads. In my head, there are things waiting to escape. And they can escape into SL. Building is a mostly solitary occupation and I like that. But introverts don't necessarily hate people. In fact, I'm less introverted in SL than in real life, which is a confidence booster. SL helps me see that.

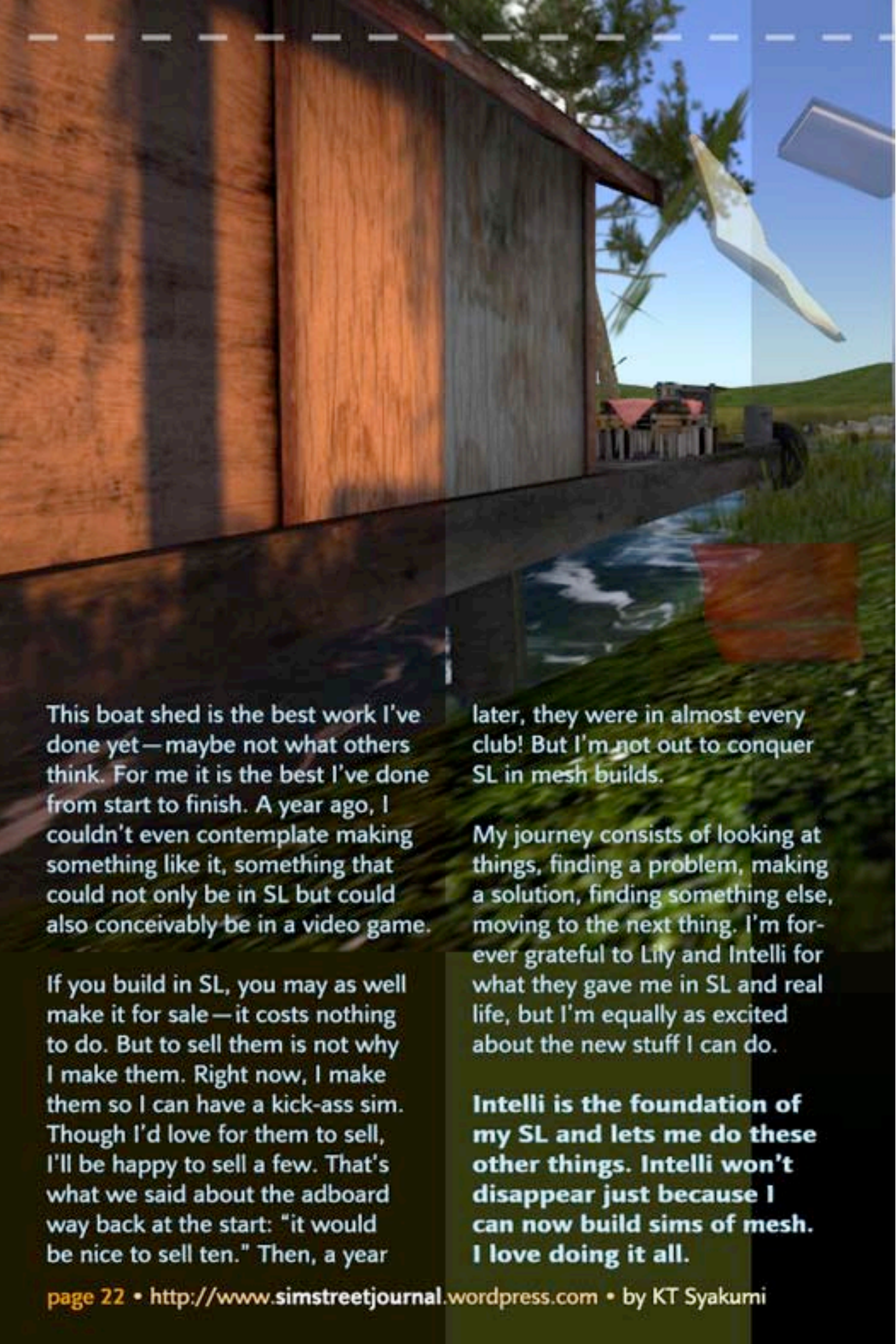
SL can be quite intrusive, especially if you don't live in America. I am in New Zealand—almost the opposite time zone to SL! There are people in SL that want stuff NOW. And because I'm not around a lot during the US day, I occasionally get an upset IM from someone who demands that I be there. Fortunately, I'm fairly flexible in real life, and can often pop on.

This may sound weird, but I don't see SL in terms of challenges—there is stuff I can do and stuff I can't do. If I want to learn the stuff I can't do, then there are facilities in SL to do so.

It was when I managed the SL 9th Birthday Celebration that I saw mesh emerge. Then I decided to learn it. But I didn't say 'I'm going to conquer the mesh challenge.' I just said 'I'm going to learn mesh—something else I can do to keep SL interesting.' A year later I'm building mesh nuclear reactor towers with space rockets inside!

Now on top of Intelli, I love to build with mesh, using my Photoshop skills. This bridge I stand on waits to be textured. I own this sim which is my playground, so there's stuff all over. Building in SL is what I do in the evenings. I don't watch TV. Fortunately, there's rarely anything on TV worth watching.

I just finished this boat shed. I hate the shabby chic look that is popular in SL. I go for old grungy. I'm aiming to have the sim be 100% made by me and also have everything for sale. I'm a long way off from that, mind you. Also, I have an OS sim that I rent out, and I have one tenant here. I would love to take on one or two more that want to have this look. So dear readers, if you are looking.....

A virtual environment featuring a large wooden boat shed on the left. The shed has vertical wooden planks and a dark roof. To the right, a large, white, sail-like object is suspended in the air. The ground is green grass, and there's a blue sky with some clouds. In the background, there are some buildings and a hill.

This boat shed is the best work I've done yet — maybe not what others think. For me it is the best I've done from start to finish. A year ago, I couldn't even contemplate making something like it, something that could not only be in SL but could also conceivably be in a video game.

If you build in SL, you may as well make it for sale — it costs nothing to do. But to sell them is not why I make them. Right now, I make them so I can have a kick-ass sim. Though I'd love for them to sell, I'll be happy to sell a few. That's what we said about the adboard way back at the start: "it would be nice to sell ten." Then, a year

later, they were in almost every club! But I'm not out to conquer SL in mesh builds.

My journey consists of looking at things, finding a problem, making a solution, finding something else, moving to the next thing. I'm forever grateful to Lily and Intelli for what they gave me in SL and real life, but I'm equally as excited about the new stuff I can do.

Intelli is the foundation of my SL and lets me do these other things. Intelli won't disappear just because I can now build sims of mesh. I love doing it all.



If new in SL, don't come in thinking you're going to set up a business and make money. SL doesn't work like that. It certainly won't work with a real life marketing strategy. But it's no different than real life in needing time to grow. No creator I know just came in, set up a store and starting taking money out.

Come into SL, get to know it, how it works. Hang out, explore—look for where you fit—start making the stuff you want to make, or do the things you want to do. Thousands of people never get past the 3D chat room part of SL, which is sad because there's so much more to do.

Another part of my SL is mentoring and helping people. I used to be an SL mentor. That program doesn't exist now, but I still like to help those that want to learn. I had help when I didn't know anything. So I help others when I can—kinda paying it forward. I try to answer any question, except ones about sex. Looking after those that buy my stuff, most need a bit of help when starting, especially with some of the advanced Magazine Factory features. Some of those features scare even me, and I made it! Constructing the basic book is easy though. The instructions are very literal—New Zealanders are very literal people.

I've done Intelli, gallery owner, club manager, exhibited my real life photos, managed events, contract building, mesh etc. etc. I've stuck my toe in many waters in SL. Sometimes I dived in, others the water was too cold. But I looked around, and found where I fit SL and where SL fit me, and as a result of all that, I know a lot more about how SL ticks than a lot of people.



The biggest mistake artists and publishers make when starting creative businesses is not to ask: "Why start them?"

If you think you'll buy a book, load it with your art, and it will sell all over SL, it won't. It doesn't matter how good the book is. Just like real life, you have to do the hard yards. Having a great product means little.

I did that with my photographs. I had a few exhibits, got into some galleries, sold a few. But I wasn't into it enough to keep releasing, releasing, releasing. So now I just have a gallery to house my photos that no one sees.

The books are not really about being creative; they are about giving others the tools to be creative themselves. People sometimes ask what my books look like. Umm..... however YOU make them. People often come in and show me one and say "I want to buy the system that made this." But I also try to find out what their needs are. I'd love to sell everyone the most expensive, but they don't always need it, so I sell what they need. They can advance in stages. It's an evolution for them too.

