



RVCA



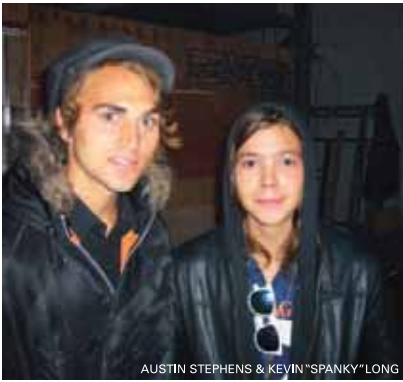
Artist
Network
Program 



ANP
QUARTERLY

 RVCA

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HISTORY :

The concept of RVCA was conceived by the company's founder and designer, PM Tenore. For over a decade, Tenore's vision has been to create a design-driven brand without compromising its roots in an active lifestyle. Somewhere between contemporary and active, RVCA is free from the passing trends of the surf, street, skate and snowboard industries. RVCA designs appear as natural on the shelves of boutiques as on those of a local skate shop.



Disenchanted with action sports branding and design constraints, and acutely aware of the "legitimacy barriers" confronting mainstream sportswear companies, Tenore created RVCA to be a more organic brand that didn't have to follow industry rules.

Enter Conan Hayes. PM and Conan became childhood friends when they met while surfing the North Shore in 1988. Later, in 2000, they met up in New York, where Tenore shared his vision of this new brand - a brand that represents a balance of opposites and how they coexist: water, oil, air, land, destruction, industrialization, art, science, foreign, domestic, order, anarchy, past, present.



Conan, an established professional surfer, found himself doing something he would have never previously imagined: declining a lucrative pro surfing contract to pursue this vision. Conan recounts the decision as "one of the biggest of my life."

As RVCA grew, so did the Artist Network Program - an ongoing program to showcase the talent of established as well as unknown artists who inspire our generation. Through the course of this program, RVCA donates partial proceeds from designs sold to each artist's charity of choice.



Artist / pro skater, Ed Templeton (whom ten years previous to RVCA's beginning, would show his art in PM's skate boutique) became the first artist to participate in the Artist Network Program. Donating his proceeds to The Luggage Store Gallery in San Francisco, Ed paved the way for other artists to use their works to help raise awareness and benefit the community.

"We feel so lucky to be working with all these great artists," says PM. "Whether it's skaters, musicians, surfers or graffiti writers, we want to help promote the genuine integrity of these subcultures while simultaneously giving back to the community."



RVCA ARTIST NETWORK PROGRAM

RVCA's main goal from the beginning has been to provide an apparel company that would combine art, fashion, and modern lifestyle in an original way. At the forefront of this goal has been RVCA's Artist Network Program (ANP) – a venture established to showcase the talent of accomplished, as well as unknown artists we feel inspire our generation and push the boundaries of creativity. To us, an artist is not someone who just paints a picture, or writes a song, but someone who is dedicated to sharing with the world their life, emotions and soul through innovative and creative ideas. RVCA and the Artist Network Program were developed to shake the very foundation of our business, by giving back to the artist and showcasing their creative growth.

DIRECT INVOLVEMENT

Together with these artists, designs are made into limited edition T-shirts. From these sales, partial proceeds from these designs are donated to a charity of the artist's choice. Charities such as: The Surfrider Foundation, Boys and Girls Club, Greenpeace USA, Actors and Others for Animals, American Cancer Society, Heal the Ocean, CHOC, National Alliance for Breast Cancer, Inner-City Arts, to name a few.

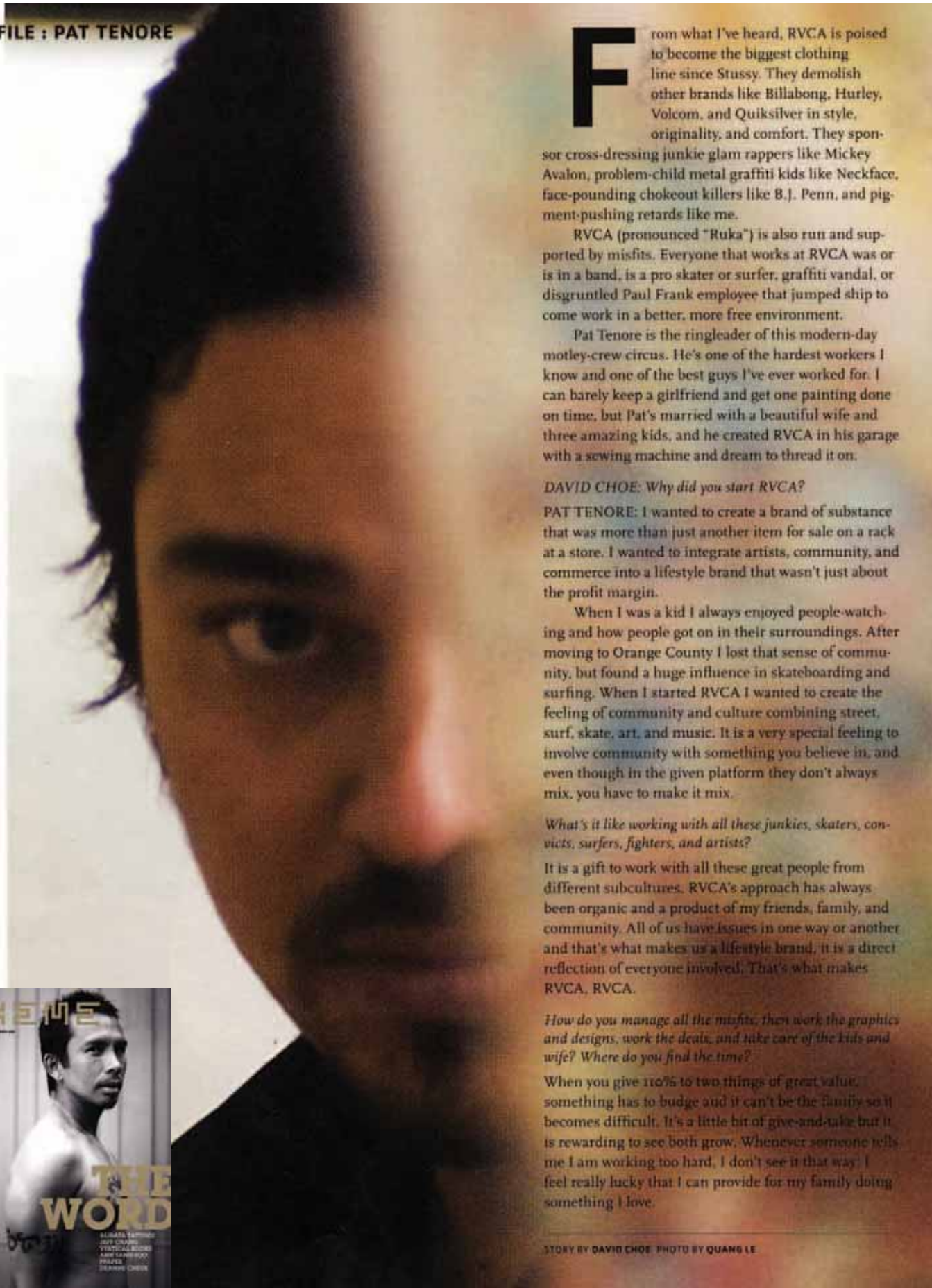
And not only is ANP a RVCA product line, ANP is also a physical component of RVCA itself. That is, RVCA maintains an on-premise studio where artists can collaborate, work and produce. Through its network, RVCA sells artists; work to commercial and individual buyers from around the world.

ANP ARTISTS:

| | |
|-------------------------|-----------------------|
| Aaron Rose | Jason Lytle |
| Alexander Kopps | Jim Houser |
| Aloysious Dougherty III | Jo Jackson |
| Andrew Pommier | Josh Lazcano |
| Ashley Macomber | Kelsey Brookes |
| Barry McGee | Kevin Lloyd Ancell |
| Ben Horton | KRK Ryden |
| Brandon Bird | Krush (AWR/MSK) |
| Brandon Boyd | Mark Mothersbaugh |
| Caroline Hwang | Mark Mulrone |
| Chris Johanson | Mark Mulrone |
| Chris Lindig | Matt Gordon |
| Clare Rojas | Matt Leines |
| Dmote | Rich Jacobs |
| David Choe | Ron Cameron |
| Deanna Templeton | Russ Pope |
| Donny Miller | Shay Nowick |
| Ed Templeton | Stephen "Espo" Powers |
| Eklips (AWR/MSK) | Tommy Guerrero |
| George Thompson | Tyke Witnes |
| Jack Johnson | Yogi Proctor |



PROFILE : PAT TENORE



From what I've heard, RVCA is poised to become the biggest clothing line since Stussy. They demolish other brands like Billabong, Hurley, Volcom, and Quiksilver in style, originality, and comfort. They sponsor cross-dressing junkie glam rappers like Mickey Avalon, problem-child metal graffiti kids like Neckface, face-pounding chokeout killers like B.J. Penn, and pigment-pushing retards like me.

RVCA (pronounced "Ruka") is also run and supported by misfits. Everyone that works at RVCA was or is in a band, is a pro skater or surfer, graffiti vandal, or disgruntled Paul Frank employee that jumped ship to come work in a better, more free environment.

Pat Tenore is the ringleader of this modern-day motley-crew circus. He's one of the hardest workers I know and one of the best guys I've ever worked for. I can barely keep a girlfriend and get one painting done on time, but Pat's married with a beautiful wife and three amazing kids, and he created RVCA in his garage with a sewing machine and dream to thread it on.

DAVID CHOE: Why did you start RVCA?

PAT TENORE: I wanted to create a brand of substance that was more than just another item for sale on a rack at a store. I wanted to integrate artists, community, and commerce into a lifestyle brand that wasn't just about the profit margin.

When I was a kid I always enjoyed people-watching and how people got on in their surroundings. After moving to Orange County I lost that sense of community, but found a huge influence in skateboarding and surfing. When I started RVCA I wanted to create the feeling of community and culture combining street, surf, skate, art, and music. It is a very special feeling to involve community with something you believe in, and even though in the given platform they don't always mix, you have to make it mix.

What's it like working with all these junkies, skaters, convicts, surfers, fighters, and artists?

It is a gift to work with all these great people from different subcultures. RVCA's approach has always been organic and a product of my friends, family, and community. All of us have issues in one way or another and that's what makes us a lifestyle brand, it is a direct reflection of everyone involved. That's what makes RVCA, RVCA.

How do you manage all the misfits, then work the graphics and designs, work the deals, and take care of the kids and wife? Where do you find the time?

When you give 100% to two things of great value, something has to budge and if can't be the family so it becomes difficult. It's a little bit of give-and-take but it is rewarding to see both grow. Whenever someone tells me I am working too hard, I don't see it that way. I feel really lucky that I can provide for my family doing something I love.

STORY BY DAVID CHOE PHOTO BY QUANG LE



PM Tenore interview and tee spotlight, *THEME* Magazine, Summer 2006.

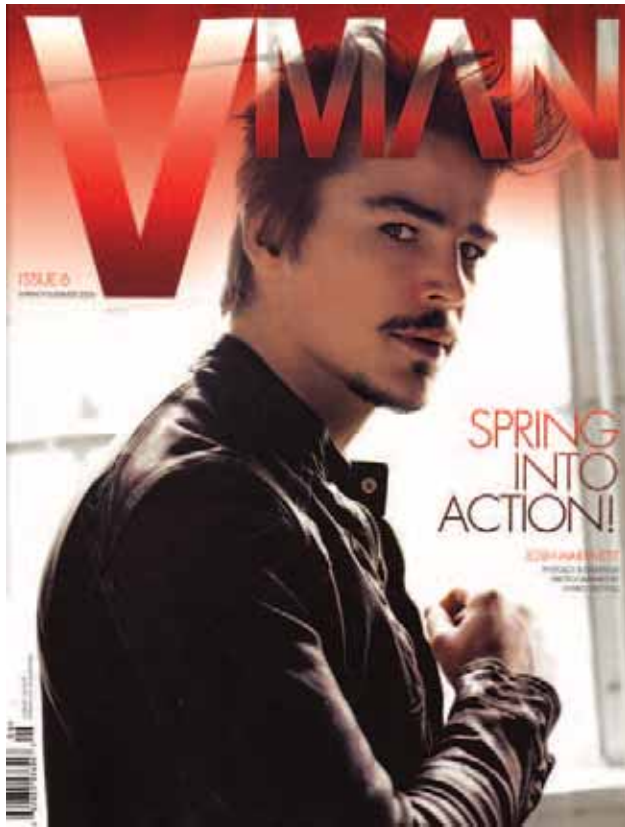


PM TENORE, fondateur de RVCA, veille à ce que son label garde toujours l'étiquette ARTY et underground. *Mission accomplie.* Des SURFERS aux skaters de Venice Beach, filmés par LARRY CLARK dans "Wassup Rockers", les *stylished* people adorent le *graffisme* des T-shirts et SWEATS, souvent réalisés en *COLLABORATION* avec des ARTISTES (graffers ou musiciens). Rvca clothing.com (MP)

MIS EN BOUCHE
 Les fêtes-régates estivales et estivales se jouent par le Festival venant le samedi, ce jour de concert qui se déroule également l'Horseshoe sur un long de nuit de jour. Au programme et à Lyon, Marseille, Marseille et Paris, de petits trucs japonais avec Bill Ding, de la performance (jeu vidéo New Polignac) jouée par le



RVCA product and personality spotlights, French VOGUE, Summer 2006.



RVCA product and personality spotlight, V MAN, Summer 2006.

BREAKING THE WAVES

Surfing has been undeniably cool ever since moviegoers discovered it all thanks to the beach boys. But today, the global popularity of surf gear is measured in millions of dollars thanks to its small part in the global fashion scene. We caught up with the world's surfing celebrities on a break between waves, without a surf.

RVCA

When they first met on Santa's Beach, the "RVCA" brand was 13 and Dave Lewis was 13. By the time their paths crossed again in 2006, the two were creating clothes and surfing gear. They created their names in 1982, RVCA is comprised of men and women, surfers, skiers, snowboarders, and conceptual design. The brand's approach is to take ideas from the beach, which serve as a link to the past, and create a new "RVCA" brand. It's a brand that is a blend of the past and the future, a brand that is a blend of the past and the future, a brand that is a blend of the past and the future.

PHOTOGRAPH BY DAVID HOFFMAN
STYLING: MARINA MALABOCCI

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STYLING: MARINA MALABOCCI

RVCA Surf Pro Nathan Webster, STAB Style Magazine cover, October 2006.

STAR STYLE

SHOCKINGLY EVIL
ON SOMEBODY!

NATHAN WEBSTER TAKES ON THE GOLF GEEKS ABOUT THEIR BIRKENHOEK SPIES AND THEIR TRENCH PARKIES!

HOMELESS CHIC
OZ WRIGHT SHOWS HOW TO CUSTOMIZE THE SHITTY TEE IN YOUR OWN WARDROBE.

TENNIS CHIC
THEY WON'T GET TOO LAID BUT THESE WHITE KICKS GET YOU INTO ANY TENNIS COURT IN THE LAND.

HOMO CHIC
WE GOT PORN THE IN PANTS OF YESS AND NO BUST.

