

SIM STREET JOURNAL

EXPLORES THE RELEVANCE
OF VIRTUAL TO REAL
COMMERCE AND CULTURE

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- dancing around the music
- fantasy becoming real
- finding traditional originality

ISSUE #11 • 2014

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Ideal becomes Real

by Eleanor Medier, *SSJ* publisher

Serious fun is satisfying. The virtual society has some advantages over the real one that show up most when it comes to what residents enjoy. Through observing what is most popular, a sense of wonder unites foremost.

Forming an ideal world means looking and doing what is wished versus required. So residents create avatars as self-portraits, build dream homes, embark upon journeys of discovery, and share cultural experiences—all have become the backbone of SL's economy.

- **Fashion**—one of the largest sectors, is represented by Greenie Lane's G&T Creations. She has successfully makes her fantasy life her real life.

- **Simulation**—vehicles are a great niche market and Manu has found a specialty within the niche.

- **Music**—Fogbound DJs possess a common commitment to inspiring the bond Blues creates between patrons. Yet each is unique in approach, motivation, personality, and experience. Eight DJs define how their SL careers affect their real lives.

- **Visual Art**—The Aesthete and the Amateur review three artists from Space 4 Art Gallery:

- ChapTer Kronfeld
- Harter Fall
- Asmita Duranjaya

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pioneer profile

- **Greenie Lane**
An interior designer in real life, she fulfills talents as a fashion designer virtually with her successful store. Romantic dedication unites her two worlds.

“Living the Fantasy”
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virtual visionary

- **Ptitmanu Beaumont**
has carved out his own specialty within the very competitive market for virtual vehicles. He shares secrets for adapting and evolving with change.

“Niche Knowledge”
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in-world to out: DJs' experiences

"Out of the Fog: Blues DJs of Fogbound Define Relevance"
edited by Eleanor Medier, PAGE 32

• Mae Vanistok found a new life in-world that also captures her real life experience in broadcast, transforming both.

"Meeting through Music"
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PLEASE VISIT
MORE BY
MAE ONLINE

• Bob Corrigible went through man phases from running a club to exploring several music genre. He learned what works for him and patrons.

"Only Passion Pays"
PAGE 37



PLEASE VISIT
MORE BY
BOB ONLINE

• Joe Dude charms audiences with his high-quality selections and depth of experience. As a real life musician, he enjoys listening in SL.

"Two Sides of Music"
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PLEASE VISIT
MORE BY
JOE ONLINE

• Cadence Carolina magnified her interest in Blues history when discovering Fogbound. Her eclectic vision enhances her second life as much as her first.

"The Old in the New"
PAGE 41



PLEASE VISIT
MORE BY
CADENCE ONLINE

Practicing a highly interactive craft, DJs know how to get the most out of SL: share music, build a community, and form a wide network of friendships. Fogbound DJs reach another level through a shared spirit of the Blues.

Larai Dreamcatcher takes a bigger view of the Blues with her understanding of the categorical range. SL brings together her study and lifestyles.

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Axle Wharton is his most authentic self when connecting with others passionate about music, in contrast to a real life very different.

Finding Self
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Stusie Emerald finds a new outlet for her musical passion in SL that never would be possible in real life. Learning and sharing enriches.

Musical Journey
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Michel Moeleneaux emphasizes the discovery side of his SL journey. By blending both sharing and learning, he fulfills a real life interest.

Extended Awareness
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**PLEASE VISIT
MORE BY
LARAI ONLINE**

aesthete and amateur by Heavy Writer and Eleanor Medier

Visiting Space 4 Art Galleries, the professional art critic, Eleanor Medier, tries to educate her rather arrogantly ignorant fictitious husband, Heavy Writer, of virtual art's significance. In the large gallery complex, several of the exhibits stand out as being worthy of discussion. Evaluating only what the couple sees and not from what the artist says, they question intention, message, and purpose. They are on a continual quest to discover and define originality.
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- **ChapTer Kronfeld** presents highly original figurative drawings with the simplest and most low-tech of materials.
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- **Harter Fall** creates kinetic abstractions that impresses Heavy enough to give hope to Eleanor that he is learning the importance of abstraction.
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- **Asmita Duranjaya** challenges notions of sexuality, community, and referential images in "Lesbos".
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SIM STREET JOURNAL

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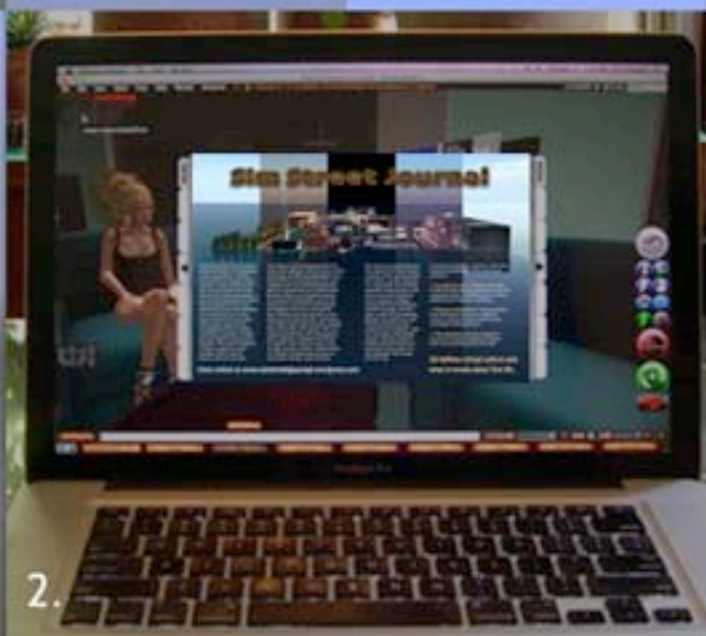
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Living the Fantasy

by Greenie Lane

When I joined SL, I was curious to discover. In learning to control my avatar movement, flying around, I landed in a barn, and was completely naked. So embarrassing! I quickly got some system clothes. Did I feel sexy!

I knew Troy from Mirc, where we kept control over a chat channel. That job got a bit boring, so I started with SL. Then I begged Troy to try it. Being here a few months longer, I could teach him what to do, how to dress, and teleport, etc.

Back then, we had fun with chat, danced in clubs, and chilled out at Heavens Wind (one of the oldest clubs in SL of which I am now the proud owner). We spent a lot of time camping—floating on a yellow bed and getting 3L an hour. From the money we made, I bought my first dress. It cost 75L—that's a lot of camping to earn! I drooled in shops, but couldn't afford the other dresses.

Then we bought a tuxedo for Troy, but it didn't get delivered. We panicked. That experience helped me understand how people feel if something goes wrong. We got the tuxedo after three times sending IMs. Phew. It was a 500L tux too!

Once, when ill, I was forced to be home for a while, I thought, OK, this is my time to learn how to make clothes in SL. If I go for something, I go for 100%. I knew Photoshop already. So I made a few designs, rented a stall, and then a small store. I built it up slowly. After my healing, I went work part time in real life, so I still kept time for SL. When Troy decided to be a DJ, I hosted for him. We prospered and then rented a bigger store. Grow and grow!

Finally, the sim housing my main store had to close, so we got our own sim to build how and what we want. Troy created the carriages, I designed for weddings. Though we thought this was a dream come true, it was actually a nightmare! To build up a sim costs time, and I didn't have time with both creating in SL and real life work.

Troy had his ideas about how and what to do, and I had mine. So I hired a sim builder—that turned into three builders—and wish I had sacked all three! None could realize my ideas. So we built ourselves, which took almost three months, but now can evolve as we wish.

We find our way here in SL to do what we wanted in real life. I made clothes for my dolls when I was eight years old. In real life, I started out in fashion, and ended up in interior design—curtains, furnishing, decor. I use all my creativity in both worlds.



PLEASE VISIT ONLINE FOR "A Wide Creative Focus" AND "Growing a Merchandising Mind" ALSO BY GREENIE LANE

Romance Inspired

Getting together with Troy in real life was not easy. This love really grew online. We have known each other for thirteen years. First, we visited each other with partners, while we lived our lives here. So we tested reality to see if it translated—not to fly over in a short time. One year in SL may be the same as one month in real life. We do match—I'm 55 and Troy is 61.