SIM STREET JOURNAL

in-world features:

(created with Intelli Magazine Factory)

- menu to size and find pages
- landmark links to teleport directly
- website link to open in browser
- notecard for more information available inworld to wear or rez



back issues released on Marketplace



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Creations



Mardi Gras outfits Feathers and

Male and female clothing, formal gowns and tuxedos, jewelry, female shoes and boots, costumes, latin dance clothes, fashion for weddings, and ballroom dancing.



G&T Creations is *the* store for the avatar who wants to go through SL in style.

SIM STREET JOURNAL ONLINE

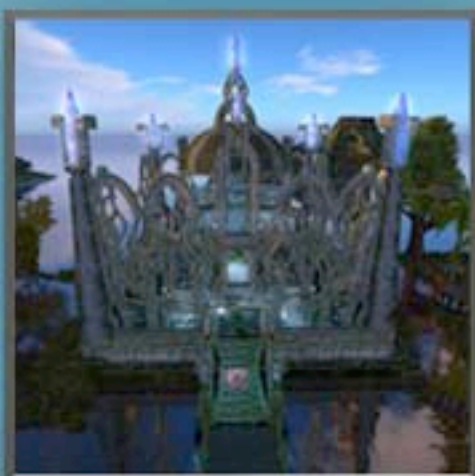
IN-WORLD — rez or wear

- pages are HUD-like with LMs and links
- visual presentation of large photos
- features and highlights
- Ann Slanders advice column
- display on pixel property
- PDF download version

ON-LINE — interactive

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- images and albums not presented in-world
- archives of entrepreneurs and artists
- links to resources and contributors
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• Tiki Lounge • Szombi Estate • Romantic Treehouse • Romantic Lake

-critics' choice-



Emotional Translator

by **Paris Obscur**
(Jonathan Dimitri Soderstrom), musician

Emotions are a gift. In my stories, you don't die when your body dies, but when you stop feeling. For me, feeling is just like breathing; it's a necessary part of life.

I love to read peoples' minds and hearts. People easily talk to me about how they feel. I absorb all this and represent them. In my songs, different characters speak of their lives. All are inspired by real stories, that I've mixed. No character really exists; each is a blend of different people/stories.





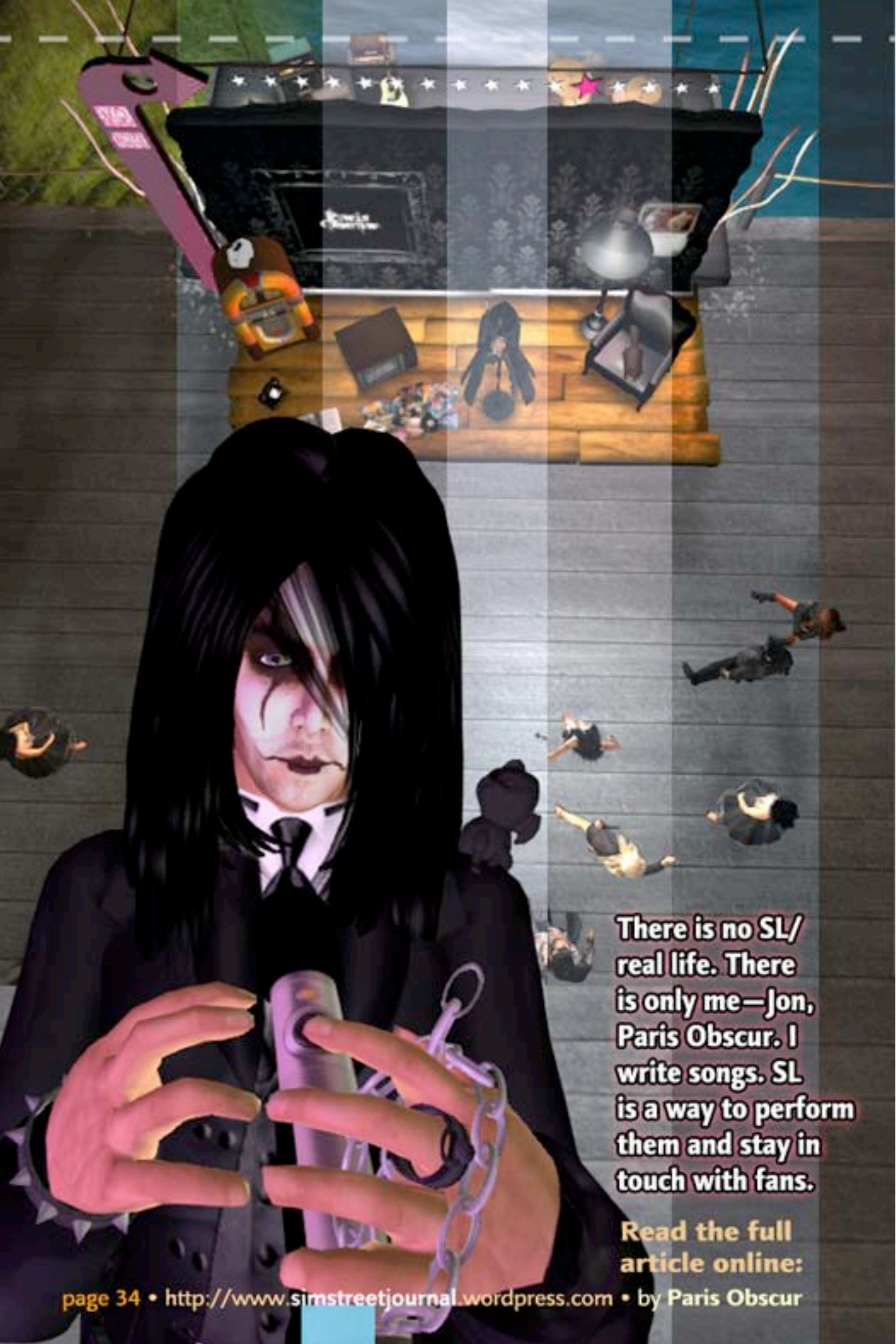
The characters in my stories are both mean AND nice; they have good AND bad sides, not always as honorable as hoped. Black and white don't necessarily produce grey. In feelings and values, I don't like grey. Take white cotton and black wood. Try to make something grey with them. People can be awful and amazing, at the same time.



Read the full article online.

When I sing, I focus on the voice only. The instrumental tracks are loaded on my MP3 player. I wrote all the instruments, and I carefully craft synthetic sounds with acoustic real sounds. The instrumental richness can't be done with a guitar or a piano alone. And I do not have twelve pairs of arms.


An extrovert CAN have a rich inner universe. I live strongly and fast. I have a very dense life for my age, and all this feeds the beast inside. So I feel, and I express, and people get, and give back. Sometimes, just a comment can change the way I'll see a song.



**There is no SL/
real life. There
is only me—Jon,
Paris Obscur. I
write songs. SL
is a way to perform
them and stay in
touch with fans.**

**Read the full
article online:**

page 34 • <http://www.simstreetjournal.wordpress.com> • by Paris Obscur



Paris Obscur

We all are ... little Monsters
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EAR TO THE GROUND

by **AMY NEVILLY**

An entrepreneur in SL should not think about how to make money from SL. They should instead think about how to grow SL, and make some money in the process. Whether that is through helping new players, or simply enriching the standard of 3d design — that should always be what is in their minds. It's like this: If entrepreneurs don't grow SL, then they shrink it. There are two different groups in SL — those here to have fun and those here to do business. The key is to make peoples' SL experiences more pleasant ones. People who come here to take advantage of players really anger me. They get a one time payoff, and quit. This hurts all businesses.

SL has changed me as a person. I've always been an entrepreneur, but this is a fantastic sandbox to refine skills and thinking. We discover ourselves.

Read the full article online:

page 40 • <http://www.simstreetjournal.wordpress.com> • by Amy Nevilly



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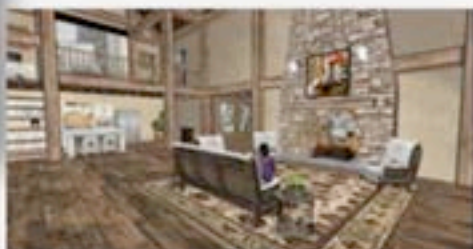


COME AND BE CAPTIVATED by the beautiful lakeside surroundings, genuine warm welcome and the BEST MUSIC on the grid at CAY'S AT WOODLAND LAKE! At Cay's you will hear a wide variety of BLUES, SOUL, and CLASSIC ROCK played for you by some of the best DJ's in SL. Become a "Cay's Captive" and we promise you won't be disappointed!