STYLING: MARINA MALABOCCI
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STYLING: MARINA MALABOCCI
STYLING: MARINA MALABOCCI

STYLING: MARINA MALABOCCI
STYLING: MARINA MALABOCCI



AMANDA FAIREY MODELS PURSE AND TEE FROM KMART

amid the splendor that is Wal-Mart. Thompson was confused. I was too. Also, it turned out, Thompson wasn't a designer. He draws graphics, or draws designs, or something. I said that was good enough. He could draw on a shirt! He said that sounded good to him and then lurked for a long time in the men's section, where he seemed to have fallen in love with some \$30 jeans. Thirty-dollar jeans at Wal-Mart! That seemed excessive to me. They were Levi's, though. I think. Then he picked out a really good-looking white shirt and some straw pump hat thingie that I thought would look swell over his gorgeous head of fro'd-out baby dreads. We moseyed to the crafts section, where we looked at embroidery patches—he was particularly into a kind of hippie-Eskimo wolf guy, which would have been supra-'70s-cool, but decided it was too labor-intensive. I tried to talk him into a giant purple butterfly for the lapel of his shirt, but Thompson was having nothing so fabulous, though he did pick out some nice house slippers. Eventually I browbeat him into a stuffed hummingbird for his hat brim.

Now look at this picture. Do you see a hummingbird? Do you, in fact, see a hat? Now look at Thompson's shirt. Do you see a drawing? Or do you see a black spot that he made the morning of our photo shoot with, like, furniture stain? George Thompson is *on my list!* Still, how can you stay mad at a man with hair like that? George Thompson is adorable!



NEXT WE LASSOED UP IT BOY SHEPARD FAIREY.

the graphic genius behind Obey, for a jaunt to Kmart, proud home of the Jaclyn Smith Collection and a place that was perfectly acceptable to do one's shopping until Target came along and hired actual designers to design actual nice things, making Kmart look like so much *merde*. (Kind of like Star 98.7 was a perfectly acceptable radio station to listen to in the pre-Indie LA-radio wasteland.) Shepard Fairey! He was up to the challenge! It took us quite a while to get past the beige, gold and black brocades of Jaclyn Smith—career-lady wear that Fairey said his mom would totally dig, because she's from the South or something, I don't really remember—and find the slutty-seen togs, all while having a long conversation about 4-year-olds in "Poet Star" tanks or whatever it was that the offputting bedazzled numbers of last summer were perpetrating. (Later, we would talk about Obey's iconic Andre the Giant graphic, seen on a stop sign near you, and how it wasn't till Andre the Giant died that Fairey came to the realization he was actually human. Shepard Fairey's fun to talk to.) Slutty?

Dongs with naughty little sayings, or phallic Twinkies, or other stuff that really wasn't subtle in the slightest. (I had couldn't resist a T-shirt with Pebbles and Bam-Bam and the legend "I'm With the Drummer," though it's entirely possible the "the drummer" is the one ilk of band-able folk I've never groused at.) Kmart didn't have a good deal going with Dickies, did with reasonably priced, good-looking jeans, tank tops, but that was probably about it. Seriously, their buyers must be terminally depressed. Fairey chose several of the naughty tees, an atrocious gold bag and belt, and a black cotton pseudo-flamenco and miniskirt I was embarrassed to note was identical to one I own, although I do employ it to very good effect. Now look at this picture of Shepard Fairey's wife, Amanda: see how she stenciled the bag into leopardly goodness, and stenciled shit on the Size Matters tee with the diamond ring, and seems to have done something to the skirt too, which couldn't have been easy and was absolutely wood polish-free!

Take that, George Thompson, living large on your Wal-Mart spree!

Olt, well. At least the free shit didn't go to the models. I hate those skinny bitches.



GEORGE THOMPSON IN SHIRT AND PANTS FROM WAL-MART

WHY WON'T GEORGE OBEY?

RIGHTING FASHION WRONGS WITH RVCA AND SHEPARD FAIREY
BY REBECCA SCHOENKOPF

IT SEEMED LIKE A GOOD IDEA AT THE TIME. We would take three designers—cutting-edge *Audes of fashion*—and take them to horrid big box stores and make them buy me clothes. What could they do, for instance, at Wal-Mart, with \$50 in their hot little hands? How would they cut or doodle on these swanky made-in-China togs to transform them into chichi chic *pour la moi*? Then we got clever: \$75 each, and nothing could come from China. Then we got to the big box stores and I promptly threw out the no-China rule but kept the \$75. Olt, and also, Paul Frank couldn't make it—Your Friend apparently had some suing to do—and so we were down to two. It would no longer be Wal-Mart, Kmart and Target, so we tossed Target as just too easy. Everybody we know dresses straight off the rack there anyway; what would be the

challenge in that? Also, around the same time, our editors pretended to forget the idea had started as a fashion shoot with *me* and started using the word "models" a lot. All of a sudden, we weren't shopping for me, we were shopping for your typical consumer: 5'10" and 105 pounds. So I decided to let the designers design for themselves and keep the clothes if they weren't going to go to me anyway. I'm big like that.

FIRST UP WAS GEORGE THOMPSON of RVCA,



Mais oui! Short shorts that could have starred in a commercial circa 1979 and lots of fake-vintage (prefaded and distressed, even!) ironic tees all proclaiming that Size Matters, or featuring pictures of Ding

FSHN:06

RVCA and George Thompson feature, OC Weekly, May 2006

THE RADAR FASHION

BY VICTORIA HARKENE



IN CROWD: RVCA founder and designer Pat Tenore (left); and the typical crew includes Mickey Austin, members of The Japanese Motors and pro surfer C.J. Kanaha.



RVCA WORSHIP *For Costa Mesa's god of surf, real style is about more than just fashion*

Their hipper-than-hip parties are filled with O.C.'s most fashion forward faces; a skateboard half-pipe stands alongside art exhibits at their Costa Mesa headquarters and they've helped launch current music cool kids Mickey Austin, Matt Costa and The Japanese Motors. Now RVCA Clothing is taking on the publishing world with a brand-new magazine and designing limited-edition Jean-Michel Basquiat sneakers for Reebok.

Conceived by the company's founder and designer, Pat Tenore, RVCA is about more than the omnipresent T-shirts that have invaded SoCal closets over the past few years. Sure, their clothes are stocked at 400 stores ranging from Jack's Surfboards to Bloomingdale's to Fred Segal, but for Tenore, the mission is to maintain a design-driven brand with surf/skate roots that also encourages art, fashion and music to co-exist "with integrity."

After declining a lucrative pro surf contract in 2001, Tenore's childhood friend Conan Hayes came on board as a partner at RVCA to pursue their shared vision. Together they developed the Artist Network Program, showcasing the talent of established and unknown artists while giving partial proceeds from the designs sold to each artist's charity of choice. Past collaborators include artist and pro skater Ed Templeton and

musician Mark Mothersbaugh of DEVO. "We've been lucky to have built relationships with such amazing artists, musicians and athletes," Tenore says. "I feel RVCA is lucky to be involved with so many like-minded people."

RVCA's latest buzzed-about contribution is the ANP Quarterly, a slick magazine that skips stories on "what's hot" or trendy and instead focuses on arty, edgy and culturally significant subject matter that's bringing the company's fresh perspective and unimitated style sense to the masses. The magazine is free to the public via galleries, bookstores and boutiques and has no advertising whatsoever. "The vision for ANP Quarterly is to share, incite and inspire both community and culture," Tenore says of the four issues they've successfully produced so far. "Next year with the help of a museum in Europe and our distributors in Japan and Australia, ANP Quarterly will be able to increase its distribution."

And while all eyes are on RVCA, the company has no plans to leave O.C. "RVCA should be the new business model for everybody—community and commerce," Tenore says, noting that he'd like to see more incentives for the artist community. "We are fortunate; Orange County has a very supportive and active community. It is the perfect setting in which to design and create." ■



VERTICAL HOLD The offices of Ruca come complete with a half pipe.

Off the Wall and Off the Hook

By GUY TREBAY

Costa Mesa, Calif.

DECIDES to skip the usual... This happens... (The rest of the text is partially obscured and difficult to read due to the image quality.)

The business plan? To hang out, design board shorts and control the world.

Five years ago, the surf and apparel company... (The rest of the text is partially obscured.)

Off the Wall And Off the Hook

Continued From Page 1

the party, held at Ruca's headquarters in celebration of an art collaboration between the label, the artist KRF Ryden and Mark Mothersbaugh, a former Devo musician who has long made art and who now earns his living writing scores for films.

Out in the chilly Pacific air, people gossiped, drank Red Bull and vodka, dandled babies and sat around on canvas-covered poufs in a closed parking lot while someone played that most charming of musical anachronisms, the theremin.

The rhythm-of-the-spheres vibe felt oddly appropriate since the unstated dress code seemed to be time travel. There were people dressed as Ward Cleaver did in the 1950's, and an equal number of people dressed, as Pete Dinklage does, in 1960's rocker style.

All of it had something to say about the amalgam of bohemianism and mainstream business that has helped Ruca attain cult status: clothes that are whimsical, rendered in an eccentric palette and with cuts that are almost Wal-Mart generic (although far from Wal-Mart cheap; a pair of board shorts costs \$52), yet so offhandedly stylish that Ruca clothes are now sold at 400 stores in the United States as well as shops in 18 countries, among them the Parisian boutique Colette, perennial arbiter of hipster chic.

That Ruca's vendors include both hard-core surf and skate shops and places like Bloomingdale's SoHo and Fred Segal in Los Angeles — presumably that is where movie people like Josh Hartnett, Sandra Bullock and Ewan McGregor buy their Ruca stuff — are part of the brand's high/low, hard-core/mainstream appeal.

Last year, when Reebok went looking for a label sufficiently cool to design limited-edition sneakers under a deal licensing art by Jean-Michel Basquiat, the obvious choice was Ruca, explained Chris Noyes, whose business card identifies him as the brand's lifestyle representative. "They're always in touch with the grass roots of the cultures they come from," Mr. Noyes said.

Make that culture, singular. Pat PM Tenore and Conan Hayes, the two Ruca partners, are both wave riders of long standing. It was Mr. Hayes's decision in 2001 to forego a lucrative pro-endorsement contract, put up a \$20,000 grubstake and sign on to Mr. Tenore's vision of an active

sportswear label that drew inspiration from "skaters, musicians, surfers and graffiti writers" that helped get the label off the ground.

The concept then and now, the designer said, was to "promote the genuine integrity of these subcultures while giving back to the community," a statement that could easily strike the hollow note of a beauty queen's coronation speech.

Yet, however intended, the label's link to communal subcultures makes sound business sense. Few niches are tougher to exploit commercially than cool, and so it is probably logical that Ruca sponsors a rock band, has built a skateboard half-pipe inside the company's headquarters and underwrites regular art exhibits like the one by Mr. Ryden and Mr. Mothersbaugh.

"Of course we want to control the world, like everybody else," said Mr. Tenore, 33. His unlikely route to that goal is through Ruca's Artist Network Program, an ongoing collaboration with artists who create images for limited edition T-shirts, which are then sold with the proceeds partly earmarked for charity.

The list of Ruca collaborators would be immediately recognizable to board sports cognoscenti: the artist and skateboarding legend Ed



ART SHOWING for The New York Times

SIGN IN Chase Chasm, left, and Shwayze, two of the guests at a Ruca party in Costa Mesa, Calif., that mixed art, music and spirits.

Templeton; the painter (and skateboarder) Aaron Horkey; the graffiti artists Eklips and Neck Face; and the conceptual artist Donny Miller, whose new book, "Beautiful People With Beautiful Feelings," is among the more droll recent commentaries on pop culture's durably seductive banality.

"I wasted all my pretty years on you," reads the legend on a T-shirt Mr. Miller designed for Ruca's new line, the phrase printed above the eyes of a comic book seductress from the 1970's.

Ruca also publishes the ANP Quarterly, a handsomely quirky, free (and advertising-free) magazine filled with dispatches from points all around the creative and cultural perimeter.

In a single issue one may encounter Hanna Fushihara, a New Yorker whose Little Cakes gallery is run out of her Lower East Side apartment, or Wendy Yao's quirky Los Angeles boutique, Ooga Booga; or Ian MacKay, the founder of bands like Teen Idle, Fugazi and the Evens; or snapshots from inside the Smell, the indie/punk/dance/funk club in Los Angeles; or an interview with Laurie Lazer and Darryl Smith, who run the Luggage Store, a gallery in San Francisco's Tenderloin district.

One might stumble upon a chat with Thomas Schmidt, the schizophrenic zine creator who in the early 1980's, under the name Earl Parker, put out a wildly influential publication called Polyurethane Monthly from his home in Kansas City, Kan.

It was Ms. Fushihara of Little Cakes gallery who pointed out in an ANP Quarterly interview the existence of little pockets of "weirdos" like herself living all over the country, "making music, touring, sleeping on each other's floors, having weird plays, lots of costumes and masks, posters, self-released CD-R's,

records, etc." It doesn't matter anymore where one lives, she added last week in a telephone interview. "You could be in Idaho or Iowa and be connected," she said. The point by now is beyond argument. And yet what are the odds that the matrix for a series of creative encounters would turn out to be a board shorts manufacturer in the part of Orange County known as Velcro Valley?

"It's about the way I grew up," Mr. Tenore said, referring to his discovery of a world of kindred spirits among skateboarders, graffiti artists, surfers and cultural outsiders, generally. Mr. Tenore's own "turbulent, mostly fatherless and short childhood" was spent partly in the Bay Area and also in part with relatives in the Philippines. His family's support came from his mother and also a maternal grandfather, an American of Chinese-Filipino ancestry who worked two jobs, as both a janitor and security guard, almost until the day he died.

During his teens, Mr. Tenore found a job at a surf shop, where his eye for style eventually evolved to the point where he opened a store of his own. He was always, Mr. Tenore explained, acutely sensitive to the fine points of slacker and surf style. ("I wore my pants three sizes too large," he said, before it was fashionable to do so and later switched to Dickie's with legs he tailored to look pegged.) But if fashion as a form of self-expression came naturally to him, Mr. Tenore said, a career in the apparel industry was never part of grand scheme.

"I fell into it," Mr. Tenore said last week before his party, as he flopped atop a cushion on his office floor. "The business people don't like to hear this, but sometimes it's better not to have a plan."



A Ruca team T-shirt, above. Trunks, below, feature the artwork of Ed Templeton.

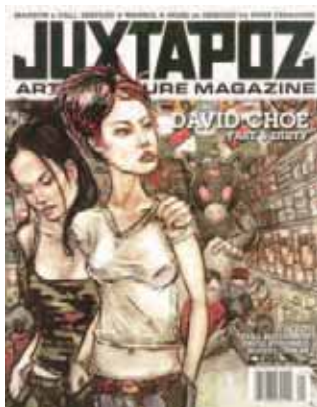




RVCA product spotlight, BPM Magazine, August 2006.



RVCA product spotlight, COLOR Magazine, Fall 2006.



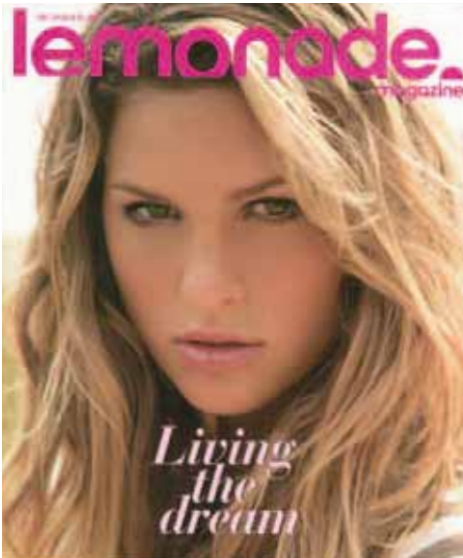
RVCA product spotlight, JUXTAPOZ Magazine, January 2007.