So I left my homeland and joined Troy in real life—a big decision! I left everything—a nice house, etc But I realized my real life was not what it was supposed to be, and needed to change.

Though I have a new start, it can be hard because I have a son. I hope one day he will understand. People say don't divorce with little kids. But with big kids its a bigger disaster! Little kids get over it sooner. Even my poor doggies—I miss them madly.

Troy makes so much up for me. I feel beloved and wanted. And I got a new dog. My walks make my head empty. If not forced to take a break, I stick here from morning til night. Troy fits in, and if he notices I'm a bit stressed, he leaves me alone.

My new country is old fashion compared with where I came from. I don't understand the laws here, and then I have bad English, which is the dominant language. I learned English online just with talking and reading.


And then there was the energy I had to put in here! We built in real life for nine months to redo this house, and I made it how I want. Fortunately, we are settled now.

Online relations can be so strong, they might get spoiled if they go real.

Troy and I do not do the same things. He is not handy on Photoshop and misses the feeling for fine tuning. This can make us argue a lot. But if he were easy, I would not work so hard to please him. He asked me to make the 007 outfit—the white jacket. I'm scared of white in SL because it can so easily go grey.

SL has taught me to look at how people are inside, and not judge them on the way they look outside. Behind each typed word is a real person. Even in typed text, you notice if you like someone or not. Here we are judged by behavior. When younger, we go for status and are more concerned with what others think. A younger person must go out in real life and find a relationship there first, not here in a virtual world.



A white horse is running across a green lawn in a park-like setting. In the background, there are several trees, including a large, prominent tree on the right. To the left, there is a building with a balcony and a railing. The sky is a soft, hazy blue, suggesting a dawn or dusk setting. The overall scene is peaceful and natural.

Most people who find heart-break are *searching* for a relationship. But if you search for a partner instead a friend, that scares people off. With a friend, you first learn to chat and share interests. Romance results when it is right. But lovers can never turn back to be just friends.

A relationship will end sadly if jumped into with lies — like about age or wedding life etc. If it does grow into something nice, they can't tell the truth anymore. This is not a foundation for a long term relationship.

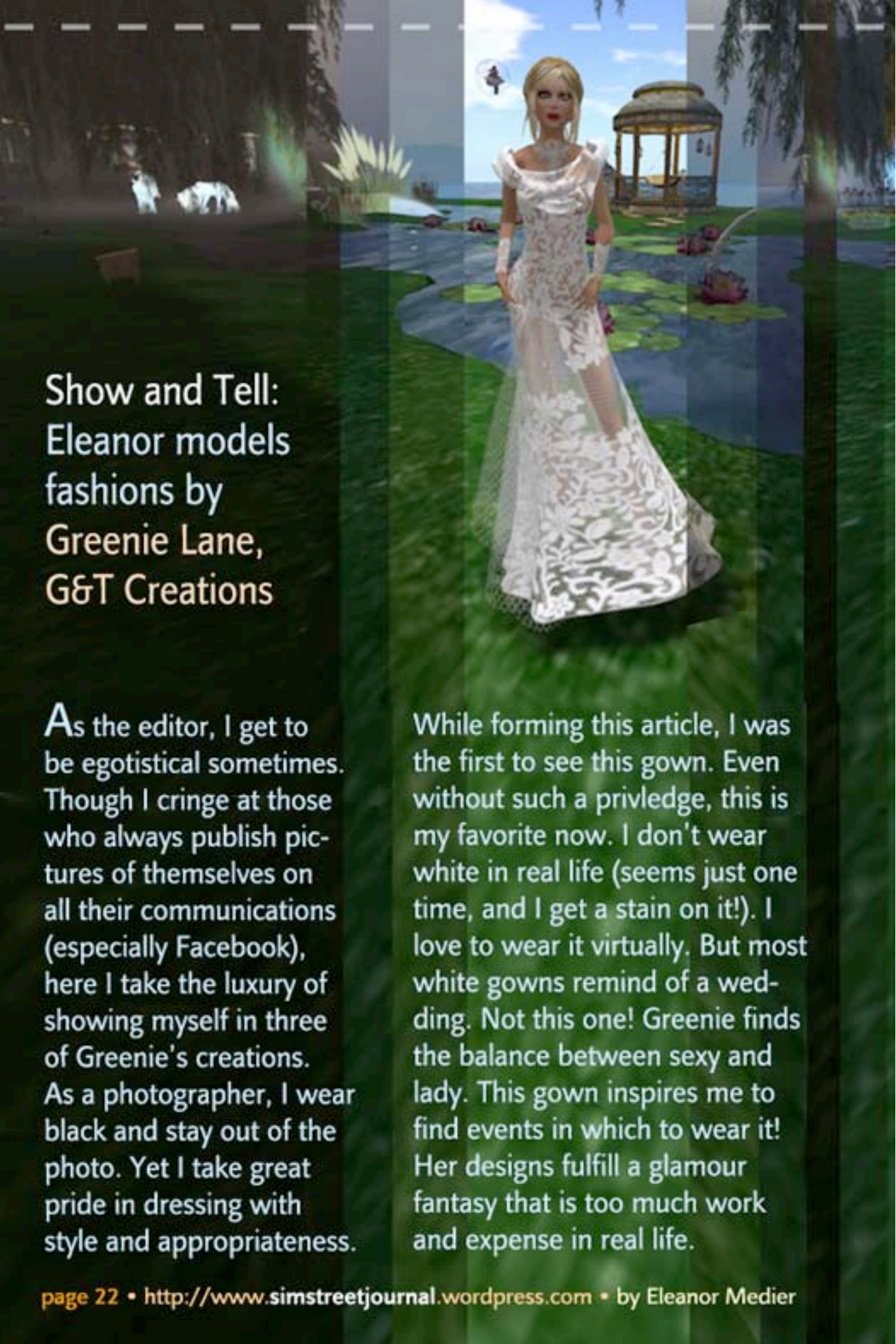
The most important thing in life is the only thing we have here — talking. We can even learn to talk here, and sort the problems that in real life people forget or avoid.



Read more by **Greenie Lane**
ONLINE
simstreetjournal.wordpress.com

“There is so much more than just ideas in my business—design may be half. The other half is marketing, retailing, keeping everything up to date. I need two days to put all in boxes, add to Marketplace, put in stores, add into the blog, etc. So it is impossible to come out with a new design weekly. I need a month to do it the way I wish!”
from “Maintain a Merchandising Mind”

“I love doing themed outfits—that is real, free designing—just how I want it. I hope to fulfill the desire we all have for celebration, carnival.”
from “A Wide Creative Focus”

A virtual scene featuring a woman with blonde hair wearing a long, white, lace-trimmed gown. She stands on a green lawn next to a pond with lily pads and a fountain. In the background, there is a gazebo and a sky with a small flying object. To the left, a dark inset shows two men in white shirts.

Show and Tell: Eleanor models fashions by Greenie Lane, G&T Creations

As the editor, I get to be egotistical sometimes. Though I cringe at those who always publish pictures of themselves on all their communications (especially Facebook), here I take the luxury of showing myself in three of Greenie's creations. As a photographer, I wear black and stay out of the photo. Yet I take great pride in dressing with style and appropriateness.

While forming this article, I was the first to see this gown. Even without such a privilege, this is my favorite now. I don't wear white in real life (seems just one time, and I get a stain on it!). I love to wear it virtually. But most white gowns remind of a wedding. Not this one! Greenie finds the balance between sexy and lady. This gown inspires me to find events in which to wear it! Her designs fulfill a glamour fantasy that is too much work and expense in real life.



This is the outfit that introduced me to Greenie's work. Black lace is my signature look in SL (while black velvet is mine in real life). When researching black lace tops, I found this one and wear it consistently. She sells it with pants, but I rarely wear an outfit just the way it is sold. Pants are not my thing. The pencil skirt is more formal, which I prefer in SL. Because I am casual in real life, shopping is part of the fun.



Greenie says that this classic suit is one of her older designs. Doing a lot of virtual business, I care to look professional. Avatars are self-portraits. Mine is a younger version of my real self, except that I get to be tall. Still, dressing appropriately is important if wishing encounters to stay on the subject of discussion. This suit says 'business,' but with a flair. —EM

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virtual
visionary

Niche Knowledge

by Manu
(Ptitmanu
Beaumont)

2007 was magic in Second Life® as many of today's successful entrepreneurs rezzed then. I first heard about it when the French presidential candidate had presence in SL. I came to see that.