WOODLAND LAKE

The logo for 'Homes at Woodland Lake' features the word 'Homes' in a large, white, serif font. Below it, 'at Woodland Lake' is written in a smaller, white, cursive font. The background is a vibrant, abstract design with purple and blue swirling patterns and glowing light effects.

Looking for a new home but don't want the hassle of house or furniture shopping? One of the custom decorated homes may be just what you are looking for! Contact Cayleen Linette for a home tour or for more information on the advantages of living on Woodland Lake.



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,

I had a lovely quiet home which I enjoy inviting a few friends to, but I invited a new resident for a tour last week. Now, she keeps appearing in my bedroom with no warning. She stands there a few minutes, then disappears. Is it just me, or is this creepy?

How can I boot her forever?

Yours faithfully,

Creeped Out

Dear Creeped Out,

It *is* less than ideal, certainly, if you value your privacy at home. She may have taken a landmark there, or crashed from your bedroom, and perhaps she keeps logging back into the last position and crashing again. Most people learn that an invitation is good for one day and does not imply that repeat unannounced visits are welcome, yet others are less aware that virtual homes are indeed private spaces.

You have a few options.

The impersonal option is to change your land settings to stop visitors, disallow others from setting their home on your land, or using an orb to eject them.

This will certainly get rid of her, but may leave her scratching her head and frustrated.

The generous option is to talk to her, and offer her a place on your land in which to set home and use as a dressing room until she finds her own place.

Perhaps a skybox well out of the way. You may discover a wonderful friend doing this.

The fun option is to set up a bubbling cauldron right where she lands and wait to see what happens.

Best of luck,

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 am a woman in SL who loves shopping with her friend (I'll call her "Beth"). Beth became SL pregnant, and so we turned to shopping for nursery things and maternity fashion. Now, she has two 'kids' who always come shopping with us and I can't stand them! They run everywhere, annoy everyone, interrupt constantly and talk like ...well...simpletons . How do I get my friend back?

Yours,

"Blissfully Childless"

Dear Ms Childless,

Many adults use SL to roleplay things they may not get to fulfill in RL. Some love to be or nurture children, and grow virtual family structures, while others use SL to escape from child-centered activities. You and Beth both have the right to use SL your own way. Beth may be revelling in something she can't do in RL, and hopefully soon her children will grow up , be kidnapped, or run away. In the meantime, here are some suggestions to keep your friendship healthy until Beth has more time for you-

- Widen your social circle, and shop with others at times.
- Send Beth a formal invitation to a Mother's Only Spa Day, and treat her to a makeover. Then find other ways to pry her away from the brats.
- Make some space for the children in a more pleasant way. Perhaps arrange a picnic and trip to an SL zoo or playground. There are some great fairgrounds about the place, and you might enjoy playing auntie sometimes.

You never know!

Ann



You got the blues?

We do too!

Fog Bound Blues



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)

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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 3

Mysterious versus Obvious Realism

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

by **Eleanor Medier**
with Heavy Writer

The only way to know if Heavy has learned anything about art is to challenge him. As his confidence grows he gets more arrogant. Let him not forget that he represents the man on the street! I firmly believe that viable art must communicate to a wide audience. There are many works I love conceptually that are sadly missed by most viewers. The great works *elevate* the viewer; they inspire or teach, and only confuse when that is the theme conveyed.



It is with mixed feelings that I teach Heavy about how to view art, how to talk about it, and the concerns by which it is judged. No where is a little knowledge more dangerous than in the arts! Yet, confounding him, testing him, and even arguing with him is fun—until he overextends himself. That is trouble. I hoped that by sinking his fishing boat, he would leave my painting collection alone. Yet, I know he won't, so I need to devise a humbling experience that will show him how little he really does know.

Timing is everything, so I wait until he seems receptive right after dinner. "Heavy dear, it is so heart-warming how much you have embraced participation in my profession. Yes, being an art critic is fun. But, you need to know value too. After all, art is a business—it is not just self-expression or a hobby. So, since you are gaining knowledge, how would you like to make a bet?"

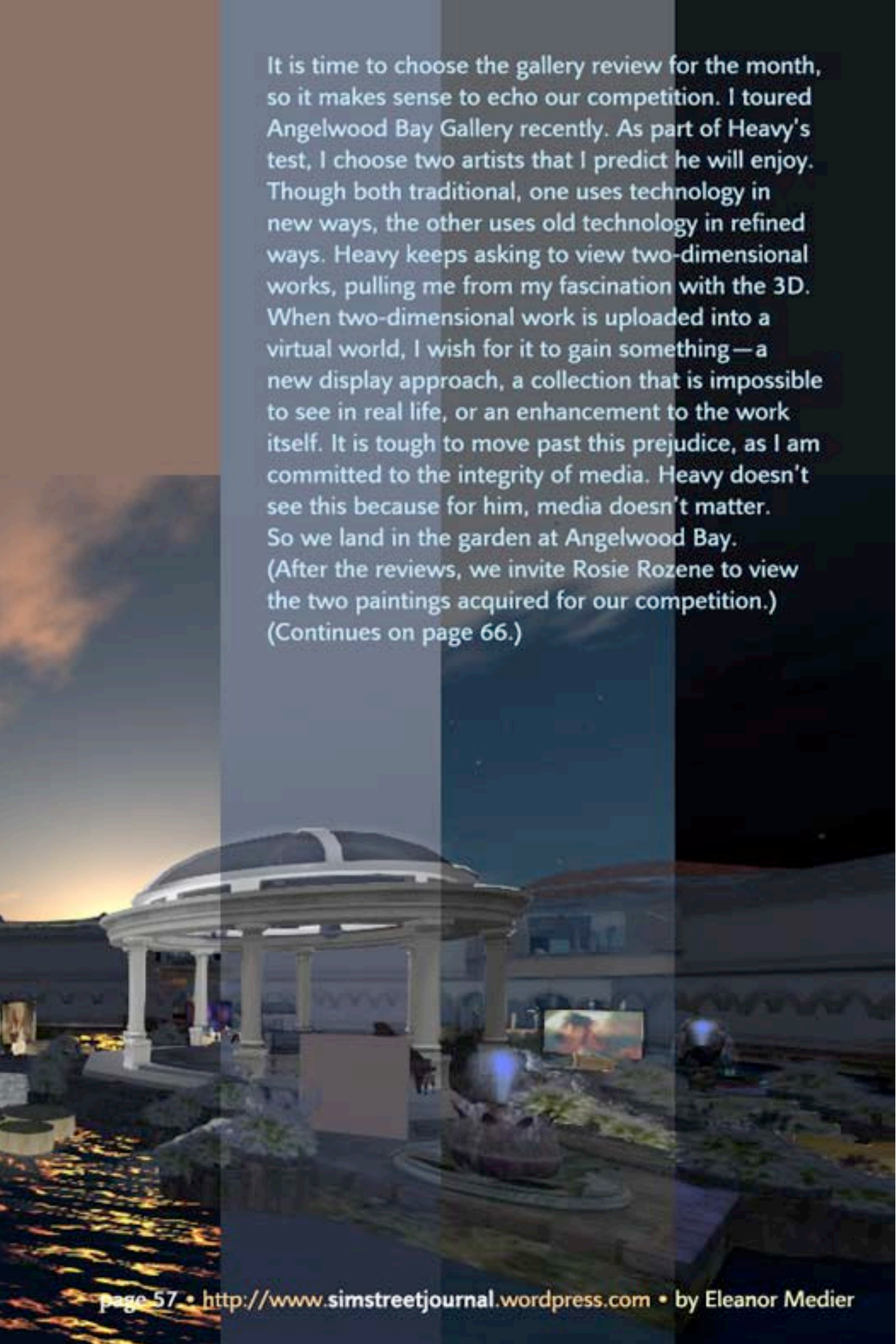


Heavy hates to back down from any challenge. Such an inclination makes him easy to manipulate, so let this be a warning to egos that love to be right. Although Heavy is unpredictable in most things, in this, he is 100% reliable. My question instantly gets his attention. "What kind of bet would you like to make? You better be careful, as I have connections."

"Ok, then let's see how good they are. I have here \$40kL to split. Let us each purchase the most valuable painting that we can find. Then we

will invite an objective appraiser to come over and see which can command the larger return. Although I do not feel that aesthetics and monetary value have much to do with one another, it is only realistic to admit that art is also a financial investment. So, let's see how good you are on a commercial level."