RVCA product spotlight, ELLE GIRL Magazine, Fall 2006.



RVCA product spotlight, LEMONADE Magazine, October 2006.





RAJ ETHAN

"ETHAN CHECKED HIMSELF ONTO THE TILT-A-WHIRL"

...and he got his lines on the handle. When it became obvious this wasn't going to happen, Ethan checked himself onto the tilt-a-whirl, which later proved to be a pretty handy trick in the long run. Ethan checked himself onto the tilt-a-whirl, which later proved to be a pretty handy trick in the long run. Ethan checked himself onto the tilt-a-whirl, which later proved to be a pretty handy trick in the long run.

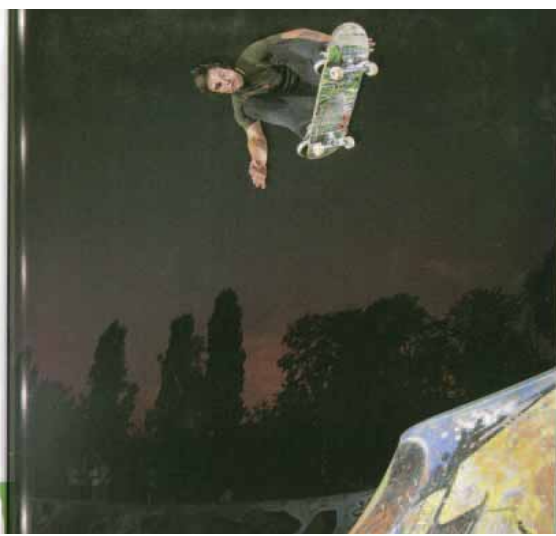


SICK ZINGS

WIKI FARTY VERSUS NECK FACE

"HE TREATS THE ENTIRE WORLD LIKE IT'S A SEVENTH-GRADE SUBSTITUTE TEACHER"

...and he got his lines on the handle. When it became obvious this wasn't going to happen, Ethan checked himself onto the tilt-a-whirl, which later proved to be a pretty handy trick in the long run. Ethan checked himself onto the tilt-a-whirl, which later proved to be a pretty handy trick in the long run.



SICK ZINGS

"THE DOG SPRANG TO LIFE, BUT INSTEAD OF CHASING LEO IT SPUN AROUND EXCITEDLY"

...and he got his lines on the handle. When it became obvious this wasn't going to happen, Ethan checked himself onto the tilt-a-whirl, which later proved to be a pretty handy trick in the long run. Ethan checked himself onto the tilt-a-whirl, which later proved to be a pretty handy trick in the long run.

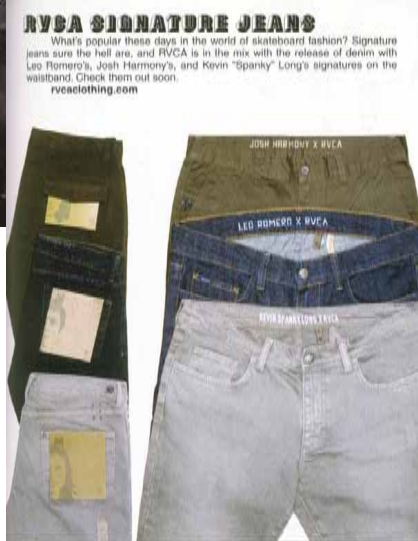
LEO HUMPHREY, NO APOLOGIES

THOUGH A GOOD-NATURED young man, Leo is one of those people who takes great pleasure in stirring up uncontrollable social situations. He's also a really successful skateboarder.

...and he got his lines on the handle. When it became obvious this wasn't going to happen, Ethan checked himself onto the tilt-a-whirl, which later proved to be a pretty handy trick in the long run. Ethan checked himself onto the tilt-a-whirl, which later proved to be a pretty handy trick in the long run.



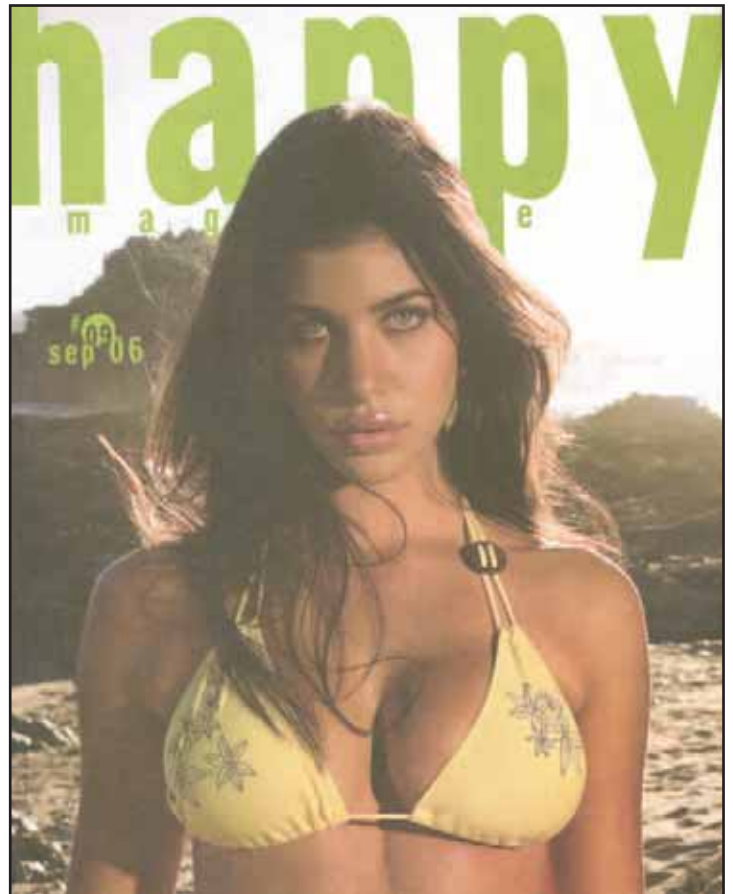
RVCA Signature Jeans Spotlight, SKATEBOARD Magazine, October 2006.



RVCA Ramp Jam Feature, SKATEBOARD Magazine, January 2007.



RVCA Signature Jeans Spotlight, SKATEBOARDING Magazine, Holiday 2006.



RVCA Skate Team Pro Leo Romero Photo Feature, HAPPY Magazine, September 2006.

WHAT THE PROS ARE RIDING

2006 BUYER'S GUIDE

We routinely ambush the pros to see if they were riding what they say they ride. No camera tricks, no Photoshopping, no last-minute switcheroos—just the straight-up cut-ups and the pros behind 'em—TWS Staff



CARWELL BERRY
 Name: Carwell Berry
 Deck: Carwell's custom deck
 Trucks: Carwell's custom trucks
 Wheels: Carwell's custom wheels
 Bearings: Carwell's custom bearings

BOB MCCANN
 Name: Bob McCann
 Deck: Bob's custom deck
 Trucks: Bob's custom trucks
 Wheels: Bob's custom wheels
 Bearings: Bob's custom bearings

OSCAR SALAZAR
 Name: Oscar Salazar
 Deck: Oscar's custom deck
 Trucks: Oscar's custom trucks
 Wheels: Oscar's custom wheels
 Bearings: Oscar's custom bearings

CHAD THE TIG
 Name: Chad The Tig
 Deck: Chad's custom deck
 Trucks: Chad's custom trucks
 Wheels: Chad's custom wheels
 Bearings: Chad's custom bearings

ED TEMPLETON
 Name: Ed Templeton
 Deck: Ed's custom deck
 Trucks: Ed's custom trucks
 Wheels: Ed's custom wheels
 Bearings: Ed's custom bearings

BRUCE SUMNER
 Name: Bruce Sumner
 Deck: Bruce's custom deck
 Trucks: Bruce's custom trucks
 Wheels: Bruce's custom wheels
 Bearings: Bruce's custom bearings

PAUL RODRIGUEZ
 Name: Paul Rodriguez
 Deck: Paul's custom deck
 Trucks: Paul's custom trucks
 Wheels: Paul's custom wheels
 Bearings: Paul's custom bearings

JOHN RATTRAY
 Name: John Rattray
 Deck: John's custom deck
 Trucks: John's custom trucks
 Wheels: John's custom wheels
 Bearings: John's custom bearings

WHAT THE PROS ARE RIDING

2006 BUYER'S GUIDE



TOMMY SANDOVAL
 Name: Tommy Sandoval
 Deck: Tommy's custom deck
 Trucks: Tommy's custom trucks
 Wheels: Tommy's custom wheels
 Bearings: Tommy's custom bearings

PATRICK MELCHOR
 Name: Patrick Melchor
 Deck: Patrick's custom deck
 Trucks: Patrick's custom trucks
 Wheels: Patrick's custom wheels
 Bearings: Patrick's custom bearings

LEO ROMERO
 Name: Leo Romero
 Deck: Leo's custom deck
 Trucks: Leo's custom trucks
 Wheels: Leo's custom wheels
 Bearings: Leo's custom bearings

DARBY MONTYKA
 Name: Darby Montyka
 Deck: Darby's custom deck
 Trucks: Darby's custom trucks
 Wheels: Darby's custom wheels
 Bearings: Darby's custom bearings

ANTHONY VAN ENCKEN
 Name: Anthony Van Encken
 Deck: Anthony's custom deck
 Trucks: Anthony's custom trucks
 Wheels: Anthony's custom wheels
 Bearings: Anthony's custom bearings

AUSTIN STEPHENS
 Name: Austin Stephens
 Deck: Austin's custom deck
 Trucks: Austin's custom trucks
 Wheels: Austin's custom wheels
 Bearings: Austin's custom bearings

WHAT THE PROS ARE RIDING

2006 BUYER'S GUIDE



BRAYDON SZAFRANSKI
 Name: Braydon Szafrański
 Deck: Braydon's custom deck
 Trucks: Braydon's custom trucks
 Wheels: Braydon's custom wheels
 Bearings: Braydon's custom bearings

JOSH HARMONY
 Name: Josh Harmony
 Deck: Josh's custom deck
 Trucks: Josh's custom trucks
 Wheels: Josh's custom wheels
 Bearings: Josh's custom bearings

CYRIL SEHN
 Name: Cyril Sehn
 Deck: Cyril's custom deck
 Trucks: Cyril's custom trucks
 Wheels: Cyril's custom wheels
 Bearings: Cyril's custom bearings


BRIAN SUMNER
 Name: Brian Sumner
 Deck: Brian's custom deck
 Trucks: Brian's custom trucks
 Wheels: Brian's custom wheels
 Bearings: Brian's custom bearings

PAUL RODRIGUEZ
 Name: Paul Rodriguez
 Deck: Paul's custom deck
 Trucks: Paul's custom trucks
 Wheels: Paul's custom wheels
 Bearings: Paul's custom bearings

JOHN RATTRAY
 Name: John Rattray
 Deck: John's custom deck
 Trucks: John's custom trucks
 Wheels: John's custom wheels
 Bearings: John's custom bearings

THRASHER PRESENTS THIRTY3EN

PHOTO ISSUE 2006



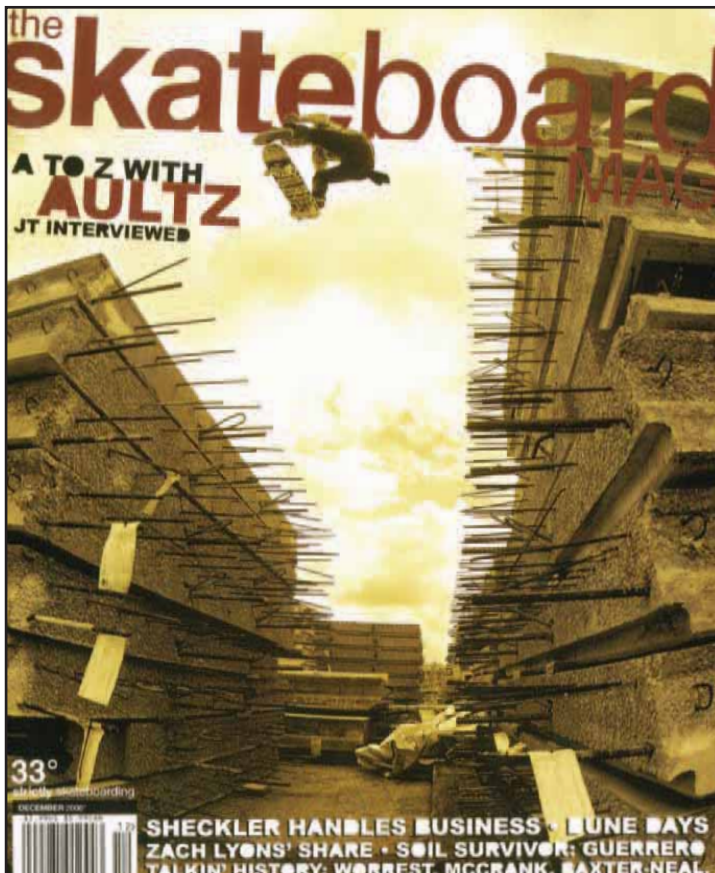
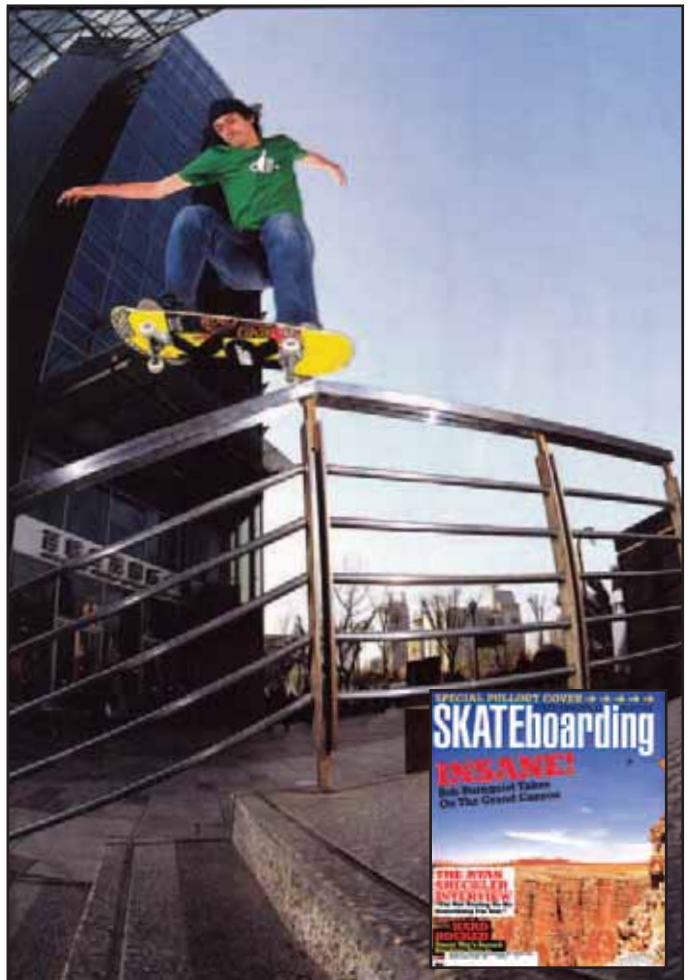
FEATURING:
 SAARI · WAY · HASSAN · BARTIE · DREHOBL
 GRAVETTE · HEWITT · GLIFBERG · MUMFORD
 MARKS · RATTRAY · SANDOVAL & MORE...