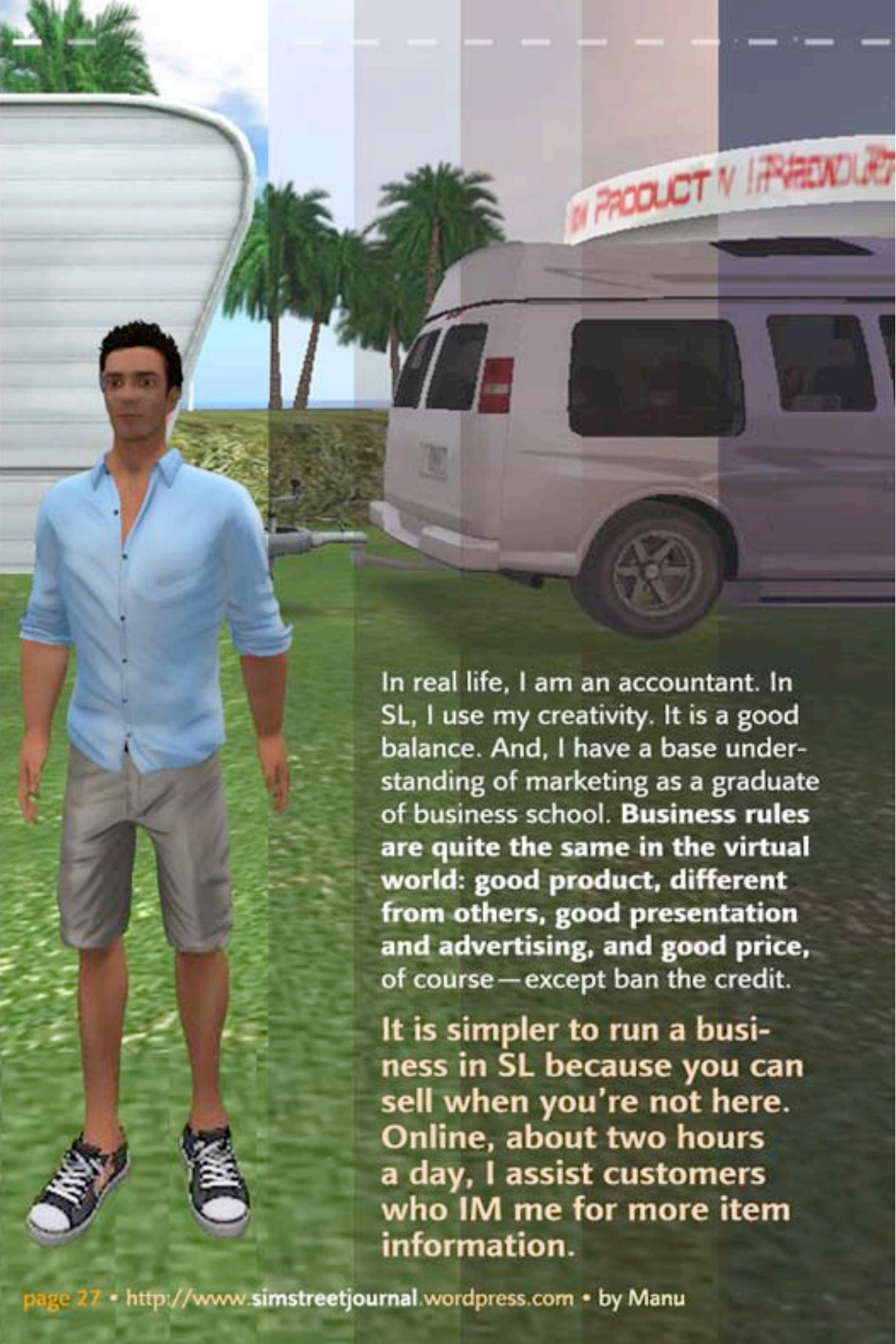
First a visitor, I then started to build furniture and houses. Also, I like cars. So I became the first dealer for Zsym and Lusch Motors.

Soon, the furniture business became bad because of concurrence. Going more with the vehicles, I built my first motor-home. No one had caravans.

I still am the major designer of these vehicles inworld.

Every kind of person buys vehicles SL, even caravans. Customers often buy a new one every year.

About half my sales come from Marketplace. The other half want to visit the store before buying. **Marketplace is not so good for business in SL. If there is no shop inworld, then there's no lindens for sims.** I used to rent almost half of a sim. Yet inworld business only pays for the land fees. The sales on MP give me a higher margin.



In real life, I am an accountant. In SL, I use my creativity. It is a good balance. And, I have a base understanding of marketing as a graduate of business school. **Business rules are quite the same in the virtual world: good product, different from others, good presentation and advertising, and good price, of course — except ban the credit.**

It is simpler to run a business in SL because you can sell when you're not here. Online, about two hours a day, I assist customers who IM me for more item information.

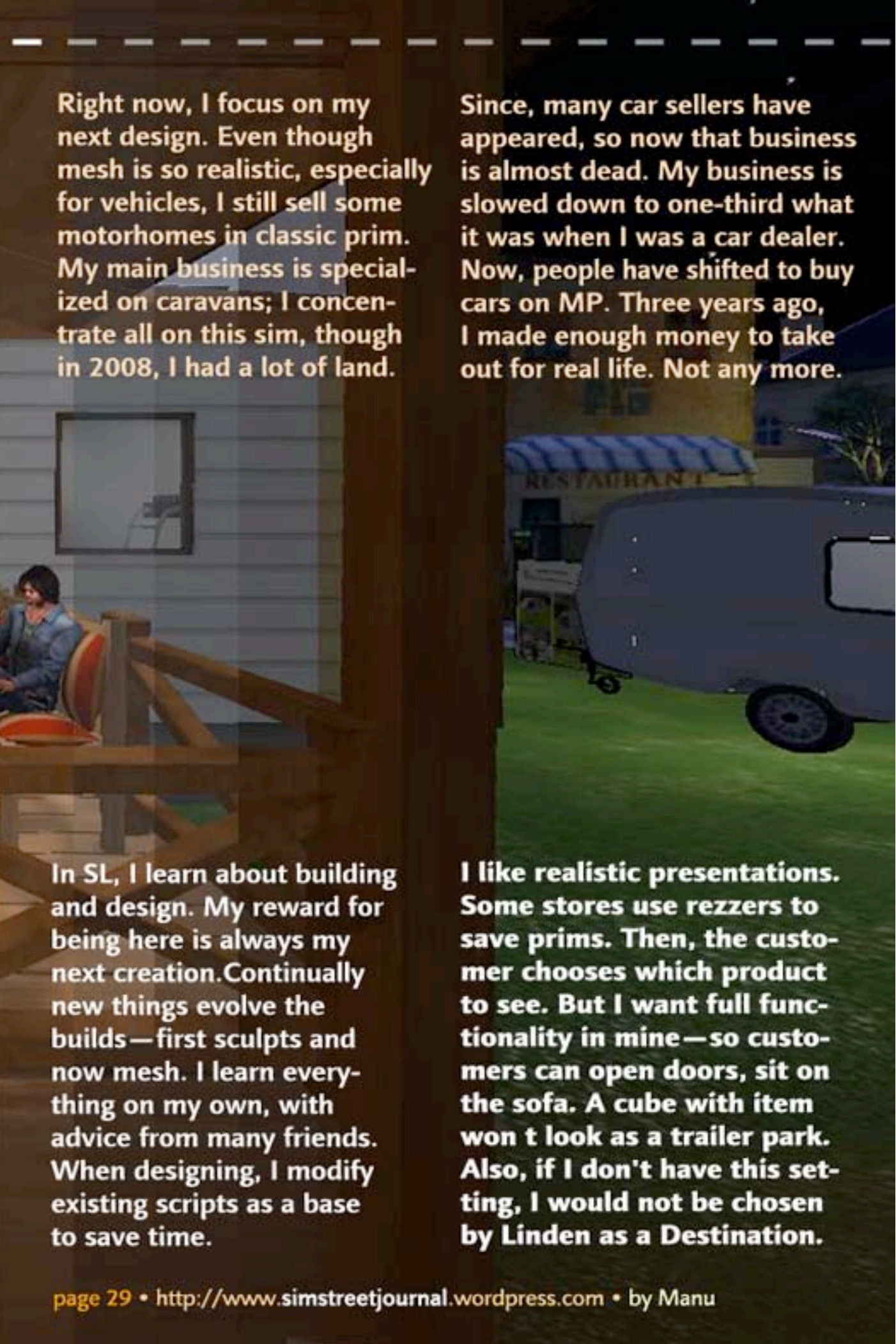
It helped business when my store became a SL Destination. To attract sales, I have a group and Facebook. But it is hard to know where customers come from. They don't tell me after they buy. Hopefully, they see my name in more than one place.