He pauses to consider and I see the dollar signs in his eyes. It is sad for me when people look at art first for how much it costs, but this is part of reality. Heavy reaches out and takes the money with a faraway gaze. I am sure he is already thinking about the strings he can pull. Off he goes, his swagger leaving confidence in the air.

A virtual gallery space featuring a large, white, domed gazebo with columns in the center. In the foreground, there is a fountain with a glowing blue orb. The background shows a building with a red roof and a large screen displaying a painting. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The ground is dark with some glowing patterns.

It is time to choose the gallery review for the month, so it makes sense to echo our competition. I toured Angelwood Bay Gallery recently. As part of Heavy's test, I choose two artists that I predict he will enjoy. Though both traditional, one uses technology in new ways, the other uses old technology in refined ways. Heavy keeps asking to view two-dimensional works, pulling me from my fascination with the 3D. When two-dimensional work is uploaded into a virtual world, I wish for it to gain something—a new display approach, a collection that is impossible to see in real life, or an enhancement to the work itself. It is tough to move past this prejudice, as I am committed to the integrity of media. Heavy doesn't see this because for him, media doesn't matter. So we land in the garden at Angelwood Bay. (After the reviews, we invite Rosie Rozene to view the two paintings acquired for our competition.) (Continues on page 66.)

-the-aesthete-&the-amateur •-PART

Aliens or Ancients: The art of Gem Preiz

Heavy: "This is *my* kind of gallery—comfy chairs, drinks. Who cares what's on the walls? But—this one here—not sure if this can be a city—not one on earth anyway."

Eleanor: "These have surreal architectural references. They seem like buildings, but not really. Or maybe an alien world? Perhaps the inhabitants are not people."

Heavy: "I hope they are friendly aliens."

Eleanor: "Gem Preiz is a formalist—dynamic compositions. They have great dimension and tonal sensitivity."

Heavy: "The colors are simple but vibrant—makes me think of the Pyramids. Might these be made by ancient Egyptians?"

Eleanor smirks: "Or The Ancient Aliens??"

Heavy: "Something is missing—there is no life. It is an underwater ghost city?"

Eleanor: "There is an odd compression of perspective towards the top, like buildings are being pushed down?"

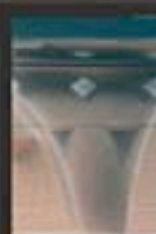
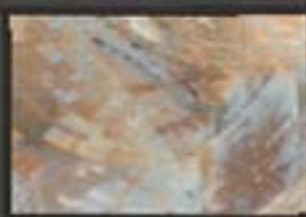
Heavy: "They could be airports for space shuttles. See? At top are the flat landing platforms. Then below are energy generators—those three deformed objects that catch the tides. The buildings are at the bottom—like it is in the desert but underwater. It is a weird mix."

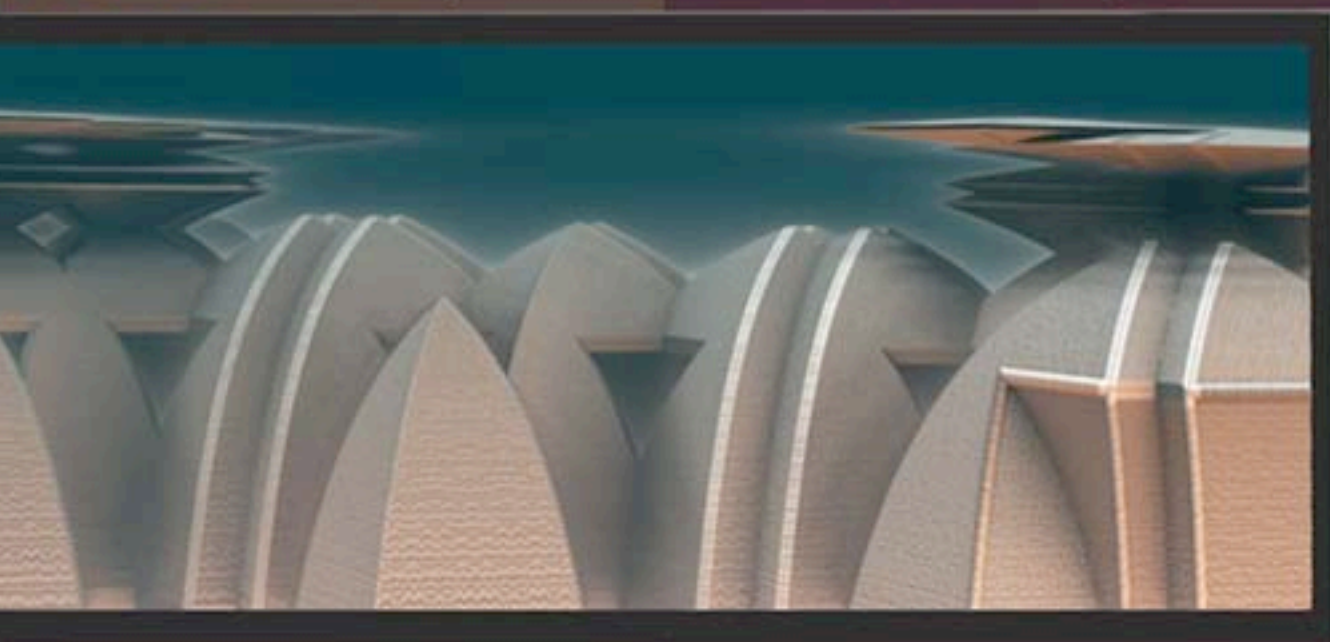
Eleanor: "Maybe this is a flooded city. It has the visual distortion that water makes. The mix of desert and



ocean? Is not the bottom of the ocean sand? It is like sandcastles—packed and moulded. Called 'City of Dreams,' it suggests an ordered fantasy. The two small pieces to either side seem like details of the same place."

Heavy: "There is a *lot* of scifi fantasy here. Anyway, it seems peaceful."



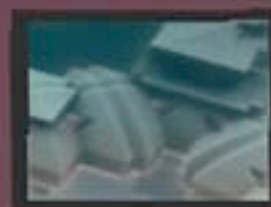
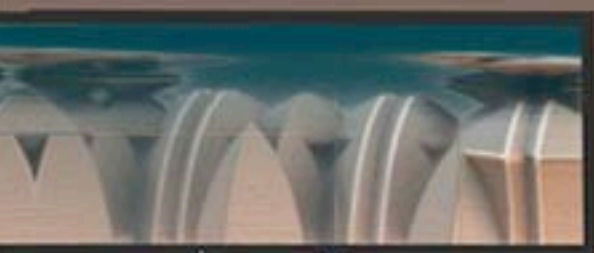


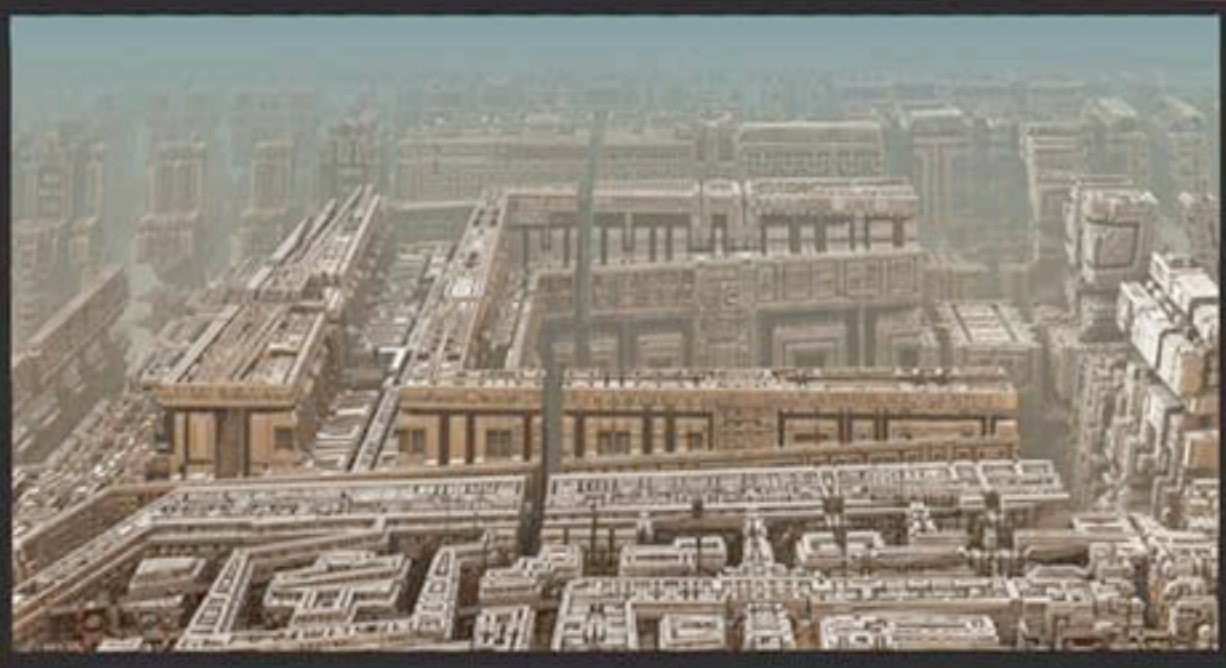
Eleanor: "Consider the three pieces above these. They are the opposite, as if those determined shapes fall apart, even explode. They have action, whereas the underwater buildings are still, even static."