RVCA Skate Team Pros: Ed Templeton, Leo Romero, Austin Stephens & Josh Harmony
 Spotlight, SKATEBOARDING Magazine, Holiday 2006.

RVCA Skate Team Pro Cairo Foster, THRASHER Magazine Photo Issue, Summer 2006.



RVCA Skate Team Pro Cairo Foster, SKATEBOARDING Magazine, August 2006.



RVCA Skate Team Pro Kevin "Spanky" Long Spotlight, SKATEBOARD Magazine, December 2006.

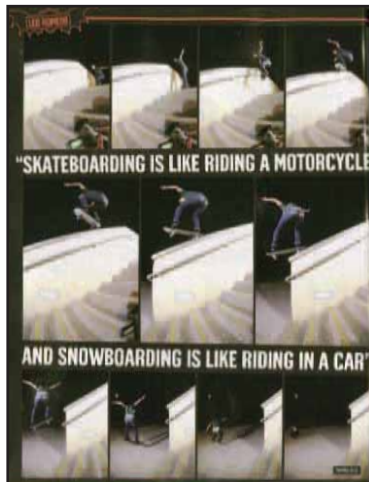


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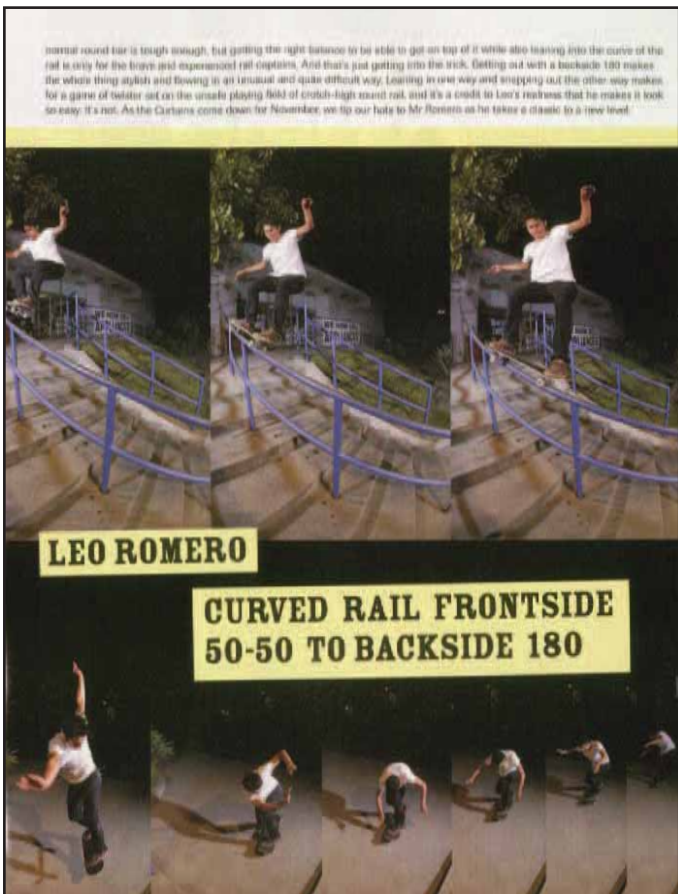
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| 012° Initial Remarks Why? | 030° Origins Five-O | 046° Odds and Evens News, Calendar, myPod, Sling, First Things First, Timeline, Chirping In, Dear Uncle Lou, Newsmag-a-thon, Product Geek | 078° Daily Ops Ryan Sheckler | 174° Storefront 3LB |
| 020° Mallstrom Barroom in Canada? | 032° Exposed Snips and Snails | 042° Make Note Tommy Guerrero | 170° Pick High Grade Blend | 178° Clyde's Corner A Few Quick Questions |
| 024° Guest Ed Alexis Weyland | 076° Timbre About Much Else | 172° Festvus Vans Downman Showdown | 182° Blackout Jaws On Lock | |



RVCA Skate Team Pro Leo Romero Feature, THRASHER Magazine, November 2006.



RVCA Skate Team Pro Leo Romero Feature, SLAP Magazine,





RVCA Skate Team Pro Josh Harmony
Feature,
SKATEBOARDING Magazine,



NO 'HARM'ONY DONE

Josh Harmony (frontside ollie, right) will now be touring and filming for the next Toy Machine video on Indy trucks. Sneak a peek of what Josh was built to grind on page 140, photo: ORTIZ

WARM-UP SPOT

TOP FIVE ED TEMPLETON

Craziest Fan Requests:

1. Can you make me a painting?
2. Will you integrate my mom so I can have a brother?
3. Can I get in the van and come on the set of the "You" with you?
4. Can we look at your balls?
5. Will you sign my ass?

Things To Draw At Autograph Signings:

1. Transistor Set-to-the-strings guy with the stick, one eye, and the crab-style claws.
2. The "M" Man.
3. Transistorator—the guy with six eyes and satellite dish ears.
4. My old "Consumer" drawing from the New Deal days.

Best Things About Being A Vegan:

1. I am not eating things for the pro-choice.
2. Hopefully I will live a longer and healthier life. Me that with skateboarding and I will live the same amount of time as everyone else.
3. I am contributing to helping the environment. Man, that sounds like hippie-shit, I don't hate hippies.
4. It makes me think about food in more ways than normal. I read ingredients and make purchasing choices based on that reading.
5. All the vegan friends they make—meat is so cream and luscious!

Nicknames People Have Given You:

1. "The Terminator"—I think it is Sakai gave me that "Terminator" from Santa's Sledge.".
2. "Ed Dark Bread" from Skater's Brother "Jump."
3. "Dylan" from some Los Vegas temp dude. They thought I was flying to see the Dylan from (Weekly Hollywood).
4. "Temp-Dog" from Munk probably.

Strangest People You See In Huntington Beach:

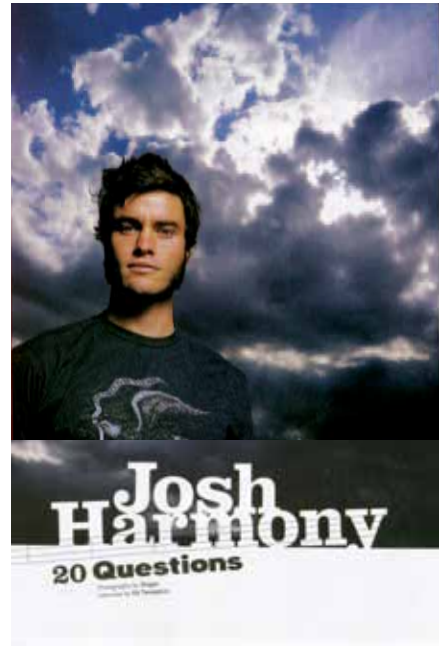
1. I saw a dude with an 80 tattoo the other day.
2. Tattooed, wife-beater-wearing, pit bull-wearing, weed-head-looking pro-brats are a dime a dozen.
3. Kids with smart hats—dipshits on their heads.
4. Sixteen-year-old girls with only inches of clothing on.
5. Mexican dudes with damn knives on the hip parading photos of girls in bathing suits.

Pieces Of Art:

1. Egan Schuler's watercolor drawings of male girls.
2. Almost anything done by David Laundy, Chris Johnston, and Raymond Pettibon.
3. Henry Darger's illustrations for his epic novel.
4. Gustav Klimt's portrait of Adele Bloch-Bauer—it was stolen by the Nazis. The original owners want to get it back, get it, and just add it for over 100 million dollars.
5. Boris Mikhailov's photography—I love how he works in seamy form.

Long-Term Houseguests:

1. Mike Maloney, Kerry Gato, and Igor Magara would come as a posse.
2. Chad Miska—the weird show up at breakfast in the afternoon saying, "I just woke up in a gutter and found my way back here somehow."
3. Austin DiGiorgio lived with me for a year. I barely even knew he was there for most of that.
4. I had my old love mentor my house when I was gone in Europe for a month. He came back and the house was trashed, and there were thirty dollars under our bed.
5. Danny Bentley, Brian Anderson, and Klaus Diermaier would be there a lot too.



RVCA Skate Team Pro Ed Templeton Spotlight,
SKATEBOARDING Magazine,
November 2006.

人気のテウアカ。今月のテーマは「ヒザの曲げ具合が決め手! 失速しないワトムターン」

SURFIN' LIFE

月刊サーフィンライフ
NEW STANDARD SURFING
2006 No.308
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Upper Class Beach Style

大人な潮はセンスが大事! 世界小洒落たビーチガイド
ハワイのUS - オーストラリア AUSTRALIA - フランス FRANCE - イタリア ITALY - ユーロ圏 EU
INFL - 熊谷隆志携り下ろしNYサーフトリップ モーター・ミュージック・パーティー

TALENTED PEOPLE in JAPAN

異才軍団が日本に上陸!

海外有名雑誌の編集長と、ストリートサーフの天才と名を馳せるサーファー

「サーフ・ミュージック・パーティー」

「NY サーフトリップ」

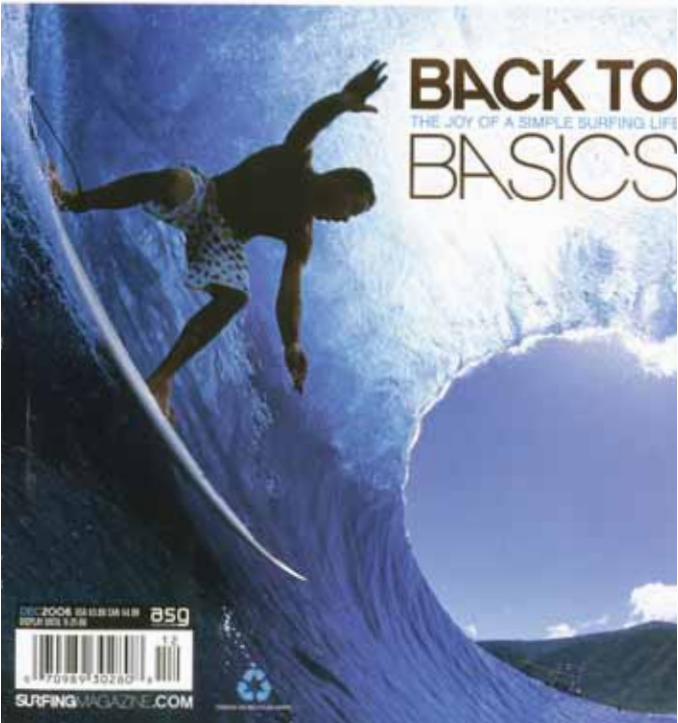
「熊谷隆志携り下ろし」

「サーフ・ミュージック・パーティー」

「NY サーフトリップ」

「熊谷隆志携り下ろし」

SUPER-SIZE VANS TRIPLE CROWN POSTER INSIDE
SURFING
MAGAZINE



CHRISTIAN FLETCHER

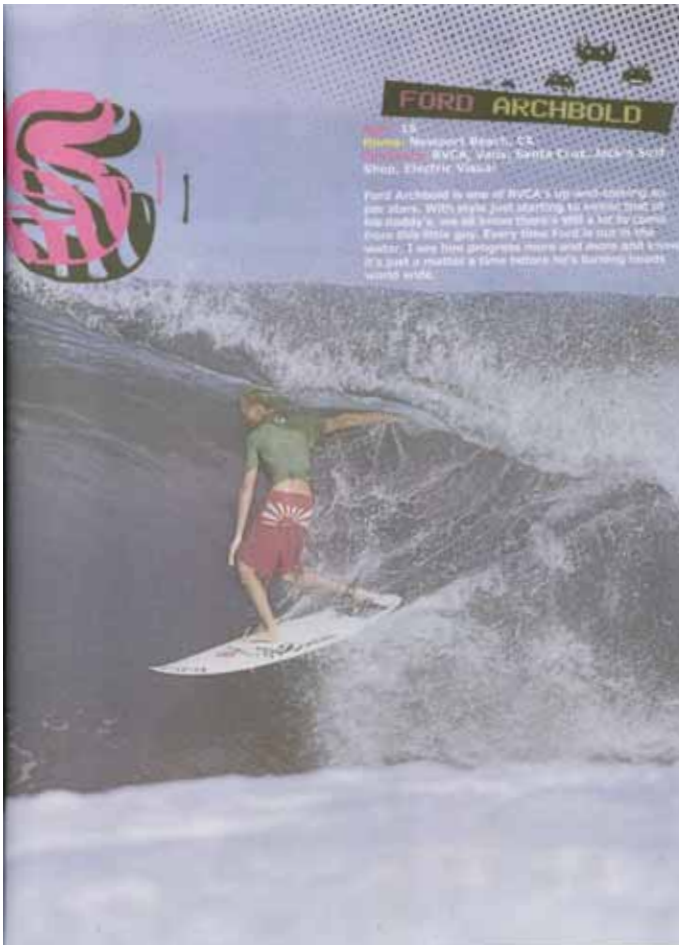
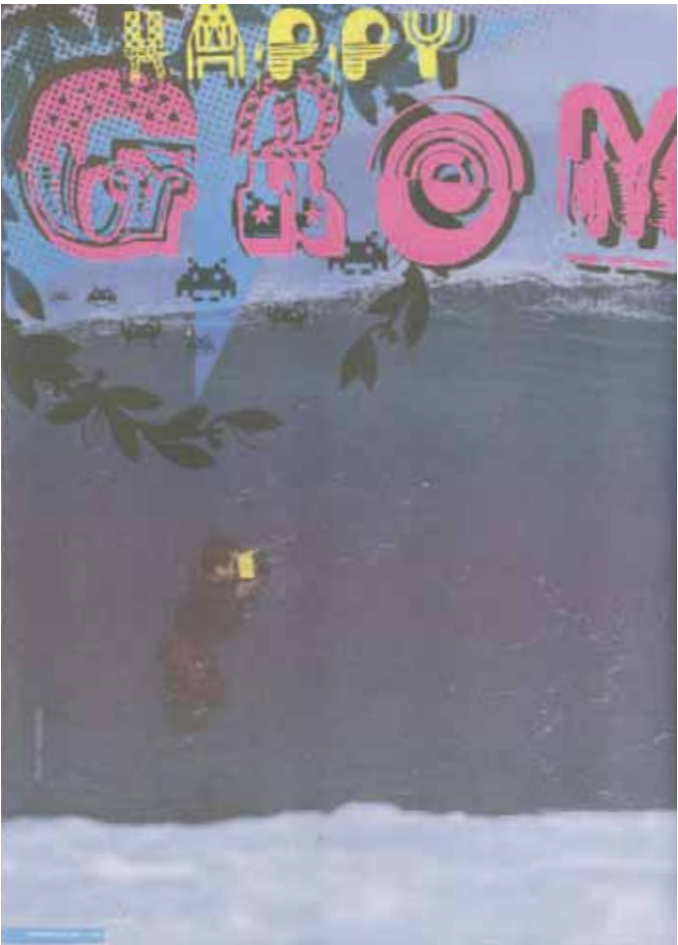
When he's not riding waves, Fletcher is a professional. Growing up, I thought of the guys I looked up to were my buddies. I was around 'em from the start. My cousin Marty [professional] was in the team, my dad [professional] did it too. My dad [professional] had a four-time world championship, the grandeur was a legend, so I got to know a lot of famous surfers and I thought they were all my friends. When a coach of his that was the kids [professional] had the first chance they got I think it was when Jeff Booth wrote the first letter and they tried to make my amateur status at 12 years old.