To start a business, search for what no one else is doing



Moving to this new sim was my most recent challenge after where I rented closed. Getting the word out to customers and marketing the new location is part of this challenge of change. Fortunately, customers do quickly adapt.

On this sim, I've created a french village for tourists, which brings a lot of traffic. Some become customers. The village is a sort of advertising.

A virtual world scene. On the left, a person with dark hair and a blue shirt sits on a wooden porch with a railing. Behind them is a white building with a window. On the right, a grey trailer is parked on a green lawn. In the background, there's a yellow building with a blue and white striped awning and the word 'RESTAURANT' visible. The scene is lit with soft, ambient light.

Right now, I focus on my next design. Even though mesh is so realistic, especially for vehicles, I still sell some motorhomes in classic prim. My main business is specialized on caravans; I concentrate all on this sim, though in 2008, I had a lot of land.

Since, many car sellers have appeared, so now that business is almost dead. My business is slowed down to one-third what it was when I was a car dealer. Now, people have shifted to buy cars on MP. Three years ago, I made enough money to take out for real life. Not any more.

In SL, I learn about building and design. My reward for being here is always my next creation. Continually new things evolve the builds—first sculpts and now mesh. I learn everything on my own, with advice from many friends. When designing, I modify existing scripts as a base to save time.

I like realistic presentations. Some stores use rezzers to save prims. Then, the customer chooses which product to see. But I want full functionality in mine—so customers can open doors, sit on the sofa. A cube with item won't look as a trailer park. Also, if I don't have this setting, I would not be chosen by Linden as a Destination.

SIM STREET JOURNAL

ONLINE this issue

- Greenie Lane makes the ideal real
- Fogbound DJs tell tales of relevance
- Aesthete & Amateur seek originality
- HOT ISSUES that affect both worlds

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You got the blues?

We do too!

Fog Bound Blues

Out of the Fog:

Blues DJs of Fogbound Define Relevance

edited by Eleanor Medier

Admitting that Blues is my favorite music genre, I frequent Fogbound to hear more range than I choose on my own. In real life Chicago, I end up following my favorites. But SL gives me the chance to not only hear more, but to make friends, and share the listening experience. Discovering Fogbound as a newbie, the DJs that Yanik Lytton attracts have a deep commitment to knowing about the Blues and why it becomes a community.

To create an article on DJs, I felt conflicted because I have many friends that are great ones. So, I went to three close sources: contributors, old friends, and Fogbound. Then, I asked each:

How does being a DJ in SL affect your real life, and vice versa?

Surprised by the variety of answers and experience, the range of personalities are revealed! But they all have a deep passion for sharing music. The relevance to real life is the balance they achieve in their virtual lifestyles.

With such enticing answers, two articles resulted: Sim Street Journal #10 (last issue), presents viewpoints from nine DJs. Here are eight DJs from Fogbound.



All demonstrate that being a DJ is a craft. It is a blend of talents that culminate in an engaging experience. First, a DJ defines a niche—in this case, the Blues.

"We are fortunate to gather a staff line-up of those who genuinely care for Fogbound as more of a community than just a 'club.' There is a Family-feeling here, which includes not only staff, but a large majority of loyal patrons.

Though I'm not a DJ, I do provide the WFOG stream that runs in between. Around through the years, I have met all of the DJs.

My work with Fogbound is very different from my real life. Being retired, Fogbound is my core 'hobby' and a central part of my every day. It is a learning experience—both enjoyable and immersive. Most importantly, it is rewarding to contribute to something that brings a smile to peoples' faces."

—Gregg Torgeson, radio host and long-time Fogger



Then comes crafting the sets to be both mood-setting and responsive. Finally, hosting. To grow an audience requires consistent engagement and becoming known

for an approach. So, though these eight Fogbound DJs share a genre that defines the club, each has a unique spin with very different ways of connecting to real life.


Meeting through Music

by Mae Vanistok

When I wandered into an AOL chat room called *I Love Music*, my life was never the same. I listened to the radio station and became friends with the DJ's. I did a show with one, and already had a following before I even got on air. He introduced me to music that blesses ears and soul. I found my "passion." We broke records with requests and listeners. I am part of bringing something joyous to the listeners: friendship, love, laughter—all around music.

It felt like home the first time I set foot in Fogbound. I knew that I had found the place I would seek to DJ. But, I was nervous and didn't apply until I was ready.

Fogbound opens up WORLDS of new music to me. My heart is enriched by people from all over the world. I have a personal journey to hunt down Blues that comes with accents too. Heck—'even the Blues lives in Russia' (that's a line from a song, btw).



The voices/styles/instruments, and music, of the Blues capture me the most—each note thrills.

I don't "spin" tunes."
I strive to create sets that have a flow (that's my thing).

PLEASE SEE MAE'S FULL ARTICLE ONLINE

Enjoyment and friendship are bound together by love of music. People who share this love are some of the best in the world. Several have saved my life in ways unseen. And I learn from each and every one.

There are no color/age/gender, boundaries, or end, with the music. Last year, I went to a Buddy Guy concert in real life, and I have never seen so many different types of people of all ages/races etc. — this thrill came out of being a DJ.

This work lifts my heart in ways nothing else has ever done. I am a better person through my journey in music. In real life, I am now disabled, so the joy of being able to do something I love, from home, is great.

In touching others through music—listening to their stories, finding that I have made their days better—I have surely learned not just more about the Blues, I have learned more about love, people, and myself.



Only Passion Pays

by Bob Corrignible

When in my late 20's, I supported my family as a financial analyst for CitiBank, I made the books look like what corporate wanted. Not much gratification there, but it paid the bills. Now, I have retired early due to a liver transplant in 2001. The kids are grown, and, after a divorce, I entered a new phase. A friend convinced me to come in-world. This came at a good time.

There are a lot of real world cross-overs. I go to music jams regularly in various cities and meet up with SL musicians. I've met a few in SL who live near me in Florida—two are now real life friends. And, since being in SL, I have visited Satin Galli and Erin Frog in Milwaukee.

For three years, I ran a club, but it was too much work. Never again! Yet, I am an extrovert. Though I recharge my batteries, I like being with people. And music has an impact—emotions are universal.



SL is a natural progression for those who are not “ashamed” to say they know people from online. It seems our society still has an issue with “those people” who meet others through the computer. Yet, there is a kind of closeness that those who are not familiar with it tend to consider as “unnatural” somehow.

A DJ needs focus and be true to a style. Anybody can string together a series of tunes—a jukebox can too. But a good DJ is personable, helps people appreciate the music, and they feel comfortable being around. Ya gotta talk to the audience, include them in your enthusiasm for what you play. It is a combination of personality, passion, knowledge, and interaction. To do it as a means towards making tips won't succeed.



A virtual room with a brown leather sofa, a wooden table, and a mounted deer head. The room has a rustic feel with a wooden floor and a green wall. A large blue vase is on the floor next to the sofa. A framed picture hangs on the wall above the table. A mounted deer head is on the left wall. A bird is flying in the air.

PLEASE SEE BOB'S FULL ARTICLE ONLINE

Now I gravitate to the Blues — it is honest, and I love guitar, piano, harmonica, etc. I generally download two or three CD's worth of music per day. My library is around 40,000 MP3's, of which fully half is Blues. I subscribe to several Blues publications. While I don't generally play older tunes, it is amazing to learn the history and hear some old "scratches." Often, what you think is a new song can really be a current artist playing a song written ninety years ago!

Those who stay for a while in SL seem to first go through a phase where they are here a lot. Then the shine wears off. But for me, the social impact is still there. I appreciate my friends more.