Heavy: "They are not defined and the colors don't mix—brown, blue, yellow—

euwww. Imagine someone dressed in a brown suit, yellow shirt, and blue shoes!"

Eleanor: "Well dear, art and fashion are not the same sensibilities. I wear colors I wouldn't put on my walls, and I have many wall colors I would not wear. However, I think most people DO choose color in art based on what they wear!"





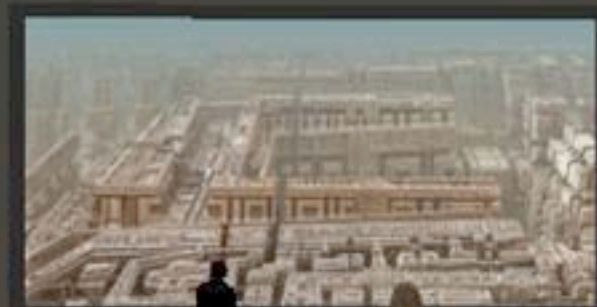
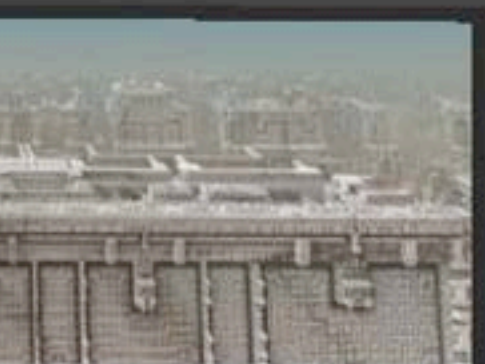
See Review of Gem Preiz: 'Cathedral of Cities' in
SSJ ONLINE: www.simstreetjournal.wordpress.com

page 60 • "Fractal Dream of a City" by Gem Preiz

Eleanor moves across the room: "Now, the ones on the opposite wall look like really big cities — repeating the theme of either ancient or futuristic. It is so intriguing how they can seem vaguely both, but in either case, the time does not seem to be in the present, but frozen or ageless."

Heavy: "Compared with first city we saw, this looks to me like a fortress. These are closer to Aztec architecture — again deserted. And if you look close, it might be the ruins of a city. There is no pavement, no roads."

Eleanor: "I don't see deterioration here — this architecture all looks to be in good shape. Maybe the creatures who live



here don't have feet. They might fly into those spaces. But it does seem that we are always looking at a part of something. It could even be the piece of a space ship. In any case, he never shows us the whole — we always look close."

Heavy: "It can be anything. Again is has a water effect at the top — more like water than sky."

Eleanor: "No, it feels more like fog — mist — an atmosphere. Doesn't it look hazy? They are even dream like, and peaceful."

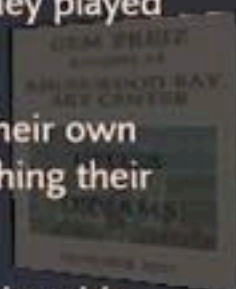
Heavy: "This might be that lost legend of the sunken city — Atlantis. That would be a better name than 'Fractal Dream of a City 3.' We may also presume these are two different civilizations. But this one looks more advanced and will kick ass. Aztecs don't make me feel peaceful — Aztecs were very cruel people. Vlad The Impaler was just a kitten compared with Aztecs."

Eleanor: "Just because they sacrificed people and had festivals of spilling blood down stairways??"

Heavy: "Rivers of blood. They played soccer with skulls."

Eleanor: "They destroyed their own environments by whitewashing their buildings too."

Heavy: "Let's find next drinks table. Darn you need to walk for miles for a free drink."



the aesthete & the amateur • PART

Views to the Outside: Art of Liza Lemondrop

Heavy: "Finally something I can understand — impressionist artist — or expressionist?"

Eleanor: "Neither — this is representational. The more like Hopper these get, the better. The strongest ones have the most mystery."

Heavy: "This is art I can have on our walls — we both like Hopper. Let's sort these pieces. Which one you like least and which one do you like best?"

Eleanor: "Three on the top row have the most powerful compositions — the one with the oval window, the waitress, and the one with the dog. They also seem better rendered."

Heavy: "But the rule is to pick ONE you think is the best. I invented the game so we play on my rules."

Eleanor: "They are all solitary figures looking out windows. They seem to be dreaming or thinking about somewhere other than where they are. Of those three, I like the one with the dog emotionally, but the one with the oval visually."

Heavy: "You just can't follow simple rules huh?"

Eleanor: "Um — Ok. I like the one with the oval the best. How about you?"

Heavy: "The one with the waitress is my favorite — maybe because I like having drinks in clubs and restaurants?"

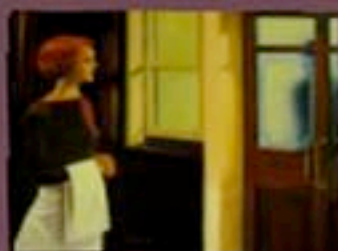


3 of 3 review by Eleanor Medier and Heavy Writer

Eleanor: "Oh? That one is the most like Hopper. Of course, I see the influence of Degas in many others."

Heavy: "There is so much in that painting—color, light, shadow, expression, mystery. But the name 'Reservations' should be 'Waitress' because she is the painting's center subject. She has a moment to pause, to think about other things—maybe her kids left at home, etc. But the moment will be disrupted when the door opens, and a new customer comes inside—see the shadow behind the door? Then she will come to life, greeting the customer."

Eleanor: "Her anticipation is not with joy. She seems receptive—not aggressive. Her hands are clasped nervously and the strong yellow gives anxiety."



Heavy: "No, she waits with professionalism. She takes work seriously, but she has feelings and thoughts and responsibilities. Another story is that it can be the prince charming who will rescue her. The composition gives so many choices."

Eleanor: "The woman in the window with the dog will be interrupted too. She dreams of traveling, but is held by love of home, symbolized by the dog."

Heavy: "It is raining outside, she is bored. Her dog is sad too because he knows there won't be any afternoon trip today."

Eleanor: "The title is 'Unexpected Visitors,' so the car must be coming to her. Well, my favorite is still the oval window. Here, the emphasis is less on the figure."



Heavy: "Which do you think is the weakest?"

Eleanor: "Well, I am looking at the wall with the bird nest on it—and here, I find the upper right one of the couple, the woman on the beach, and the tree to be weakest. I bet you like the ones with the cocktail glasses."

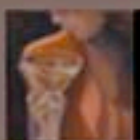
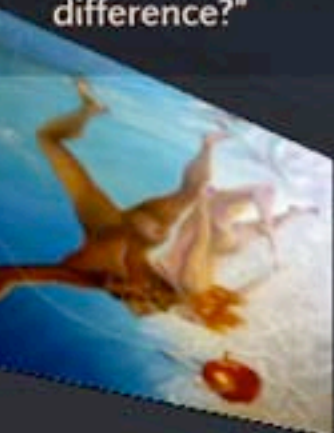
Heavy: "They are good for display in a vintage club or ads for travel agencies or covers for a restaurant menu. I agree that the weakest is the tree—'Eucalyptus.'"

Eleanor: "Contrast it with the bird nest, which is strong. What is the difference?"

Heavy: "The colors are faded and that branch in front is aggressive compared with the rest of the composition."

Eleanor: "It does lack contrast—all shapes are small, nothing dominant. The nest is bold with a contrast of sizes. The background is interesting without distracting."

Heavy: "The blue eggs connect with the blue sky—earth to sky. That tree branch links those two elements—and the mix of them will give life. Pretty Biblical idea—God created from dirt—is the miracle of life—sky (God) and dirt (tree branch)."