THE FIRST I CAN REMEMBER OF BEING A SURFER WAS Do when it comes to doing any, I know what's good and I know what's bad. And it's just ridiculous the way people look at things in surfing. How many are do you see where the guy surfs and over-estimates and looks defensive and has to spin back around in other words, that's a real tale. In fact, it's like, "Oh my god he made it" and don't even get me started on the whole "I'm a pro" thing and I don't even know what it means. I saw you riding a line with training wheels?

THE FIRST I CAN REMEMBER OF BEING A SURFER WAS I was never ashamed of being a pro. Didn't like it, didn't like it, was angry, didn't deal and I didn't deal, but there were people who were so much to me. And now I see all these same people doing what they were supposedly against. I walked into a house in the north, there were people and a bunch of "weight" guys from the '90s were there, getting into it. You could have knocked me over with a feather.

WHEN HE'S NOT RIDING WAVES, FLETCHER IS A PROFESSIONAL. GROWING UP, My 16-year-old son, Graham, is nothing like I was at his age. He doesn't care, doesn't care, doesn't care about chicks — he doesn't care about girls, either [laughs]. All he wants to do is ride his skateboard. And I-I, we were the RVCA team at the time together. It was in the morning, really urban, beautiful. So clearly Paul [Coaching Team Hoban] [laughs] and

THIS IS THE BEST MEMORABLE MOMENT SINCE THE '90S Got a nice, comfortable weekend. Perry doesn't board and the waves had been too flat. He on the RVCA program and those guys are taking care of me. When someone shows a little love and that's it. It's super relaxing. Like, when I was 16 years old, I had a surf teacher who was really cool. I finished at my time, I was like "I thought it" about for Fletcher. But the teacher I had, Mr. Cook, was cool. He made me work hard and I got a lot, I never forget that.



FORD ARCHBOLD

Home: Newport Beach, CA
Team: RVCA, Jans, Santa Cruz, Jans & Scott Shop, Electric, Vans

Ford Archbold is one of RVCA's up-and-coming new stars. With style just starting to arrive, Ford is no slacker. With style just starting to arrive, Ford is no slacker. With style just starting to arrive, Ford is no slacker. With style just starting to arrive, Ford is no slacker.

EXCLUSIVE: SURF LIKE SLATER! TOP EXPERTS SHOW YOU HOW

TRANSWORLD *Killer EAST COAST Coverage*

SURF

MEGA HURLEY SPECIAL

VOLUME 9, NUMBER 1

PRO SPOTLIGHT

THE WILD CHILD

YADIN NICOL: International Playboy

HURRICANE HUNTERS

Chasing East Coast Perfection

EURO FACE-OFF

Epic France And Spain With Andy, Kelly, And Friends

GO THERE: El Salvador • HOW TO: Blq-Wave Backside Snaps

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TOP QUIZ

MIKALA JONES VS. DANIEL JONES

POINTS

| | |
|---|--|
| 1. Name of Mikala's first love? (6 points) | 6. Name of Daniel's first love? (6 points) |
| 2. What is Mikala's favorite food? (1 point) | 7. What is Daniel's favorite food? (1 point) |
| 3. What is Mikala's favorite movie? (1 point) | 8. What is Daniel's favorite movie? (1 point) |
| 4. What is Mikala's favorite song? (1 point) | 9. What is Daniel's favorite song? (1 point) |
| 5. What is Mikala's favorite color? (1 point) | 10. What is Daniel's favorite color? (1 point) |

WINNER! 13

It's tough to keep up with the Joneses, especially when the kids are mixed in with the pros. But we've got you covered with this quiz. Who will win? Let us know in the comments!

It's not just about the surf, it's about the lifestyle. Aaron Comician is a surfer who lives the life. He's not just a surfer, he's a lifestyle. He's a surfer who lives the life. He's not just a surfer, he's a lifestyle. He's a surfer who lives the life. He's not just a surfer, he's a lifestyle.

HELENE

Category 1

Category 2

Category 3

Category 4

Category 5

Category 6

Category 7

Category 8

Category 9

Category 10

Category 11

Category 12

Category 13

Category 14

Category 15

Category 16

Category 17

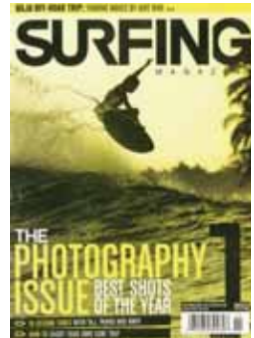
Category 18

Category 19

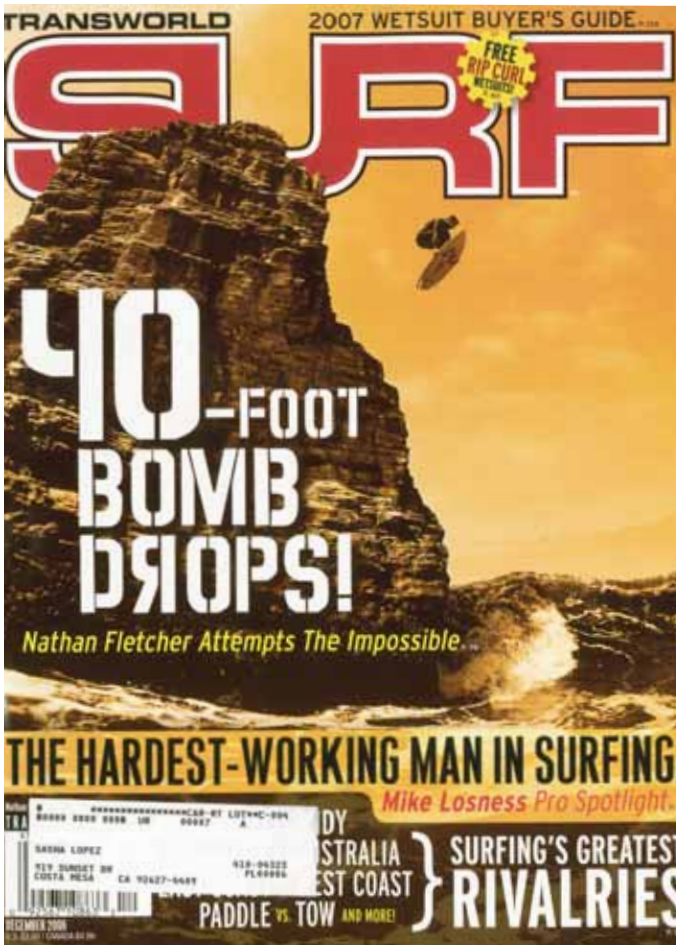
Category 20

HELENE WAS A BLUR, AS GOOD AS GONE, USUALLY ARE.

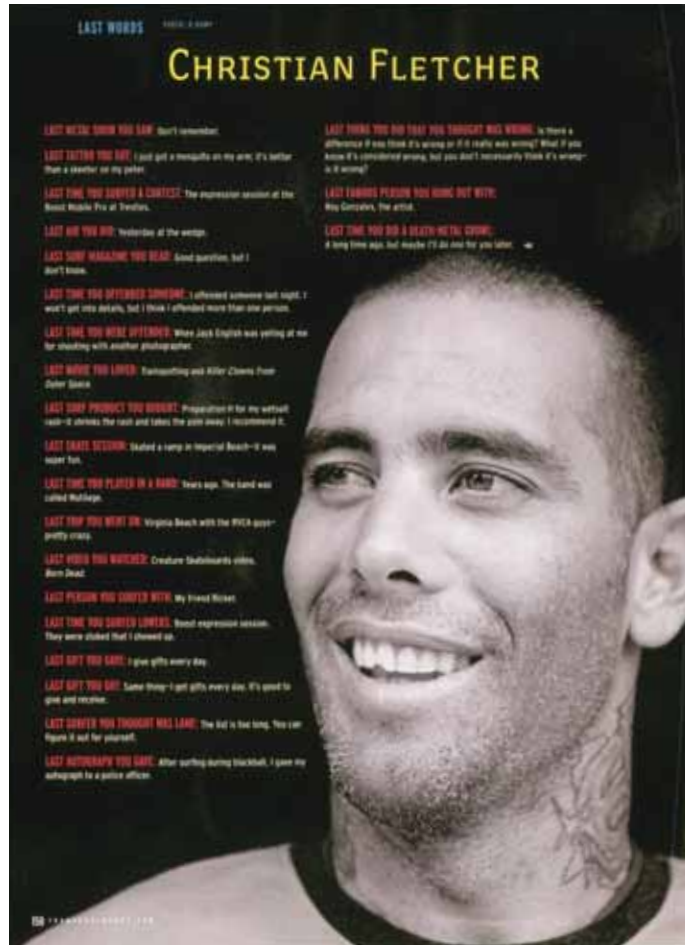
It's not just about the surf, it's about the lifestyle. Helene was a blur, as good as gone, usually are. It's not just about the surf, it's about the lifestyle. Helene was a blur, as good as gone, usually are. It's not just about the surf, it's about the lifestyle. Helene was a blur, as good as gone, usually are.

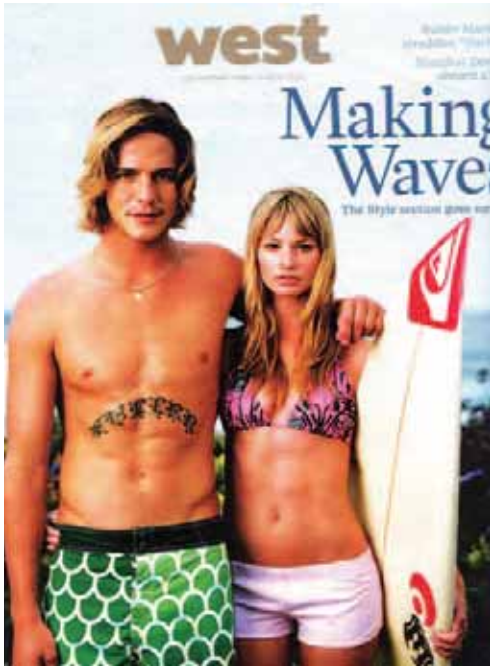


RVCA Surf Team Pro Casey Brown Spotlight, SURFING Magazine, November 2006.



RVCA Surf Team Pro Christian Fletcher Spotlight, SURFING Magazine, December 2006.





RVCA product & Pascal Stansfield spotlight,
LA Times Magazine, Summer 2006.



Ben Stiller wearing RVCA T-Shirt.





RVCA hat, worn by Sandra Bullock, People Magazine, 2005



RVCA tee, worn by Ben Stiller with Jack Johnson, 2004



RVCA tee, worn by Ewan MacGregor, "Star Wars" interview 2004



RVCA tee, worn by Paul Walker in *Deep Blue*, 2005



Justin Timberlake wearing RVCA shirt, M LIFESTYLE Magazine, Fall 2006.



Terry O'Quinn from ABC's LOST wearing RVCA shirt.



Josh Holloway from ABC's LOST wearing RVCA shirt.



Jessica Biel wearing RVCA tank, BUNTE Magazine, October 2006.



George Thompson Feature, STAF Magazine, July 2006.

RVCA Spotlight, RIVIERA Magazine, September 2006.



Stanton, (714) 527-2323.

Whittier High School. "It's where Biff's dad gets knocked out by McFly!" says Costa, referring to the prom scene in 1985's *Back to the Future*, which was filmed here. "When I used to skate, we used to go to a bunch of high schools everywhere—all around—San Francisco, Los Angeles, San Diego. And I visited Whittier one day and was looking at it and I was thinking that it looked really familiar. And when I put everything together, I was like, 'Holy shit! *Back to the Future!*'" 12417 Philadelphia St., Whittier, (562) 698-8121.

RVCA. An artist and music enclave under the guise of a clothing company, this outfit has come a long way since its official launch in 2000 by designer PM Tenore. The brand, so recently limited to specialty stores like Huntington Surf & Sport or the Closet, is now featured at clothiers as mainstream as Nordstrom. "They're just really good people—the hardest-working people in Costa Mesa," Costa says. "Someone told them that I make music, and they checked it out. And we've been creative together since." Also? "If it wasn't for them, I'd be naked." 919 Sunset Dr., Costa Mesa, (949) 548-6223.

Fiesta Grill. We've all got our favorite inexpensive-yet-satisfying taquerías. Costa's got two, and they've got the same name. "When I'm out on the road, I'll dream about this place. Literally, I'll dream about the place. It's that good. And when I'm back home, I'll call up Mitch and Harris and we'll have lunch dates there. We'll even talk about it on the road," Costa says. "And you can do your laundry right next to it. I don't. But I'm sure you could." 19484 Beach Blvd., Huntington Beach, (714) 968-0775; also at 418 17th St., Huntington Beach, (714) 969-7689.

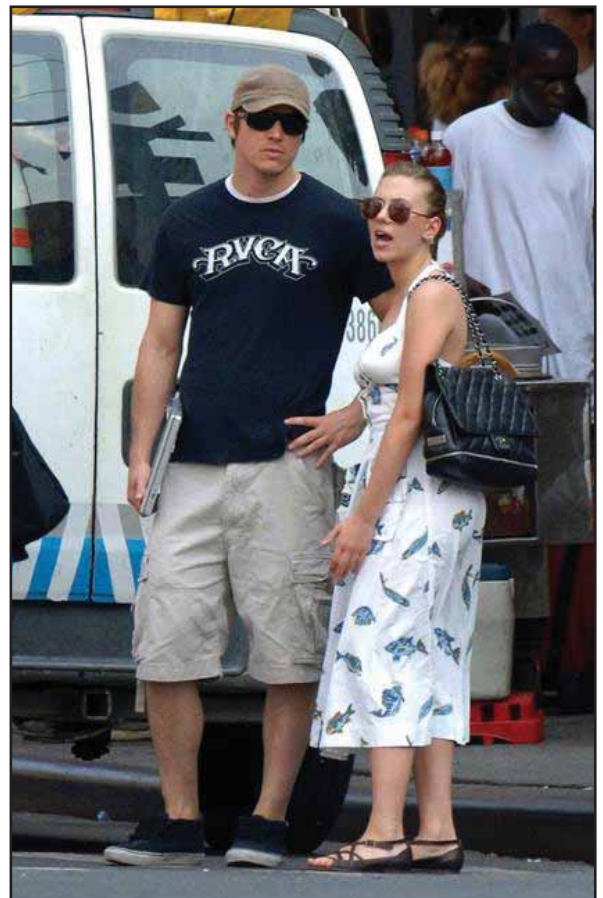
1,000 Steps Beach. With its blue waters, tidepools, rocky cliffs and, uh, prime makeout location, this is a local favorite—that is, if you can find it. A long stairway just north of Catalina Street leads you down the bluff to the beach. And though it may seem like 1,000 steps, particularly on the trip back up, many people put it closer to something like 227. "It's just like being in Hawaii ... in Orange County," says Costa. "It's a little vacation just down PCH." Ninth St. and Coast Hwy, Laguna Beach.

Shane Gooding. A fellow singer/songwriter from Huntington Beach, Gooding's folk and blues—and his rock & roll with the group Patients—have made him prominent on the OC scene. "I've seen him play in Long Beach or at the Alta Coffeehouse in Newport. He's really good and anyone who sees his name should go check it out—they won't be disappointed. They'll probably be blown away." www.myspace.com/shanegooding or www.shanegooding.net.

Edwards University Theater. "What other places in Orange County have indie films like they do! It's pretty much the best thing that's come out of the whole Irvine Co. foundation since it started. And it's right next to In-N-Out." 4245 Campus Dr., Irvine, (949) 854-8811.