Being a DJ is simple. It has kept me here when all else seemed to be falling apart. I used trust people, but I was taken aback the first time someone really played with my mind and emotions. I avoid drama and don't allow it into my SL world. There is no need to create problems for myself. I have found a balance.

Two Sides of Music by Joe Dude

As a noob, I learned that DJ'ing was what I came here for, though I had no clue how to do it. So I did everything possible to become a DJ that is not a broken record.

In real life, I am a blues guitar player. I show-off when I perform and go in the audience to see people watch me play close up. As with DJ'ing, I like to make sure they get their money's worth and leave with a smile. When they come to my sets, they are greeted and welcomed. Then I play them the best damn blues I have!

DJing makes people happy with music. I show how the Blues is not just a snappy beat, it is a feeling that is transferred through expression. From the very first slaves who began uttering moans and making instruments to tell of their torment and sadness, this essence is still alive in the Blues.

No other form can reach down into your soul and tell you what it all means. And this is what I spread through the Blues I play.

A community of Blues lovers has formed in SL—those that always come back because they know the DJ will give them the fix that they crave. **PLEASE SEE JOE'S FULL**

**ARTICLE
ONLINE**



The Old in the New by Cadence Carolina

One night, I wandered to Fogbound. The late Brother Bear was DJ'ing and I heard music I had never heard before — acoustic, raw, slice-of-life tunes. I was hooked. I went to as many of Bear's sets as I could, and hung out at Fogbound listening to the other DJ's.

Yanik gave me a shot at DJ'ing. However, I often felt like I didn't fit because I mostly focus on pre-WW II music. Many would leave during my sets, but some stayed, and continued to come back.

Music was only a faint background in most of my real life, so I learn as I go along. I read about history Classic Blues are a window to a legacy of a people who formed the roots of music we listen to now. My obsession is to trace a song to its beginnings, hear the story that inspired it, and share this with others.

In real life, my six children are grown. For the first time, I live alone. DJ'ing in SL gives me a fresh purpose in both lives. The positive feedback I get during my SL sets inspires me to learn more — new stories and music to share. This may sound hokey, but this is my truth.

PLEASE SEE CADENCE'S FULL ARTICLE ONLINE



Featured Focus by Larai Dreamcatcher

It took a while to find a good balance here. This is my real life job. I am disabled and pretty much a shut-in, a lot of that by choice. Now, I guard my real life time rather jealously. And when I am done working, I leave.

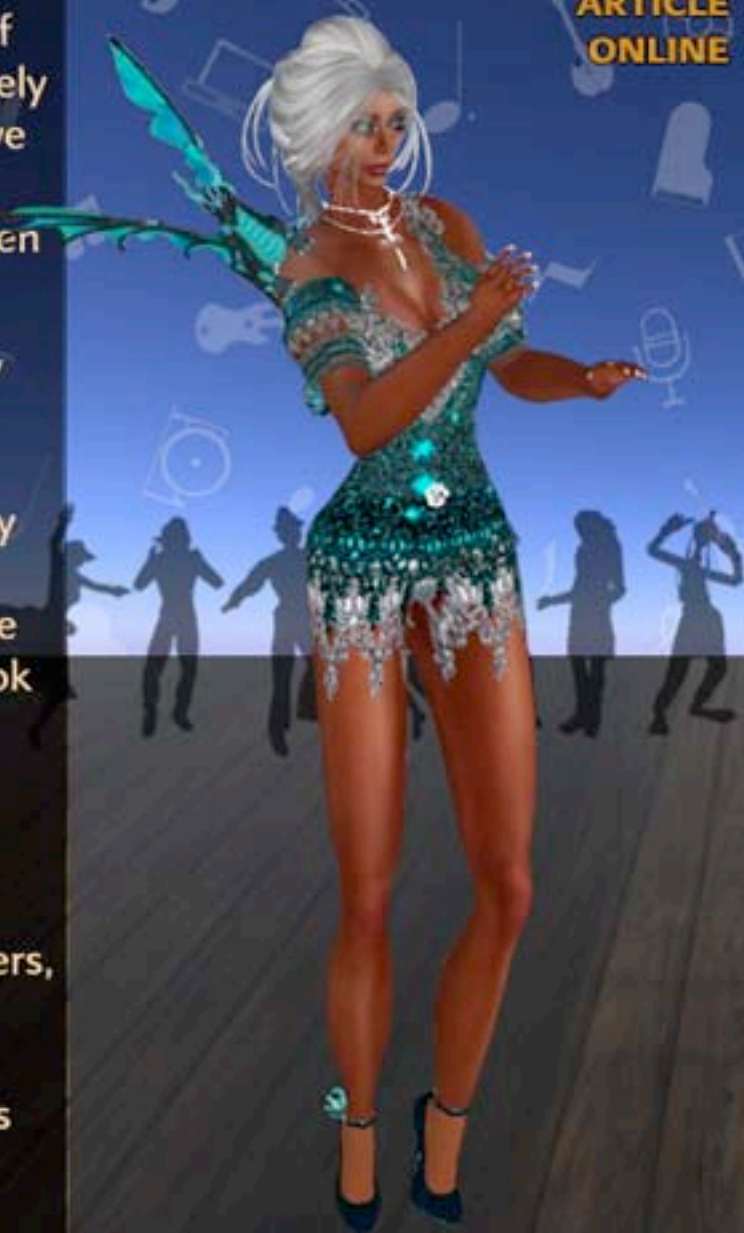
I did try a bit of internet radio, but it's very lonely. I crave interaction. So while it takes a lot of hours in this chair to make barely part time minimum wage, I love my job. This is NOT a game to me. It makes my teeth itch when people refer to SL as a game!

Fogbound sets the tone for my day... they are the first thing I see. Being a DJ in SL is a social outlet that balances my life. My real life family is scattered and rather out of touch, short of the answering machine or Facebook

With the exception of classical music, ALL music is based in Blues, from country to death metal. But the blues...well...I think the greats—Muddy Waters, Buddy Guy, Howlin Wolf, and John Lee Hooker, said it best: 'you can't play the Blues unless you've lived the Blues.'

I do a lot of research, not only on the artists that I feature, but on the artists that inspired them and that they inspired. Their tunes are mixed in the set. Blues has a rich heritage—'slave shouts and spirituals' or gospel. I try to stay humble to the greatness of the artists I spin.

PLEASE SEE LARAI'S FULL ARTICLE ONLINE



Finding Self by Axle Wharton

With eight years in SL, I love meeting people. And music of all kinds lets me relax. SL gives me the chance to explore, to tell my side, to be myself. I do not like DJ's that try to entertain; people seem to love trueness.



In real life, I am an auto mechanic for a local Chevy dealer. Yet, Axle is more of the "me" inside me. Being a DJ has opened up that side even more. People connect to Axle in a way that brings ME out. [Sharing music is] kind of like a child with a new puppy showing it off—how can you not see the sincerity in the child, the honesty?

My mood always changes when I DJ. The number one rule is connect to your listeners, or you're playing to yourself. I always show up 1/2 hour before my set to see the general mood, and go from there. If it's loose and crazy, I play fast paced. If someone is down, and the others are supporting, I keep it mellow and bring out the strong Blues. I have ten prearranged sets, like "slides" (pre electric Blues, electric Blues, John Lee Hooker, BB King, etc.), but then they change. With 175 gigs of music, there must be some sort of order to the madness!

Musical Journey

by Stusie2Funny Emerald

Being in a musical family, my hubby plays guitar and son plays drums. And I have always loved music since I was four years old. It influences my real world a lot. I love to share my type of music, but I love all genres. SL gives me a little outlet for my very own. Mostly I DJ, and with that, I do

a lot of research. So I mostly sit and listen to music and make song lists which is fun. Each day I realize how many artists are out there. Everyone knows SRV, but there are so many others from all over the world. When versatile in SL, it is fascinating to discover.