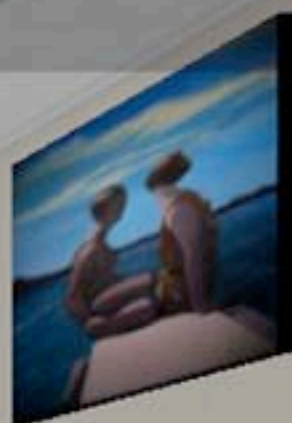


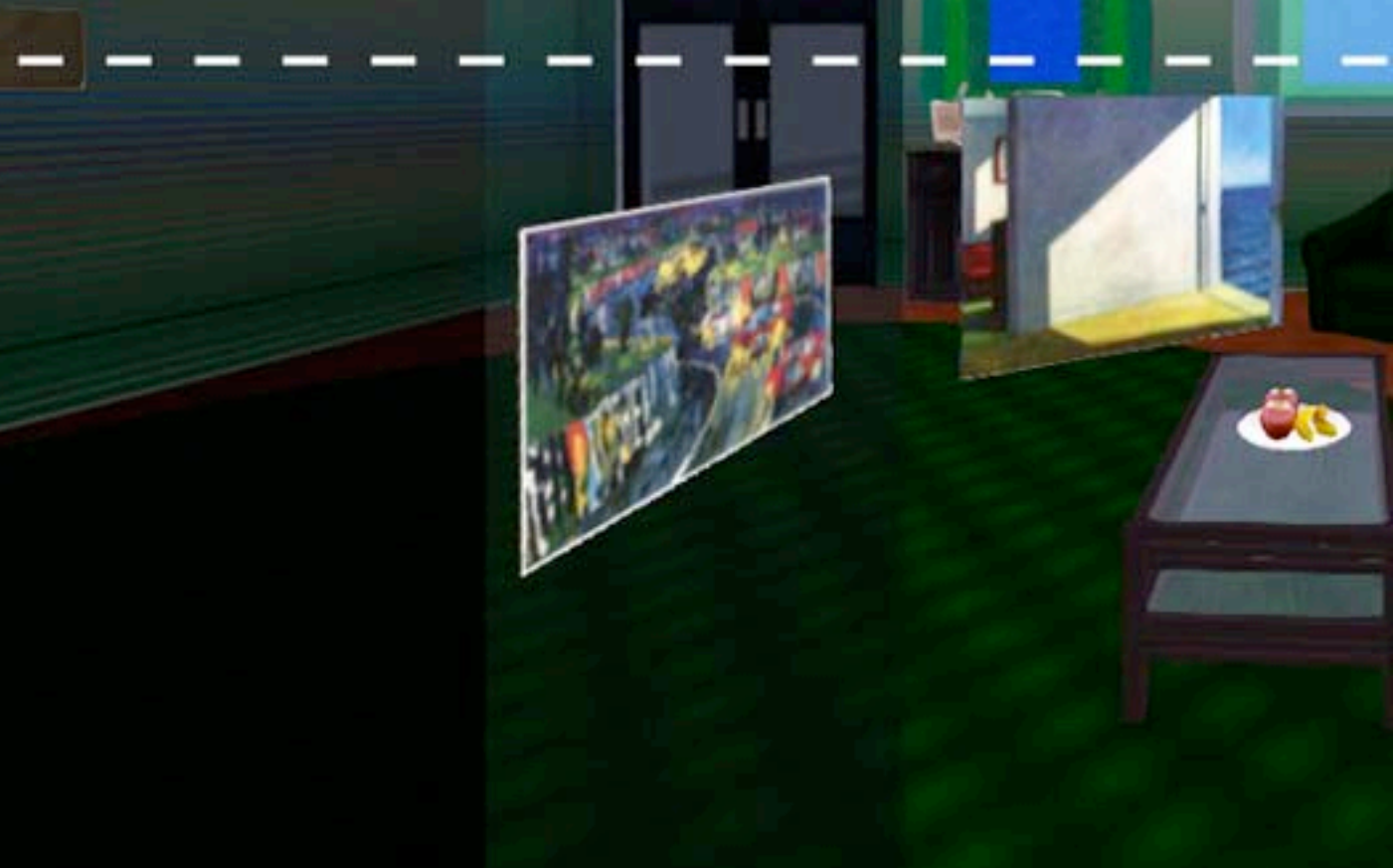
Eleanor: "Liza's best work has positive energy without being cute. But some of the images, like the clowns, seem commercial, even sweet— like Hallmark greeting cards."

Heavy: "The clowns invite you to Venice—they have a three-day masked parade there—an old tradition. I was there once during that parade and is total madness."



"Sweet Home" by Liz Lemondrop





(Story continues from page 57.)

Heavy has a lot to say in the gallery reviews—and I focus on the content of what he pontificates versus his style of delivery. Yet, as mature as I think I am, it is annoying to have my professionalism challenged. On the other hand, it is fun to observe his progressive understanding. I have been looking forward to displaying our competitive choices during this past week. Now it is judgement time.

To be totally fair, we invite a gallery dealer, Rosie Rozene, to appraise our discoveries. She is not allowed to comment on the aesthetic value, only on the monetary. The three of us assemble in our living room with two large flat wrapped packages. I

know that my choice is a fantastic buy, not to mention, an image that I am sure Heavy will adore. And it follows our discussion about Liza Lemondrop's work. I did say that aesthetics are not part of this competition, but I lied. Great art always wins, and I know what is great.

"Ok Heavy. Let's reveal the two paintings to Rosie at once—counting, one, two, three!" And we each tear the brown paper from our packages—and I gasp: "Heavy—what IS that???" My beautiful Edward Hopper image goes unnoticed in my shock, which is not a positive declaration.

"What do you mean dear? This is a very valuable painting by Leroy Nieman. And I am sure it is worth twice what I paid for it," he declares defensively.



I detect that his feelings are about to be further offended, but I can't help myself. "This painting is so commercial and shallow!! How can you bring home such a thing?? Have you learned nothing?" Yet as soon as the words are out of my mouth, I know that is not what he expected. Whenever attacking with criticism, do anticipate resistance. It is a better choice to smile and say "that's very nice dear. Many people like such easy to understand art." Sadly, I don't have that much self-control, and the reaction that I get is not pleasant.

Poor Rosie (actually a secret friend of Heavy's) cannot get a word in. He explodes "You said this competition is about money. No one sells better than Leroy Nieman!! Just because you don't like his work, that doesn't mean it isn't valuable."

He's too reasonable; I am too horrified. He met the challenge, but unfortunately, we are now the unproud owners of a Leroy Nieman that represents what I most hate in the commercialism of art. My poor Hopper, arresting in its appeal, is ignored in the heat of the ensuing aesthetic debate.

Rosie slips silently from the room, with a smirk on her face. She knows that neither of us won the debate: the two paintings are worth what we paid for them. Each has a different audience, and the conclusion is that money and aesthetics don't mix. Also, some people are better students than others.

We find peace in this argument when the Hopper is hung in our living room, and the Nieman brightens a corner of the garage.

new voices - - - - -

Fresh Eyes

A reminder of what it
is like to be new in SL

by **Buckley36**
SSJ Journalist



Frontiers have always captured the curiosity of travelers and explorers. Centuries removed from Marco Polo there is now a new frontier to explore which is limited only by imagination. If Columbus were alive today, he would probably experience pure ecstasy at the sights and sounds that inhabit this frontier called Second Life®.