John Wayne Airport. When you travel as much as Costa does, a small, uncrowded, local airport like John Wayne Airport can be a blessing. "The terrorist-threat level is way lower too," Costa jokes. "But once it all goes down at LAX, people are just going to be flocking to John Wayne." Beyond that, a friend of his father once hid behind the John Wayne statue and did an impression of the Duke that was so good it made a kid break down in tears. 18601 Airport Way, Santa Ana, (949) 252-5200.

—Virkie Chang



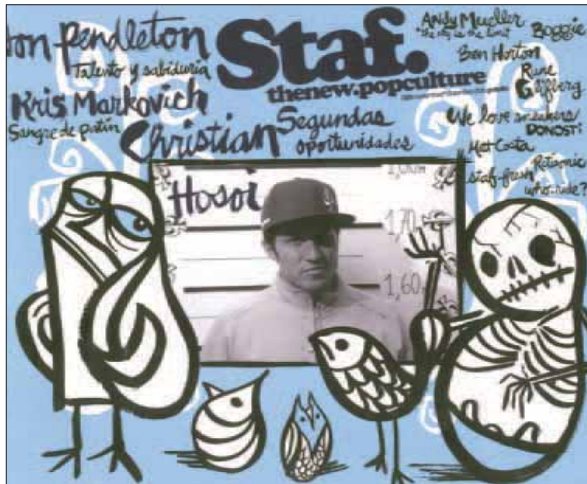
Josh Hartnett wearing RVCA shirt with Scarlett Johansson, August 2006.



Shawnee Smith as "Amanda" in the film SAW III wearing RVCA shirt and jacket, October 2006.



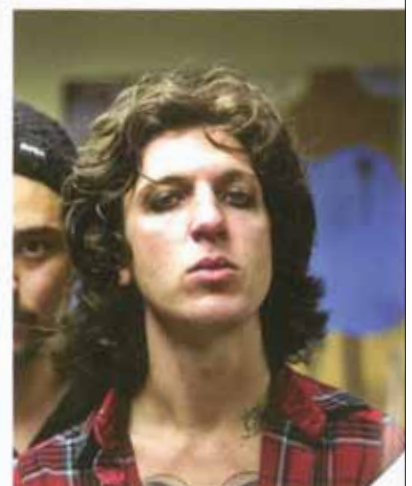
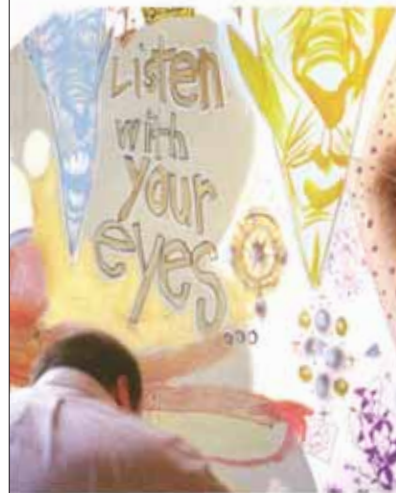
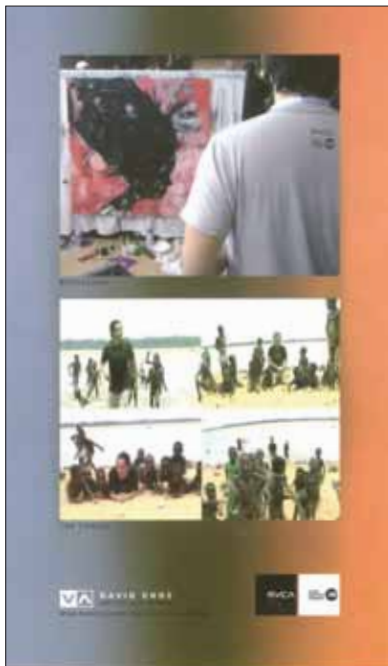
Jonathan Penner from CBS SURVIVOR, wearing RVCA shirt, August 2006.



RVCA Spotlight, STAF Magazine, December 2006.

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* RVCA
 Seleccionada dentro de las selectas, RVCA es una marca de ropa multilifestyle - como les gusta decir a ellos - fundada en el año 2000 por Conan Hayes y PM Tenore en Costa Mesa, California. Conocida por sus exclusivas camisetas, RVCA es una compañía comprometida con la escena artística contemporánea. Prueba de ello es ANP -Artist Network Program-, una red de artistas puesta en marcha por RVCA que nutre a la marca de gráficos para sus prendas, cediendo una parte de los beneficios a fines benéficos escogidos por los propios artistas. Además, RVCA está involucrada en prestigiosas galerías de arte de LA y San Francisco y edita una revista gratuita de arte y cultura -ANP Quarterly- que está dirigida por Aaron Rose, Ed Templeton y Brendan Fowler. Ahí es nada. *Curro Oriate*





ben.horton uoyoyu
en paz con el mundo opunuw

Entonces es momento. No es un titular más, digámoslo, artístico. Pero es que Ben Horton es un artista. Un artista que muestra con desbordante fuerza el estado de guerra y el conflicto. Un artista que se muestra, además, que lucha con los ojos puestos en el mundo. Porque Ben Horton se preocupa no solamente por una buena forma de ver la vida y el mundo. Además de, por supuesto, un dibujo. Y todas estas cosas, artista y hombre común, por encima de todo, finalmente se dan en el mundo.

Ben Horton nació en 1970 en un pueblo de la zona de la frontera entre México y Estados Unidos. Desde muy joven se dedicó a la pintura y al dibujo. En su obra se reflejan los conflictos sociales y políticos que vive en su país. Su estilo es muy expresivo y emocional. Ben Horton es un artista que muestra con desbordante fuerza el estado de guerra y el conflicto. Un artista que se muestra, además, que lucha con los ojos puestos en el mundo. Porque Ben Horton se preocupa no solamente por una buena forma de ver la vida y el mundo. Además de, por supuesto, un dibujo. Y todas estas cosas, artista y hombre común, por encima de todo, finalmente se dan en el mundo.



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Ben Horton es un artista que muestra con desbordante fuerza el estado de guerra y el conflicto. Un artista que se muestra, además, que lucha con los ojos puestos en el mundo. Porque Ben Horton se preocupa no solamente por una buena forma de ver la vida y el mundo. Además de, por supuesto, un dibujo. Y todas estas cosas, artista y hombre común, por encima de todo, finalmente se dan en el mundo.

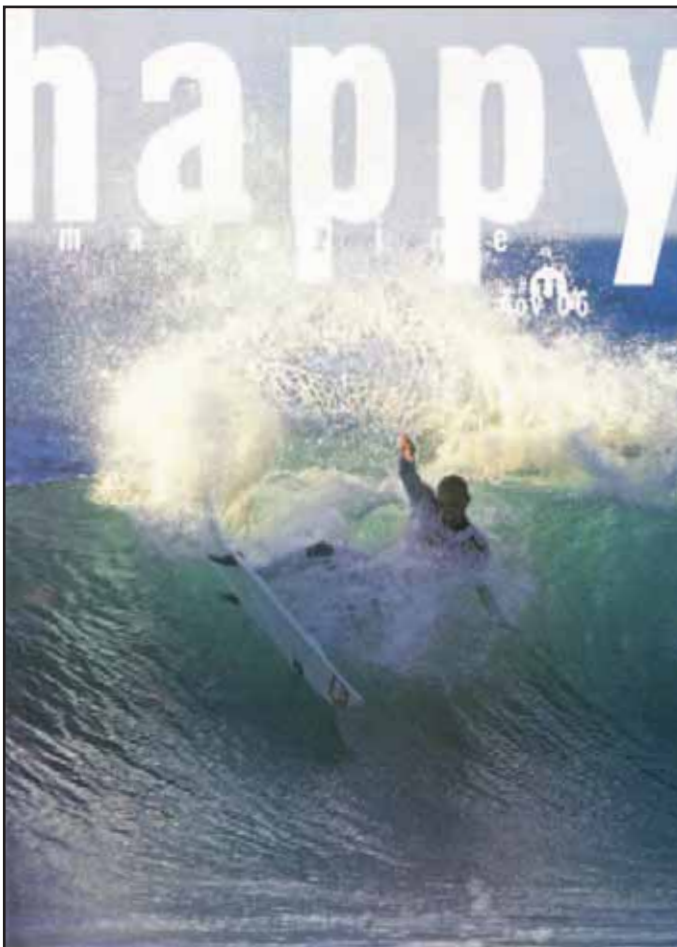
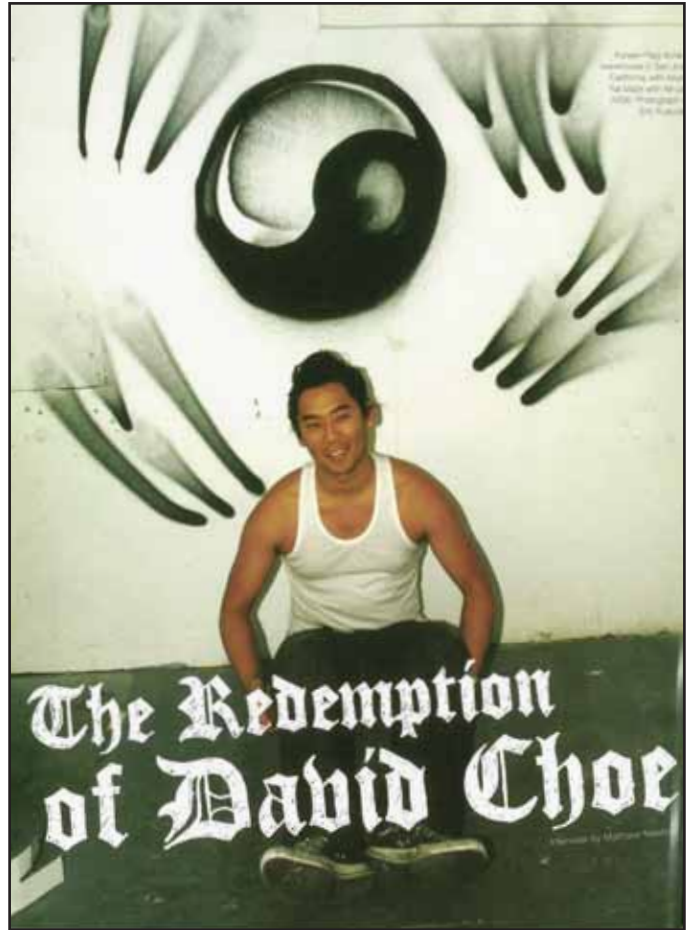


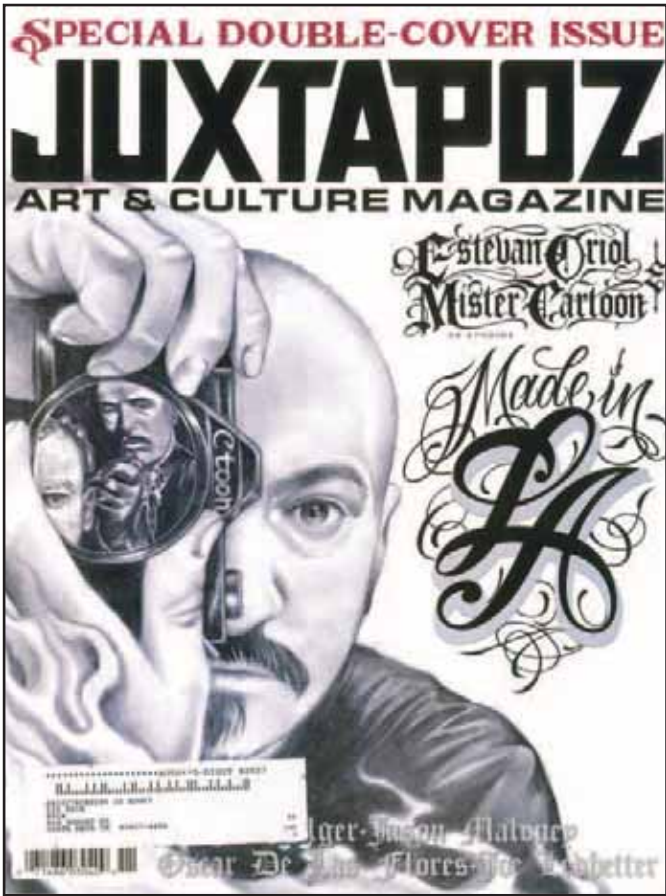
Ben Horton es un artista que muestra con desbordante fuerza el estado de guerra y el conflicto. Un artista que se muestra, además, que lucha con los ojos puestos en el mundo. Porque Ben Horton se preocupa no solamente por una buena forma de ver la vida y el mundo. Además de, por supuesto, un dibujo. Y todas estas cosas, artista y hombre común, por encima de todo, finalmente se dan en el mundo.



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RVCA ANP Artist Ben Horton Feature, STAF Magazine, December 2006.







DOS MUTATOS

RVCA'S DOS MUTATOS

Photos Courtesy RVCA

I'M GONNA GO OUT ON A LIMB HERE AND STATE THAT when RVCA has their little "art parties" you know that a few things are sure to go down. First and foremost, there's going to be some really good artists exhibiting their works, as this time around it was Mark Mothersbaugh and KRK Ryden. Second, there will be some very interesting entertainment for your other four senses; in this case, it was the sounds of DEVA - and no, that was not a typo. Yeah, I know you are thinking that Mark Mothersbaugh was (and if I'm correct, still is) in Devo, but you're wrong here. Deva is the female counterpart - and yes they played Devo covers all night long, and through my inebriated ears they sounded pretty damn good at it.

I purposely left the third and final thing of the "sure things to go down" for last, and that of course is the beautiful people that attend these shindigs. Holy shit, I know we're right in the middle of Orange County (the beautiful yet shallow capital of the world), but genius (I meant to misspell that), girls, guys, babies, even the fucking security guards and valet guys looked like they stepped out of some sort of foggy catalogue. Stir it all together with a lot of free booze and there's bound to be some sort of magical twinkling eyes from across the room.

I was trying my hardest to twinkle my baby blues, but maybe the light was wrong in the corner. I was holding up, or maybe I should have been drinking wine to look more sophisticated or something like that. For some reason it just wasn't working out this time. I really wanted to write this great story about the beautiful bombshell that tracked me down from the other side of the parking lot, and then after introducing herself to me proceeded to laugh at all my stupid jokes and lame attempts to keep a normal conversation flowing like I'm not semi-retarded. But instead, like the minority of the beautiful people I witnessed taking home other beautiful people, I was left wandering the streets of Costa Mesa where I ended up at Danny's with the rest of the losers. It doesn't get worse than a grand slam at 2:00 a.m., trust me.

To add insult to injury, the next day I heard there was some sort of after party across town that a bunch of beautiful people were breaking in the middle of summer by skinny dipping until the wee hours of the morning. That sure made my hangover even worse knowing that, once again, I missed my one and only chance to ever end up naked in a pool after an art show full of gorgeous fucking people. I hate my life, thanks to RVCA.