See full articles online:

- Mae Vanistock
"Meeting Through Music"
- Bob Corrigible
"Only Passion Pays"
- Cadence Carolina y.
"The Old in the New"
- Joe Dude
"Two Sides of Music"
- Larai Dreamcatcher
"Featured Focus"



Extend Awareness

by Michel Moeleneaux

First, I love music—always have, always will. I sing in choirs occasionally. Also, I was able to be a DJ for a brief moment in my first life. I love pursuing this endeavor in Second Life. Being a DJ forces me to keep my ears open to new music, as well as older. It keeps me close to some-

thing I am very passionate about. The biggest change has been to get to learn a genre that I wasn't that familiar with when I started—the Blues. DJing makes me discover artists and music that I haven't known about before. I keep learning, and love it still...



“To promote the Blues is a great reason to DJ. Many people are not aware of it, especially in Europe. SL makes music genres better known due to passionate DJs. They are the base of SL entertainment. They tend to fly under the radar and deserve attention. They don't brag much.” —Heavy Writer, former Fogbound DJ for 3 years

SIM STREET JOURNAL

explores relevance of virtual to real commerce and culture

see at



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in Second Life*

A woman with blonde hair styled up, wearing a dark, strapless corset. She is surrounded by wisps of smoke or mist. The background is dark and atmospheric.

Paris Obscur

*We all are ... little Monsters
New album available*

A man with glasses singing into a microphone. He is in a dark setting, possibly a stage or recording studio. The lighting is dramatic, highlighting his face and the microphone.

Paris
Obscur

-the aesthete & the amateur PART 1 of 4

The Power of Contrast

**On-going role-play series
of gallery and art reviews
by credentialed art critic,
Eleanor Medier, and her
less-than-professional
husband, Heavy Writer.**

The fictional pair, Eleanor, the art critic, and her less-educated practical husband, Heavy, discovered **Space4Art** when following Louly Lou's work for the last issue, *Sim Street Journal* #10. Thinking to keep their investigation simple, little did they know they were about to discover a large complex of many buildings, levels, and platforms of installations. There is no quick visit to this location, and this is not an attempt to be comprehensive, as that would take up a whole issue of *Sim Street Journal*.

During the truce between Heavy and Eleanor over aesthetics and lifestyle choices (see the last issue for their self-sabotaging manipulations), they don't pause to go home, or even take a breath. Momentum often leads to many late nights in SL! Jumping from building to building and level to level, the three artists chosen to review represent the variety. First approaching ChapTer Kronfeld's drawings, they are soon lost in debating originality, abstraction, and validity of both.

the aesthete & the amateur

PART 2 of 4

ChapTer Kronfeld at Space 4 Art



Eleanor: "Look at the faces — very expressive and unusual. He must be an obsessive person! Are not the red shapes odd — how the face comes out of the red geometric shapes? That feels discordant."

Heavy: "Maybe he does these drawings while he is into a mental house — lol. You need to be a little crazy to have the patience to draw in such manner."

Eleanor: "I think all artists are a little crazy."

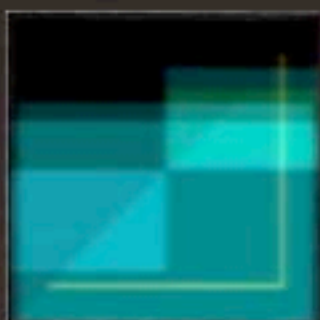
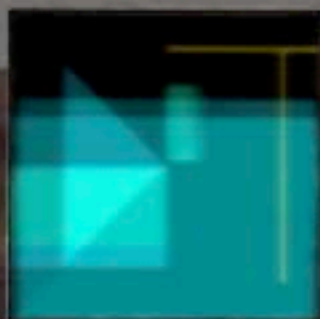
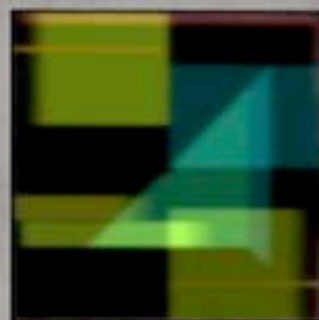
Heavy: "Well this one is a little more so."

Eleanor: "They are original, so if we are looking for originality, this is a good candidate to discuss. I haven't seen other works like these, yet with such simple materials. It shows something new and imaginative can be done with old methods."

PLEASE SEE THE FULL REVIEW OF CHAPTER'S SHOW ONLINE



the aesthete & the amateur PART 3



Heavy: "Look what Albers would have done if he would have come into SL."

Eleanor: "This movement and the changes are mesmerizing!"

Heavy: "Hehehe. I knew you would like these—I know you so well. Look: cubes, cubes, cubes, and squares. Usually movements of textures change too fast—makes you dizzy—but this one doesn't."

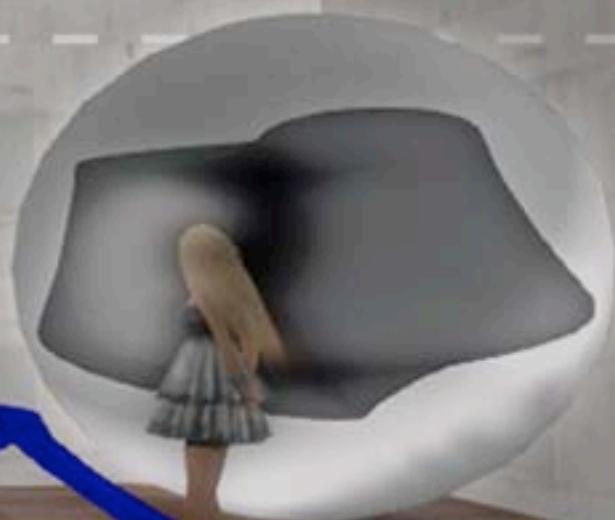
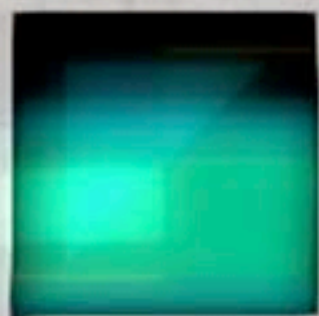
Eleanor: "This is fun and serious both. They bring something new to the table, and they work with the medium. They are so fun to watch. It makes me try to seek patterns. They are like an abstract movie."

Heavy: "Good color sense too. I bet she admires Albers."

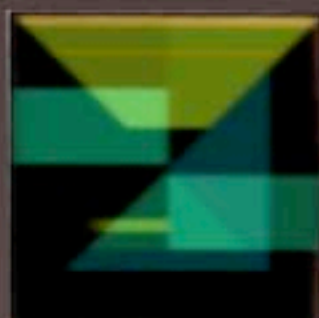
Eleanor: "And good progressions. I am getting a sense of the under-

PLEASE SEE THE FULL REVIEW OF HARTER'S SHOW ONLINE

page 56 • <http://www.simstreetjournal.wordpress.com> • review of Harter Fall



Harter Fall at Space 4 Art



structure. There is a logic here. You can really live with a piece like this. This one is called LYOKE, whatever that means."

Heavy: "See? There is abstraction I like."

Eleanor: "Yay!!!!!! They look very different from a distance too. All of Harter's work here moves, which enhances the simplicity of the geometric forms."

Heavy: "This sphere in the corner is by the same artist."

Eleanor: "Oh it is?? I passed it by. It pales compared to the color works. Strange because its circular form should make it *more* visually domineering. It is called RISEN. Yet it has no color. It feels like a missed opportunity, unfinished even. This artist has a good color sense. It is a shame not to use it."

the aesthete & the amateur

PART 4 of 4



Heavy reads the notecard: "This installation is called 'Lesbos' — that's synonymous with love between women. According to the artist, Lesbos was an island in ancient Greece where women lived together."