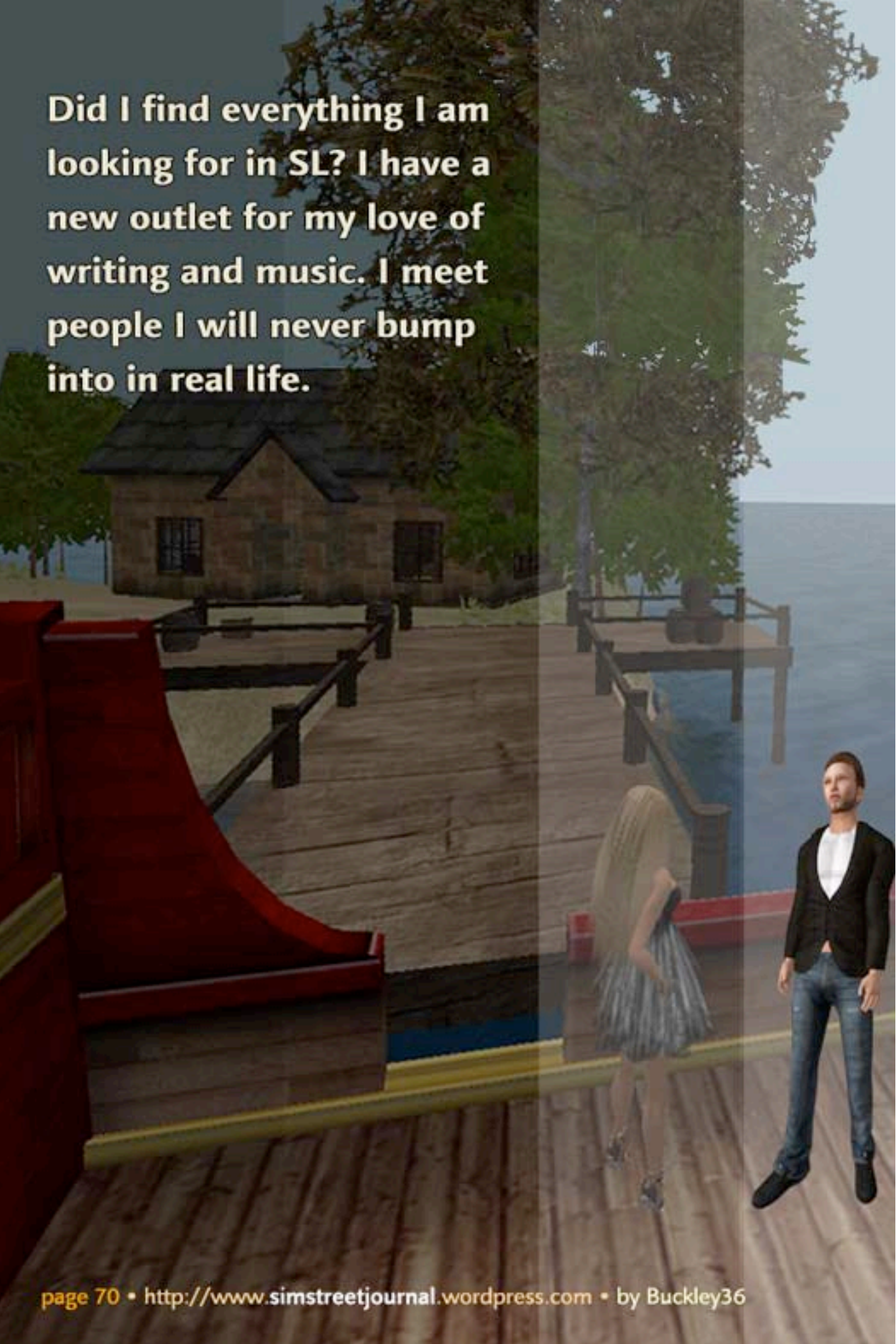
With a passion for creativity I began a journey into this place to experience the human condition through electronic means. What if there were no limits to what we can do? What if we can express ourselves in our truest forms?


For some, SL proves to be a great escape or break from the real structured world of our circumstances. For me, it is a mixture of keeping my mind off of a lost relationship and a desire to focus on creativity. Plus, I majored in journalism because I always enjoy meeting new people and that everyone's story is unique.

Also, I don't fit in with the population where I live in real life. In SL, I meet others who share the same interests and ideas, all without buying a passport or leaving the comfort of my humble abode.

Impressed with atmosphere of the places I visit, SL proves to be a welcoming world where, for the most part, people aren't judged. I have seen a tremendous amount of inspiring creativity. From the horror movie Sims to the giant spider avatars. From houses in the sky to spaceship avatars it appears not even the sky is the limit.

Did I find everything I am looking for in SL? I have a new outlet for my love of writing and music. I meet people I will never bump into in real life.





And so it is that my journey begins after registering and picking a generic avatar. I won't get into the mundane details of appearing on an island and running around like a mad man trying to figure out what I was doing. Or unknowingly teleporting myself to God knows where. But somewhere between confusion and fascination I met people who would become my friends in the first few days in-world. They took pity on me and helped me learn a few ropes.

I learned the intricacies of "adding" but not "wearing" things, which I still don't quite understand. I learned that everyone really isn't grey (thank you DSL). I learned how far a linden will go. I learned that I have a lot more rhythm here than in the real world. The most important thing I learned was that just like real life, SL is what you make it. Whether it is being a zombie or a warrior from a medieval land, there are almost endless variations of what you can do or become.

Did I find everything I am looking for in SL? I have a new outlet for my love of writing and music. I meet people I will never bump into in real life who reside many time zones away such as the U.K. and the Philippines. I remain amazed by the randomness of it all—a trait of the real world as well.

When we enter SL, we leave a world beyond our control and enter into a world of our own choosing. It gives us a freedom we can't otherwise have. In my humble opinion, SL has helped to usher in a new Renaissance of experience.

Even as I write this I am only 16 days old in SL time. It was by chance I met the publisher for *Sim Street Journal* and so here my words sit in cyberspace. Anything waits around the corner in this land of virtual existence?

**in-world
to out**

Copyright Clarity

by Eleanor Medier
author, entrepreneur,
publisher



Most artists and designers speak about creative asset rights without knowing what they really are.

Find out! SSJ ONLINE at simstreetjournal.wordpress.com/creators-rights/copyright-clarity-artists-informed/ describes the law in ways that creatives can understand. BE INFORMED!!!

Read the full article online:

<http://simstreetjournal.wordpress.com/creators-rights/copyright-clarity-artists-informed/>



This is a primer for how the real copyright law works, covering the three significant segments:

COPYRIGHT DEFINITION

OWNERSHIP RIGHTS

PERMISSIONS

Mathilde Vhargon

Xirana Oxímoxi



Active Art

Eleanor Medier

Geejann Blackadder

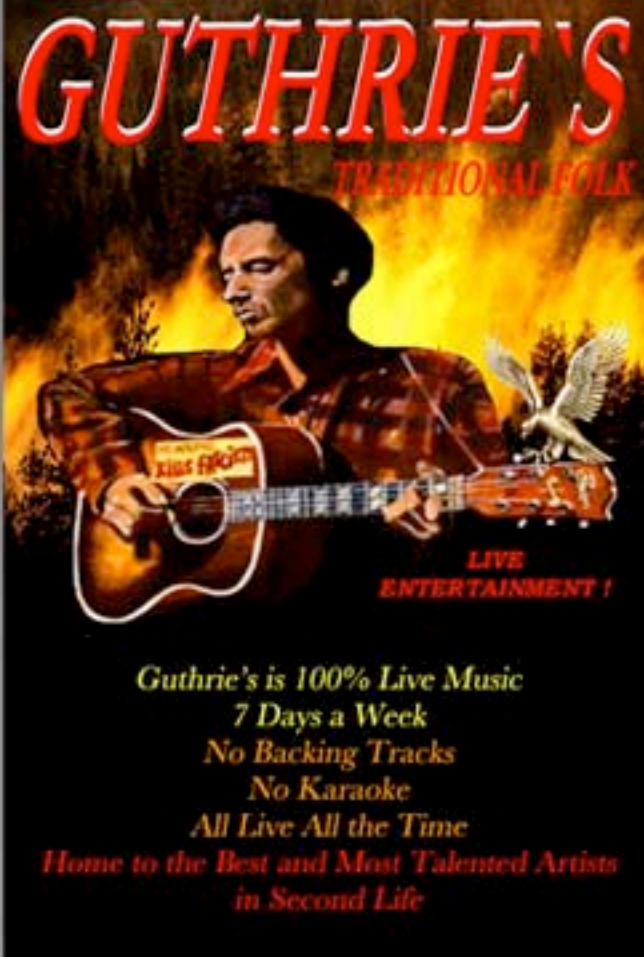


Gallery

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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*Guthrie's is 100% Live Music
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Home to the Best and Most Talented Artists
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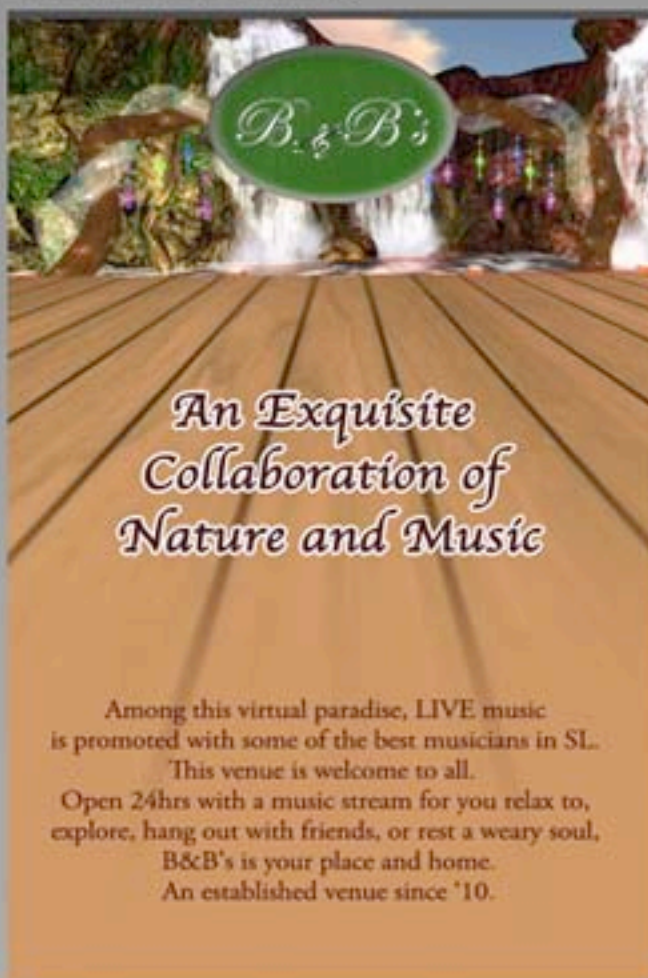
owner: Dottie Iceberg



CATSCLUB

MUSIKCIRCUS

owner: Cat Boucher



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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.
B&B's is your place and home.
An established venue since '10.