Don Mutatos



George & Wenzel



Pat & The Family



Shwayze & Andre Lisajcy



Ebonasty



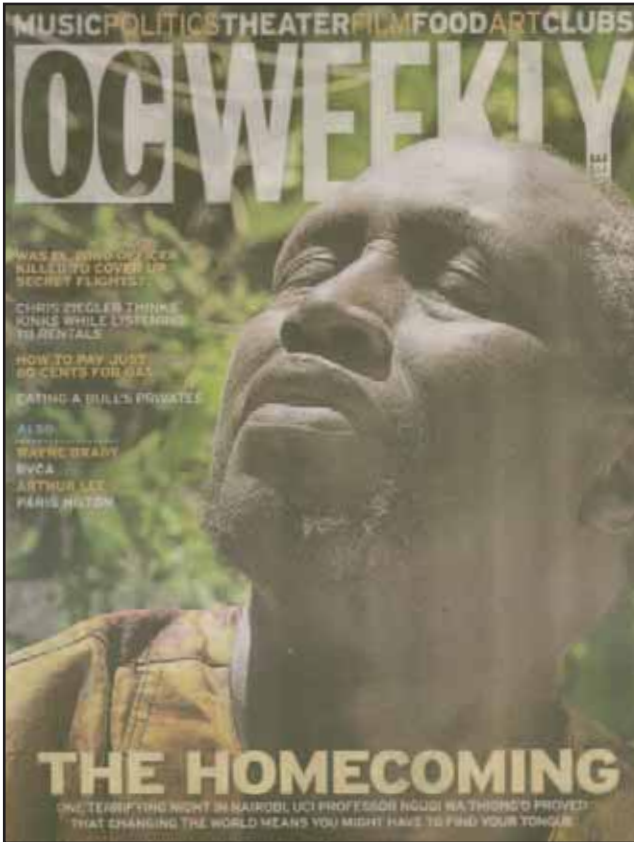
Mark Ryden & Lisa



Splinks & Friend

MUSIC POLITICS THEATER FILM FOOD ART CLUBS

OC WEEKLY



IT WAS AN EMBROIDERER WHO KILLED TO COVER UP SECRET FLIGHTS

CHRIS DEGLER THINGS DONKE WHILE LISTENING TO RENTALS

HOW TO PAY JUST 50 CENTS FOR GAS

EATING A BULL'S PRIVATE

ALSO

WAYNE BRAUN

RVCA

ARTHUR LEE

PARIS HILTON

THE HOMECOMING

ONE TERRIFYING NIGHT IN NAIROBI, UCI PROFESSOR NGUGI WA THORO'D PROVED THAT CHANGING THE WORLD MEANS YOU MIGHT HAVE TO FIND YOUR TONGUE

this week in art they are not men, they are artists.

DOS MUTATOS

How to begin? How about with machine-faced people, men associating freely with squirrels, and ugly Mickey Mausos ogling naked people? Or second thought, maybe we should start with the name of the art show that ex-Dave id Mark Mothersbaugh and KRK Ryden (brother of Mark) will present at RVCA starting Saturday? That would be "Dos Mutatos." Yeah, maybe that describes things far better than any explanation we could offer. Thing is, you can't really describe it. The show is all mirrors and weird juxtapositions—like those examples we gave at the outset, all by Mothersbaugh, arguably the artist of the show. Mothersbaugh's work is every bit as lanky-janky as Dave ever was—making things that don't go together go together—or, as he does in his photography, splitting and twisting people and animals with mirror distortions. It looks better than it sounds. And it's surprisingly cheerful stuff—lightened by Ryden, some of whose work resembles the art from the old Dr. Seuss books, or else a ransom note by Anthony Ausgang—all cut-and-paste people heads with painted bodies moving cartoonish animals. It's good stuff. Real surreal.


The opening reception is invite only, folks—wouldn't want to test this stuff out on the unprepared—but the bar pulled are welcome to have their minds blown anytime after that. On your way out of RVCA, check out the tagged-up house across the street. Or don't. It's your "Freedom of Choice." Sorry.

"Dos Mutatos," The Art of Mark Mothersbaugh & KRK Ryden at RVCA, 819 Sunset Dr., Costa Mesa, (949) 545-6223. Invitation-only opening reception Sat., 7-10 p.m. Through Aug. 12. Call for hours.

—Theo Douglas



THE ARTS



HISTORY OF THE (ART) WORLD ACCORDING TO RVCA

'DOS MUTATOS' TELLS US WHAT HAPPENED BEFORE JUXTAPOZ

BY THEO DOUGLAS

DOAN ART GALLERY ON ART SCENES—It seems—no defined by a single show. "Dos Mutatos," the art of Mark Mothersbaugh and KRK Ryden, which opened Saturday night at RVCA, is not that show—but it's important, even if World of Youness was among the guests. And to look like a show, or rather time flow? This isn't the most groundbreaking of shows, but it is proof that RVCA has grown into an institution to become a patron and promoter of outsider art. And it shows—through Mothersbaugh and KRK Ryden—the origins of the JuXTAPOZ scene. Which is ironic, why? The New York Times picked me to write about the company's future, while everyone has heard of Mothersbaugh and KRK Ryden (it's pronounced "E.R.I.," and yes, he looks a little like Michael). The idea of having these show together is not whether it's a series of babies of happenstance from RVCA—a clothing company that happens to have 10 rooms and a garage.

The company's founders, the Tinsels and Crans, have always showcased some talent we've not fully appreciated, or, as it was Sunday, some they are never their appeal. That's Mothersbaugh and Ryden, who met in the early '80s and first collaborated in Dave's fan club meeting room. They work at first looks like another reading of the JuXTAPOZ manifesto—are at all times, polished pieces, bright colors, very dark humor. But there are the guys

who come before all that—the first generation after R. Crumb, the '70s comics and the Bush-Studio gang in interaction of the museum and later in back out. They're the link between what Robert Williams was showing at Bush Studios and the museum—and, more, now—that later through the Todd Scherer, Jeff Lewis and Carolee Rose Garcia do now. You could see the way pointed in both men's work.

Mothersbaugh, his biography read, died after an asthma—about his dating to the days when Dave moved out he was best. Or could he stand there and for the show had a sense of an professionally redesigned and printed? Their subjects hit all our right buttons: sex and art, sexy shows, cultural insiders, Eastern and Western fundamentalism—even a pop to a Dave fan. The video tried to be prophetic: No Class. One Day. One Nation features a movie, not about paganism, showing—shown on a cheap digital? What marked "Pines." It looked like an old street poster, and was very much shown, now, both men showed enough between sketches, but this was one of Mothersbaugh's other composed. Maybe he looked too his. I should have had a hand, stably shown, lived standing was what looked like an average workday of the Taj Mahal. They both looked like, there was. Super Ball as a Blue-Green World for 1000—a caddy-waddy Yoda bear head, floating and drawn like a double-exposed photograph. Cool is wild. And there was God Made Man But He Used a Monkey to Do It. Everyone liked the title, but the showing of how worthless making was

didn't sell immediately. The youth here, I should drive you.

Low, wealthy—and more like—was Ryden, whose style been almost no resemblance to his brother's painstakingly planned oeuvre of medical toys, Alzheimers, Twisted, Silver and Christmas. Ryden the other delivered a mostly glib response through a streambed of scarily bright-pointed surreal characters, things that rippled straight from a Raymond Chandler novel. There was Mingo getting an oval of a bookcase scene, featured from Betty Page and Irving Moss (founder James 62), a blank page done with a space saving a child—and looking out of her mouth like a stream doing it (Phonetic of the language), and a series of quick little photographs of men in kilobars being getting each other and spinning off (That's in getting drunk together (Moby)). There was also someone (Chris Peltier) and a dog in a pressure suit (Cody). What did it all mean?

"The work," Ryden said—speaking for his obvious, could look pop, and what. How about? "I have a thing I just can't break away from and it's these comic books and that Jacksonian thing." He made it sound like an AA meeting. "My work is E.R.I. and I love an art." And he didn't need to. By now, we've seen it all—but that doesn't make knowing where it came from any less important. Or fun.

'DOS MUTATOS,' THE ART OF MARK MOTHERSBAUGH & KRK RYDEN, AT RVCA, 819 SUNSET DR., COSTA MESA, (949) 545-6223. CALL FOR HOURS, THROUGH AUG. 12, 1998.

COVER STORY LEFT: 'THE COUNTY VENTURE' (MOM) FROM 'THE ARTS' (MOTHERSBAUGH) CLASSIFIED 'CHANGE OF'.

RVCA ANP Art Show 'Dos Mutatos' Spotlight, OC WEEKLY Magazine, August 2006.

THE BOY'S & GIRL'S GUIDE TO GETTING DOWN

opn

MUSICAL FRESHNESS:
THE 10 BEST NEW MUSIC
TO LISTEN TO THIS WEEK
BY JASON LEA SEPTEMBER 18, 2006

Retail Yakuza:
Bring your friends.
Mobile Movie:
The DVD set that comes
Mailed to the Mobile
Over the phone and free

**MICKEY
AVALON**

MAKES ME WANT TO
DO BAD THINGS

THE BOY'S & GIRL'S GUIDE TO GETTING DOWN

opn

MUSICAL FRESHNESS:
THE 10 BEST NEW MUSIC
TO LISTEN TO THIS WEEK
BY JASON LEA SEPTEMBER 18, 2006

**MICKEY
AVALON**

MAKES ME WANT TO
DO BAD THINGS

By [Name]

IT FEELS LIKE YOU'VE BEEN IN THE ROOMS AFTER THE SHOW IN THE

... [Text continues with a review of Mickey Avalon's music, mentioning his style and the album 'Makes Me Want to Do Bad Things']

It's not like crack, but without the winding up homeless and losing all your belongings part.

**MICKEY
AVALON**

MAKES ME WANT TO
DO BAD THINGS

By [Name]

**MICKEY
AVALON**

MAKES ME WANT TO
DO BAD THINGS

By [Name]

"I can laugh now, because it's old news, but at the time it was the scariest fucking thing that ever happened."

IRONY AND TRAGEDY IN GLAM'S THEATER OF PAIN:

MARC BOLAN OF T. REX
DAVID BOWIE
GARY GLITTER
VINCE NEIL
MI. ROSE

RVCA Music Artist Mickey Avalon Feature, BPM Magazine, September 2006.

OC METRO

THE BUSINESS LIFESTYLE MAGAZINE

Who else is hot?

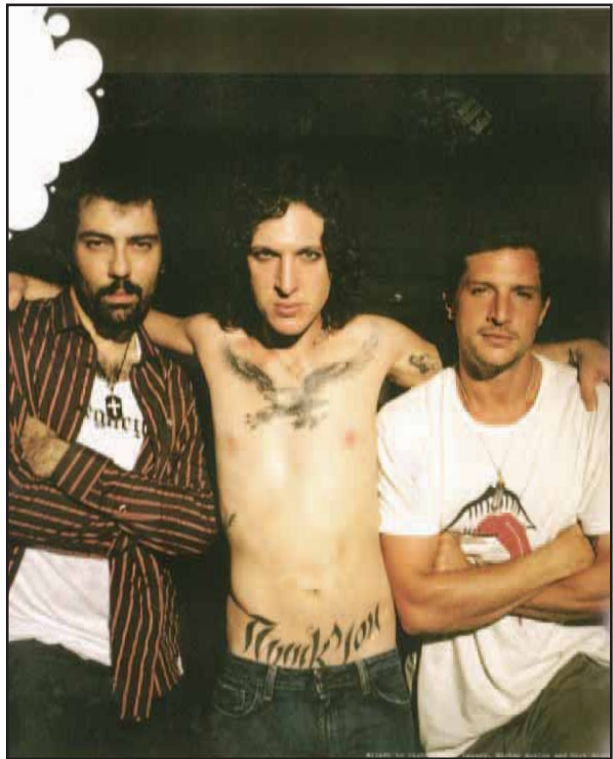
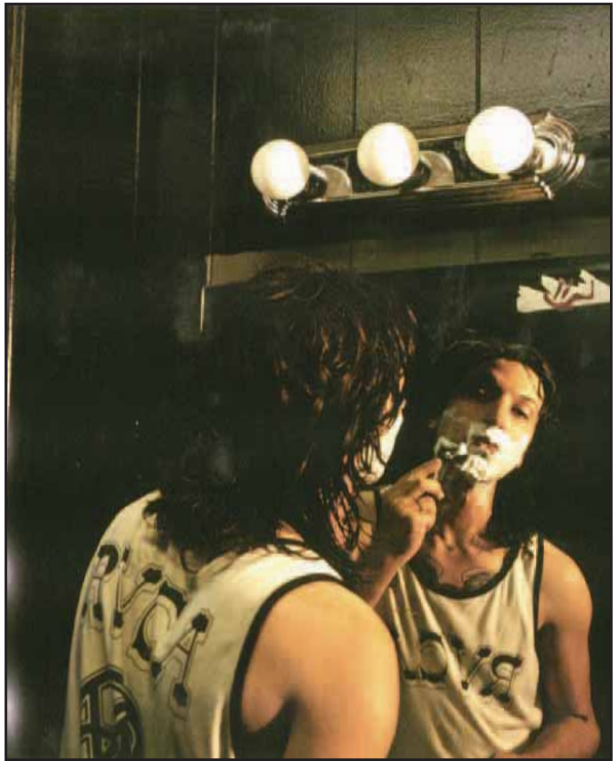
**HOTTEST
25
PEOPLE OF
ORANGE COUNTY**

DC LIFE: STAGE

The way of Shwayze

By [Name]

RVCA Music Artist Shwayze Feature, BPM Magazine, October 2006.



RVCA Music Artist Mickey Avalon Feature, YRB Magazine, Fall 2006.

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BJ Penn Photo Gallery: - (4 Of 18) << Back || Full Image List || Next >>

Matt Hughes vs. BJ Penn UFC 63



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UFC Fighter BJ Penn wearing RVCA Shorts.

HOME OF THE PRODIGY.

BJPENN

Lightweight Champion
Welterweight Champion

Mundial Champion
One Crazy S.O.B.

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world championships 2006

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NEWS & EVENTS

Wednesday, 6th December 2006 at 5:38PM

BJ Penn Invited to Give a Seminar for the U.S. Armed Forces at Fort Lewis

Posted by BJPenn.com Staff Writer

NEW SALE ITEMS

COMING SOON

UFC Fighter Vitor Belfort.

UFC Fighter BJ Penn wearing RVCA Shirt.

REVOK x EWOK x RVCA x THE SEVENTH LETTER

Nov 20 2006 8:55pm / Posted by T7L CREW



aaron rose ads akashic productions
alex fakso aloe blacc aloy amaze
anp art show artwork rebels
anyim awr baba bang magazine
bankoy barry mcgee bbb beautiful
losers Ben Horton bike billboard
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RVCA ANP Artists: George Thompson & REVOK Feature,
www.knowngallery.com
November 2006.



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THINGS TO DO

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HOME • **BLOGS** • Guest Blog: Kelsey Brookes, Seattle, and RVCA

Guest Blog: Kelsey Brookes, Seattle, and RVCA

Written by Kelsey Brookes
Thursday, 27 July 2006

I hooked up with **RVCA** a few months ago. I didn't tell anyone because I didn't want to jinx the relationship...kind of like when you meet a rad chick and you don't want to fuck it up by telling everyone you know you hooked up with her last night because if she finds out you have been telling everyone she will definitely dump you for being a spastic creep. Anyway we're together now and we're like totally happy... Anyway here is what RVCA had to say about the Washington trip they had planned for Rich Jacobs, Matt Gordon and I.

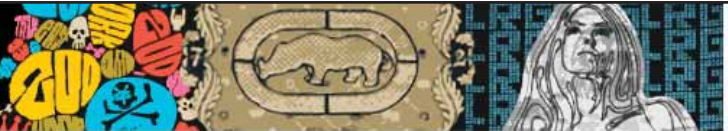
"Rich Jacobs, Matt Gordon and Kelsey Brookes come aboard this RVCA Artist Network Program (ANP) trip to share three very different styles of art with the fine residents of Seattle Washington." "Working in conjunction with local sport/ boutique, Snowboard Connection, the three artists will be able to bring the message of RVCA and their artistic talents to a broader reach in the United States, specifically the NW USA."