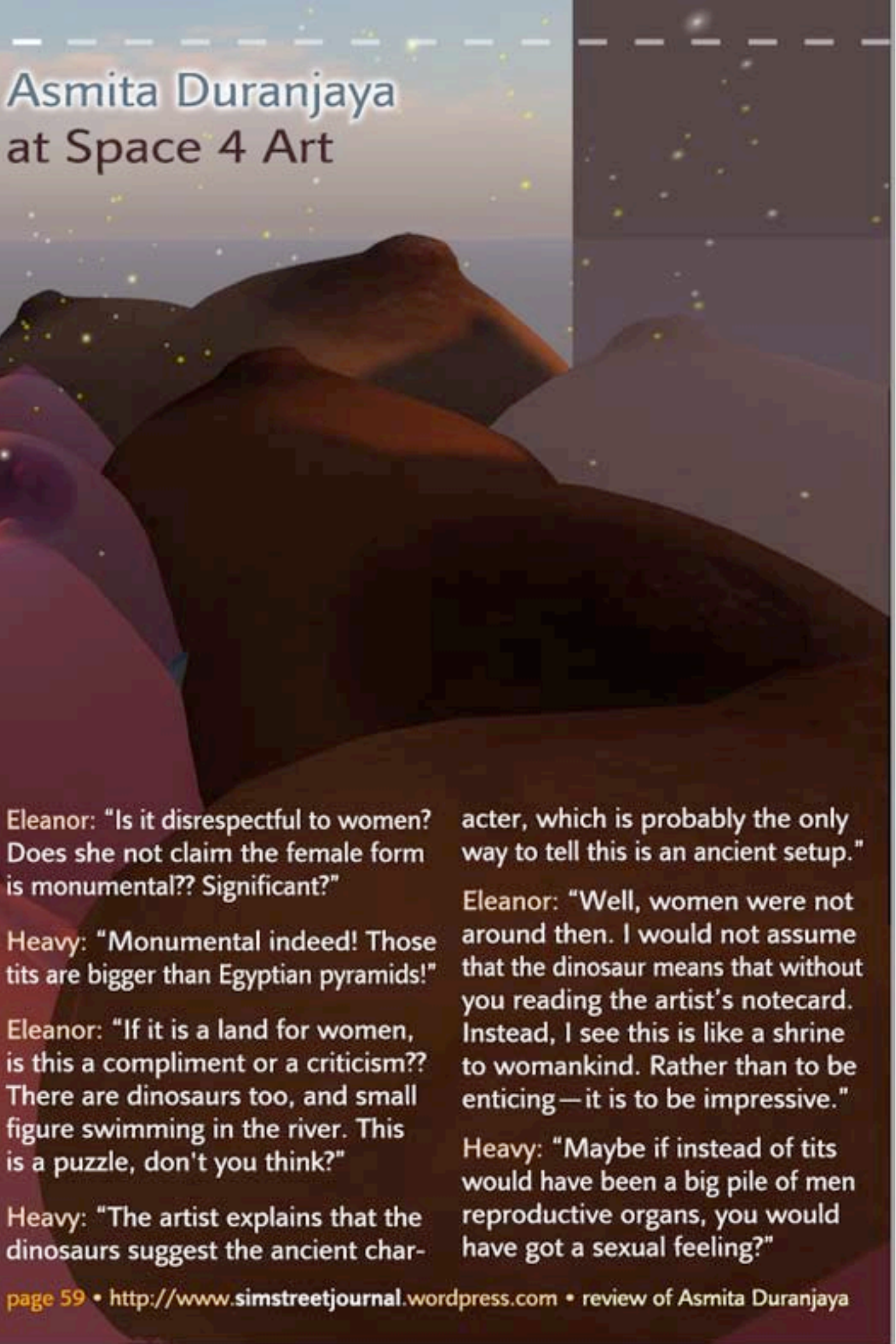
Eleanor: "Yes, I know the mythology."

Heavy: "Well, the lesbians here could be sexier — like two women kissing, for example. Zoom out and look at this installation from above. Do you see the big pile of silicone

tits? It suggests a very carnal love. It has a vulgar eroticism — the tits are too detailed. even gross."

Eleanor: "I thought men like these forms, dear. Its not so gross from ground level. They look like mountains. Is this a piece for just women? Can men appreciate?"

Heavy: "I never thought I'd say this, since I'm a guy, but that big pile of women's bodies makes me think of an indecent brothel, and not of a community of educated women."



Asmita Duranjaya at Space 4 Art

Eleanor: "Is it disrespectful to women? Does she not claim the female form is monumental?? Significant?"

Heavy: "Monumental indeed! Those tits are bigger than Egyptian pyramids!"

Eleanor: "If it is a land for women, is this a compliment or a criticism?? There are dinosaurs too, and small figure swimming in the river. This is a puzzle, don't you think?"

Heavy: "The artist explains that the dinosaurs suggest the ancient char-

acter, which is probably the only way to tell this is an ancient setup."

Eleanor: "Well, women were not around then. I would not assume that the dinosaur means that without you reading the artist's notecard. Instead, I see this is like a shrine to womankind. Rather than to be enticing—it is to be impressive."

Heavy: "Maybe if instead of tits would have been a big pile of men reproductive organs, you would have got a sexual feeling?"

Eleanor: "No, a big pile of men's organs will not inspire me. One will though. But a pile? No, thanks."

Heavy: "One will, but a pile will be vulgar right?"

Eleanor: "Context matters a lot for eroticism. What is vulgar? From some angles, these breasts look sculptural like mountains."

Heavy: "So we need to look from certain perspective? isn't art supposed to look ok from all angles?"

Eleanor: "Yes. A 3D work has to change as you move around it. Why be 3D otherwise?"

Heavy: "This might work better if it had a natural earth color — green hills in the form of tits."

Eleanor: "Naturalism is a factor."

Heavy: "Well, women in ancient Greece were probably not allowed to express themselves. The ancient world was ruled by men. So it makes sense that some women preferred



to live away and build their own lives."

Eleanor: "If we did not know the name, what would we think?"

Heavy: "Women giving birth to everything. Zeus's wife was the Goddess of Earth."

Eleanor: "Earth Goddess *does* fit. The idea looks to be super nurturing. The position is one of giving birth—this might be what motherhood feels like. The body takes over,

and feels like everything flows from it. This is a piece to get strong reactions. I don't think you can be neutral about it. But I find the dinosaur to not really fit."

Heavy: "This looks more like a chainsaw massacre! There isn't one entire woman's body."

Eleanor: "It isn't BLOODY!!!! There is no head, right?"

Heavy: "No head—maybe it has been eaten by dinosaurs."



Eleanor: "It is like two half bodies. So you think this is a scene of violence? I think it says nurturing."

Heavy: "Mother and Lesbos doesn't work too well."

Eleanor: "But everyone has a mother dear, even lesbians do. We all have mothers — every single one of us."

Heavy: "Yes but legend of Lesbos has nothing to do with that. It is a group of females that decided to live on their own outside the male dominated society. You sure can do that in Greece because there are so many islands around."

Eleanor: "If it were about the harmonious relationship between females, that would fit. I don't get a Greek reference visually, but having one would make more sense than a dinosaur. Harmony among breasts? Does the story and the piece not go together? This is an example of where the title really influences how we view the piece."

Heavy: "Well, I think this is what she was trying to suggest — the harmony among the group. Those women were noble and educated, so you need to show erotism, not vulgarity. There is harmony among those few females taking a bath in the lake. It could have been a little erotic too if were more avatar females and some were touching and kissing. But the fact those tits are so big makes me think of a vulgar appetite for sex not about the love between females. its like those females are bound by the sexuality and not by the cultural noble stand they had. I think those women chose to isolate themselves for different reasons than for erotic ones."

Eleanor: "For political reasons, for power, for freedom."

Eleanor and Heavy's visit to Space 4 Art left them feeling a bit overwhelmed. There is so much to see! It is the blessing and the curse of this virtual world: creativity abounds, incredible and not-so-incredible sims proliferate. And no one can see everything!

The four major artists presented, at this gallery complex do change their presentations often. This sim is rather like a studio/gallery where the artists realize various ideas. Having reviewed Louly Lou in the last issue, the critics were led to this sim by the following that artist. This is, perhaps, the best way to discover good shows—find favorite artists to watch Profiles and notices.

Eleanor and Heavy do not only review works that they like. Rather, they review works that are discussable, and where there is potential to do more. Because the pair does not know the artists personally, the conversation is only about the work itself.

From the simplest of materials in ChapTer Kronfeld's drawings to the 3D landscape of Asmita Duranjaya, and the myriad of other artists, such as the kinetic 2D works of Harter Fall, to be found at Space 4 Art, a range is presented. Louly Lou expresses an original and fresh vision with his 3D builds (reviewed in *Sim Street Journal* #10).