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• Tiki Lounge • Szombi Estate • Romantic Treehouse • Romantic Lake

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Check out the
recent schedule by
clicking the web
tab to the right



owner: Desirae Beaumont

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WOODLAND LAKE! At Cay's you will
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Become a "Cay's Captive" and we
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and Soul on the
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Monday - Saturday

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Blues and Gospel

Blue Moon
Sunday Nights
Romance at Cay's

owner: Cayleen Linette

THANK YOU READERS

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With music playing 24/7, you'll be sure to find a good reason to come to Blues Beach!!



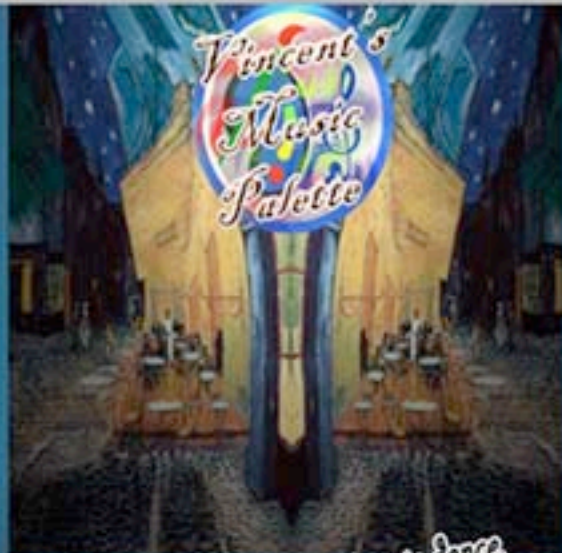
owner: Kran Trueblood

Friday Night at The Pocket



Friday Night
Live Music
in Second Life
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owner: OhMy Kidd



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or hang out and just listen to
Blues and Jazz. DJs, live music,
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All are welcome.*

owner: Impress Allen



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We do too!
FogBound Blues*

owner: Yanik Lytton



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features the best in Blues, Jazz, Rock-n-Roll,
Classic Rock, Top 40, Alternative,
Classic Country, Live Music, Live Dj's

<https://www.facebook.com/pages/Muddys-Music-Cafe>

owner: Bridget Hammill



TRAX

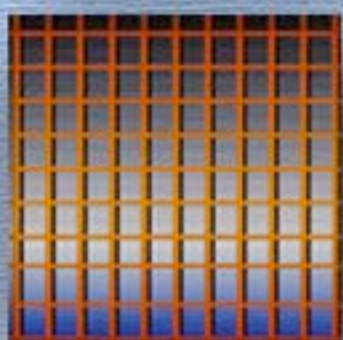
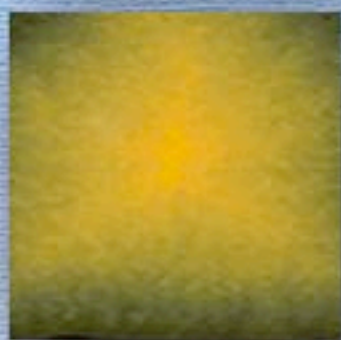
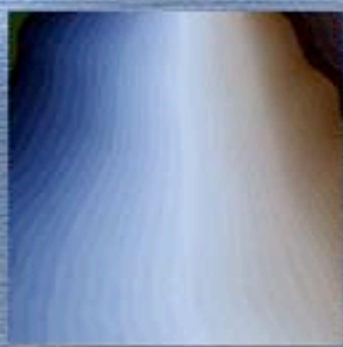
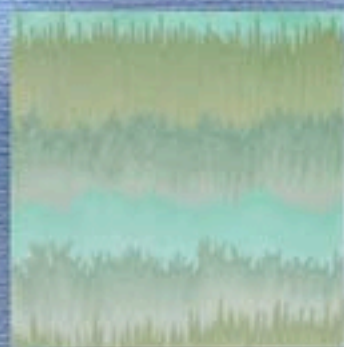
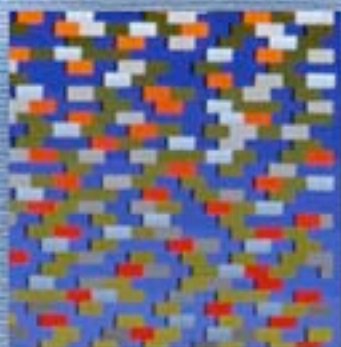
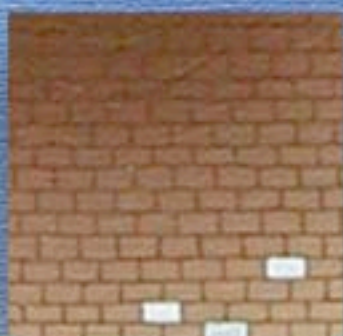
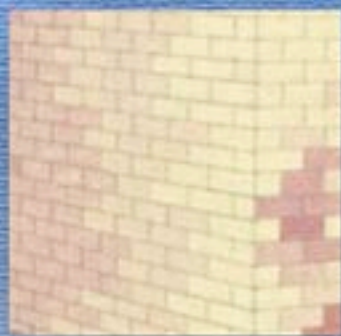
LIVE MUSIC RESOURCE CENTER

Live music, listening booths, agents,
booking calendars, venues,
information, events, streaming

owner: Bones Writer

psychological scenery

Paintings by Eleanor Medier

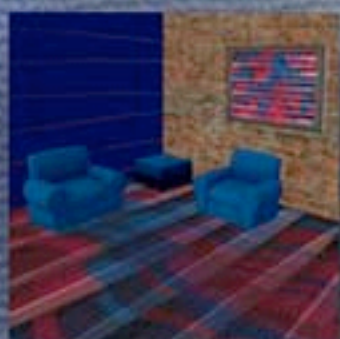
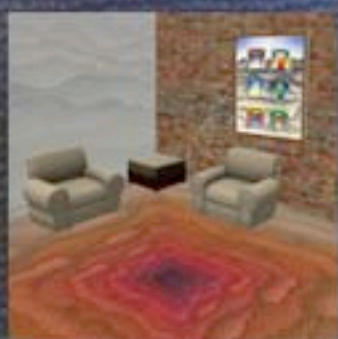
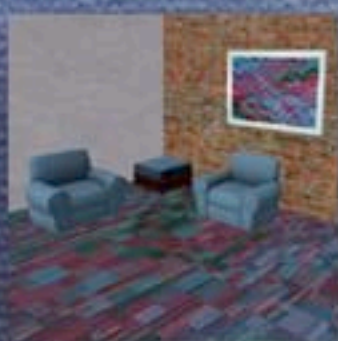


GALLERY
MEDIER

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

integrated experience

Textures for environments and art by Eleanor Medier



Click side tabs for LM & notecard.
Available in-world and on Marketplace.
<http://www.eleanormedier.wordpress.com>

collaborator

“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



ROSE THEATRE AND GALLERIES

The Rose brings together many art forms all under one roof. Experience free art in an environment that inspires and stirs the soul. Theatre, Opera, Ballroom, Music, Performance, Art Gallery. A true celebration of the arts.



PHOTOGRAPHS BY NETERA LANDAR AND ELEANOR MEDIER

BOOK ISLAND

“This vision is consistent. We earn a reputation grid-wide for strength in balancing community and good business. We have set realistic expectations, built a reliable team, and have a revenue model that can cover costs. Our audience grows to attract those within SL committed to supporting cultural expertise.”

—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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Issue #5
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