Mathilde Vhargon

Xirana Oxímoxi



Active Art

Eleanor Medier

Geejann Blackadder

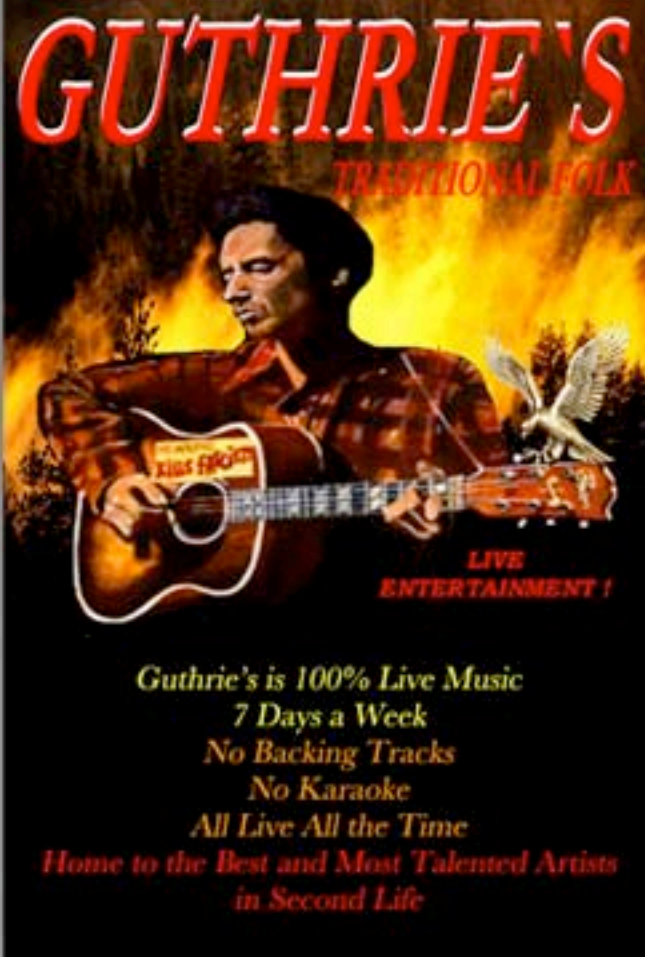


Gallery

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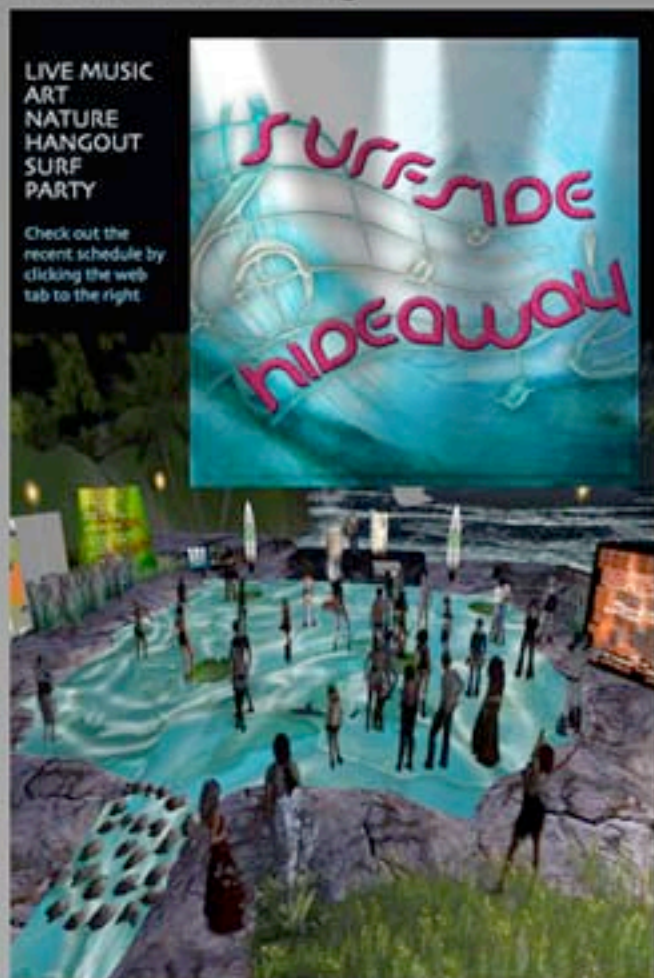


CATSCLUB

MusikCircus

MusikCircus

owner: Cat Boucher

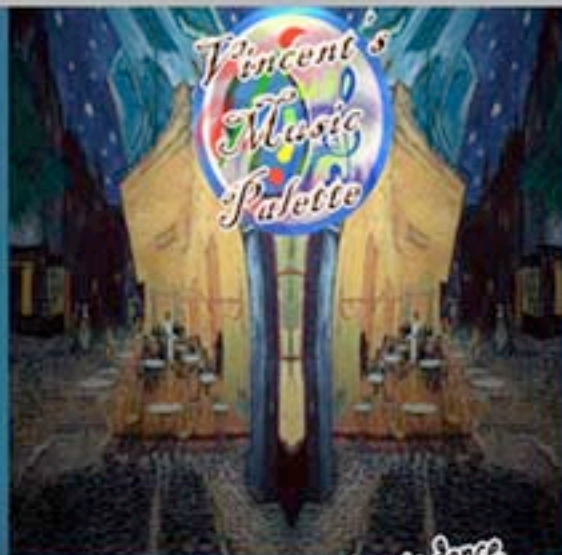


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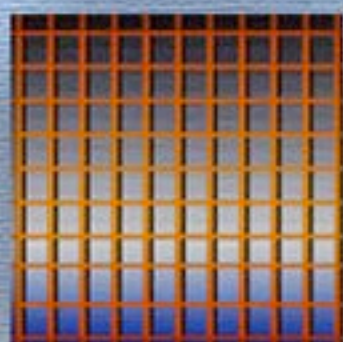
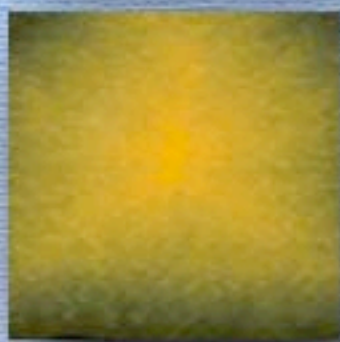
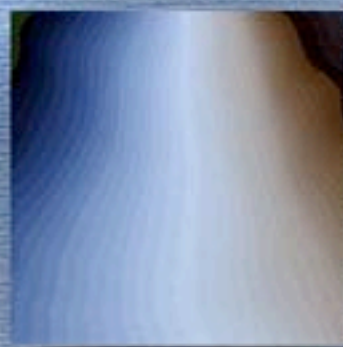
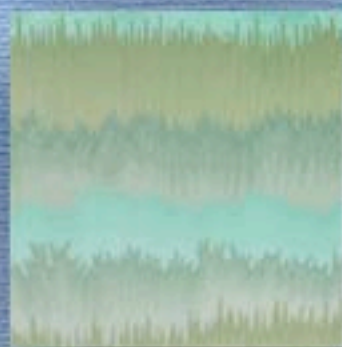
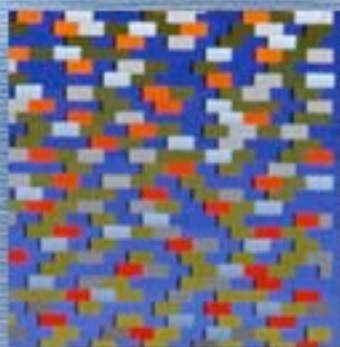
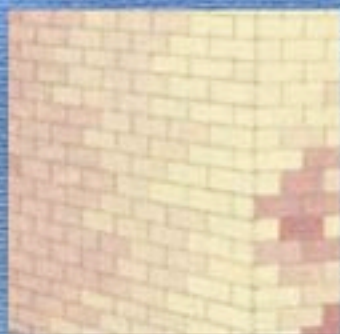
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owner: Jen Cuddihy

psychological scenery

Paintings by Eleanor Medier



GALLERY
MEDIER

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

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—Jayjay Zifanwe, University of Western Australia

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Yanik Lytton
Fogbound Blues



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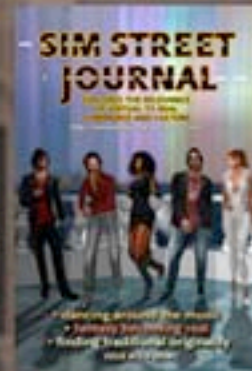
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