This is the first thing you do on a painting trip, raid the local hardware store for extra latex paint. The guy in the foreground is Matt Gordon and behind him is Rich Jacobs...self checkout is such a joke.



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Beautiful/Decay x Deitch Projects x RVCA

By Jun
Published: December 7th, 2006

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ANP QUARTERLY

ANP QUARTERLY is a FREE quarterly arts magazine, published by RVCA/PM Tenore, which focuses on a broad sense of art and community. We, along with editors* Ed Templeton, Aaron Rose and Brendan Fowler, have set forth on this endeavor in an attempt to make a magazine which will educate and inform openly and without the social or financial restrictions that plague many publications today and contribute more often than not to the "same old thing" again and again. The goal is not to focus on current events, or "who's hot," but rather attempt to bring forward people and phenomena that deserve acknowledgement and coverage regardless of their place in time.

*NOTES ABOUT THE EDITORS:

Aaron Rose founded and ran New York's Alleged Gallery from 1992-2001 (the gallery is credited as having helped launch the careers of Barry McGee, Chris Johanson, Mark Gonzales, Ed Templeton, Phil Frost, Thomas Campbell, Spike Jonze, Mike Mills, and many others). Since the closing of Alleged, Aaron has continued to curate, both for other galleries and museums around the world; in 2004 the traveling museum show, Beautiful Losers: Contemporary Art and Street Culture, opened at the newly renovated CAC in Cincinnati. In addition to his curatorial work, Aaron's essays and interviews have been published in Index, iD, Dazed and Confused, Self Service, Tokion and numerous exhibition catalogs.

Ed Templeton is one of very few people in the world who can count both professional skateboarder and iconic contemporary artist on their lists of accomplishments. As a photographer, Ed has shown in galleries and museums all over the world and been published in Black Book, Dazed and Confused, Anthem, Tokion, literally every single skateboard magazine on the market, and four or his own artist catalogs.

Brendan Fowler's initial claim to fame was a large volume of interviews published under the title Sex Sells Magazines. Through the two self-published volumes he built a reputation for being someone obsessed with extensive and highly informative interviews; he went on to contribute to magazines such as Tokion, Anthem, Vice, Dazed and Confused, Mass Appeal, Strength, as well as several art books. His personal work comes in the form of BARR, a one-person public speaking band signed to 5RC/KillRockStars.

ISSUE ONE

FEATURING:
MARGARET KILGALLEN
CHRISTOPHER WOOL
RIVINGTON ARMS
OOGA BOOGA
IAN MACKAYE
OS GEMEOS
THE SMELL
TEXTFIELD

ISSUE TWO

FEATURING:
RAYMOND PETTIBON
WYNNE GREENWOOD
THEE GENTS OF DESIRE
ROCK & ROLL CAMP
EARL PARKER
DARK REALM
MIKE MILLS
BILL BURKE

ISSUE THREE

FEATURING:
JO JACKSON &
CHRIS JOHANSON
ESPO'S DREAMLAND
NIKI DE ST. PHALLE
AZITA YOUSSEFI
LITTLE CAKES
MATT LEINES
SEAN CLIVER

ISSUE FOUR

FEATURING:
LARRY CLARK
LUGGAGE STORE
THOMAS CAMPBELL
A-RON / ANYTHING
OXY COTTONTAIL
TEEN ANGELS
MIKA MIKO
FABRICA



EDITORS: AARON ROSE, ED TEMPLETON & BRENDAN FOWLER



ANP Quarterly review/plugin, Lodown Magazine, Dec. 2005



Trudi Magazine
It's a really rough, rugged and raw photocopied magazine with tons of drawings and even more handwritten poems/anecdotes/personal stuff from the mind of artist/akaer Matthew Chambers. Just when I thought this whole d.i.y. punk aesthetic mag thing finally got a little boring, nice things like this are finding its way in our mailboxes.
www.hellotrudi.com

Anp Quarterly #2
Welcome to one of the finest free mags you are likely to see these days. An unusual big format, no advertising, no hype. The only intention is to cover subject matter from the world of art and culture that the publishers/directors (PM Tesoro, Ed Templeton, Aaron Rose and Brendan Fowler) find inspiring and exciting. Find features on Mike Mills' Thumbtacks, Raymond Pettibon and much more in the second issue. It's pretty hard to get, so keep your eyes open or check www.rvcacnp.com for details.

40 Rooms Berlin
Berlin is best known for its reasonable rents, laidback vibe, ace nightlife... and annual riots on the first of May. But what about the architecture? This book proves that there 's a fascinating ecologic of old and new, that Berlin offers impressive architectural and interior design. Beautifully photographed, '40 Rooms' presents 40 different architects and designers through their work.
www.40rooms.de

Live Through This - new york in the year 2005
So what happened in NY in 2005? According to the pics it was about hedonism dressed and behaved like fucking retardards, lots of paintings and drawings and installations. As Jeffrey Deitch put it nicely, it's about living the art. And as we all know, almost everything these days is art... could be gigantic halls painted kaleidoscope style or some stupid ashtray snoring out of a strangers dick. www.deitch.com



ANP Quarterly review/plugin, WGSN, 2005

We love... ANP Quarterly

New arts magazine from surf brand RVCA

Heien Job, WGSN 27.25.05

West Coast surf/streetwear brand RVCA, known for its artist collaborations, has launched a new arts magazine called ANP Quarterly, which steers away from elitism and focuses on a broader sense of art and community.





The purpose of the new quarterly magazine is to educate and inform without social or financial restrictions, **highlighting creative people and phenomena that deserve acknowledgment**, rather than simply focussing on "the next big thing".

The magazine is edited by Aaron Rose, founder of New York's Alleged Gallery, Ed Templeton, a professional skateboarder and photographer, and Brendan Fowler, best known for his interviews published under the title *Sex Sells Magazines*.

ANP is distributed through galleries, bookstores, clothing and record shops - **Issue two is out now**.

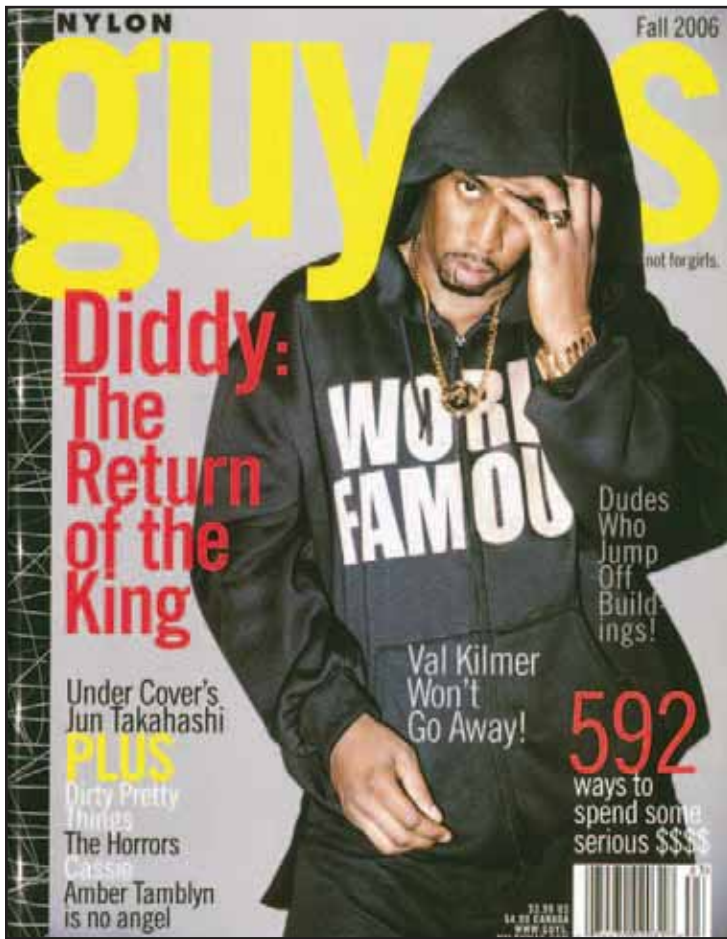
Issue one features:
Margaret Kilgallen, Ian Mackays, Os Gemeos, Christopher Wool, The Smell, Ooga Booga and The Rivington Arms

Issue two features:
Raymond Pettibon, Bill Burke, Gents of Desire, Rock & Roll Girls Camp, Mike Mills, Alife and Dark Reim

Contact:
RVCA
919 Sunset Drive
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www.rvcaclothing.com

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spring/summer 2006



RVCA ANP Quarterly Feature, NYLON Magazine, Fall 2006.

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The Bomb Archives

~ANP QUARTERLY NO.5/JD Samson & Emily Roysdon

2006

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- ~Devendra in Miami
- ~Walter Robinson, Glenn O'Brien, Bob Guccione, Taylor Mead & Lala Brooks on 'NAME THAT PAINTING'
- ~AUCTION news/ANDREAS GURSKY
- ~AUCTION news/KAREN KILIMNIK
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- ~more: AUCTION news/JIM DRAIN/MIKE KELLEY
- ~ANP QUARTERLY NO.5/JD Samson & Emily Roysdon
- ~Milwaukee International
- ~AUCTION BUZZ/Fall 2006: Karen Kilimnik
- ~the new comix: TAYLOR MCKIMENS, MICHAEL SIEBEN & TRAVIS MILLARD, KELIE BOWMAN, and NOAH LYON
- ~J PENRY/Fuse
- ~MEGAN WHITMARSH/greetings
- ~ WILLIAM CHRISTENBERRY/aperture
- ~TIM BARBER/tinyvices
- ~JASON RHOADES/update/&/MECCATUNA DECAL
- ~JASON RHOADES dead at 41
- ~Target First Saturdays/Photos by KATE CERIGO
- ~Abe Lincoln, Jr./Kid Robot
- ~Abe Lincoln, Jr./ELC
- ~MARK RUFFALO/Celso/ELC
- ~JOSH HARRIS /MARK

above: abbreviated scan from the ANP QUARTERLY NO. 5 cover: JD Samson & Emily Roysdon, PHOTO BY EMILY ROSDON, 2006

RVCA ANP Quarterly 5 Feature, www.artloversnewyork.com, Fall 2006.

print

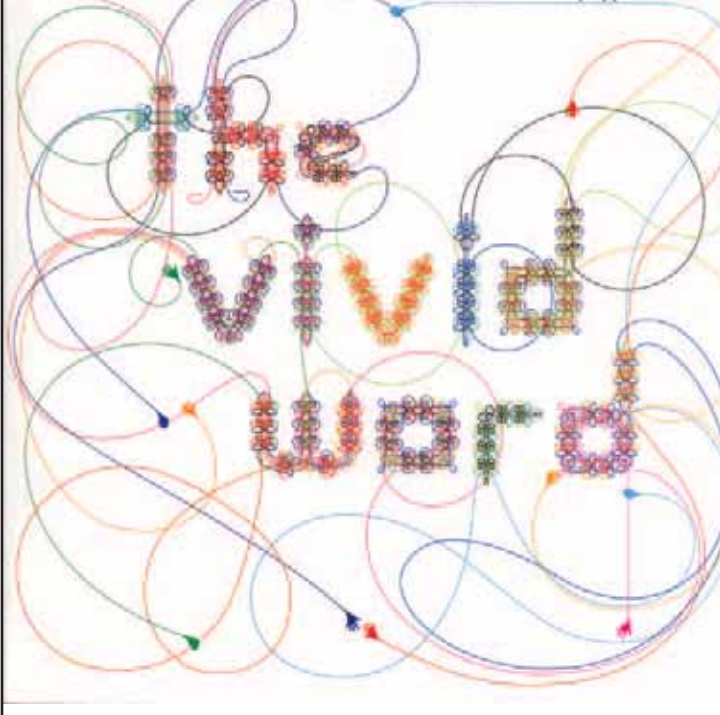
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Radical Traditionalists

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ARTS SCENE BY TRANSFORMING THE VERY FORMS
OF THE ART MAGAZINE—WITH PARTY FRIMMER,
DO CLARKE, AND EMILY+LUSTON HOLDEN AS
ART PRESIDENTS

By Jane Anenberg

In L.A., you're nobody unless your job description is a multi-phenon. A movie actor's got something on an actor-voice-producer-director-writer-musician. So it's no surprise that Los Angeles artists use the same strategies. It's not enough to be a painter; you must have your own brand of shoes. Being a photographer is great, but what about that T-shirt line?

In recent years, multidisciplinary L.A. artists have acquired a new job title traditionally associated with New York magazine editors: People like Scott Andrew Fowler (see sidebar), Round as Fresh (see sidebar), Ed

Right: Four public statues challenge the omnipresence of what an magazine can be. From left to right: FRIMMER, FOWLER, CLARKE, and LUSTON.



The editors of ANP Quarterly would rather let readers disassemble each issue and tack the pages on the wall. Founded in 2005 by

PHOTO: ANDREW HARRIS

FRIMMER IS THE LATEST
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Fowler, Tompkins, and those (plus a contributing editor of *Artforum*), the five magazine has a circulation of 50,000 and is distributed nationally in trendy boutiques, bookstores, and galleries. ANP, based in Costa Mesa, is funded by BVCA, a clothing line, but carries no advertising. ("I feel like we're in a fortunate position," Fowler says, "to be able to lose money.") The first issue, a 48-page, 12-by-12" zine to the connection between art and community, wasn't even stapled together. "We wanted it to be a really intense object, to transcend the idea of a magazine," Fowler says. "You can cut it up, you can hang up the pages, you can make stuff out of it. It's like a gift."

Each issue is packed with gifts in revolutionary pages on the late artist Margaret Kilgallen; 20 pages of original art from husband-and-wife team Chris Johnson and Jackson; and 20 pages on Raymond Pettibon, offset by a four-page photo spread of the adorable attendees of the Book & Bull Camp for Girls in Portland, Oregon. Each issue includes a "Work in Progress," a series of drawings from artist like Matt Lehto and Chloë Gossman that detail the evolution of a piece of art. Copies of the magazine disappear so fast that they routinely make the rounds on eBay, in the editors' private homes. "It's important to me that it's not rare or exclusive at all," Fowler says. "That's critical. It should be accessible to anybody."

Less a collector's item than *Artforum* or *ANP Quarterly* in Long Beach, based in Los Angeles, which Dustin Beatty founded in 2002 to

cover street art in Los Angeles, Chicago, and New York in the mold of British style books like *Time* and *Time Out*. Early on, Beatty gave space to people like Fowler and Tompkins, but he soon moved to focusing exclusively on art. "The street art and urban culture magazine market, at this point, is so saturated, so saturated, and so unbelievably time and laboring to me, I can't deal with it," he says. Besides, "You can't really make money off of an art magazine," he notes, turned to fashion, where Heidi Klum, Comme des Garçons, and Jean Paul Gaultier share space with a cover story on designer-director Mike Mills in a 2005 issue. Last spring, an issue themed "This is How We Do It" analyzed the business end of creativity, publishing interviews with director Michel Gondry and comic artist Dan Clowes.

The ANP, *Artforum* from clean, minimal design, rich full-page photos, and the occasional novelty typographic. Perfect bound and glossy like an underground version of *Vogue*, the magazine acts as a filter for Beatty's and co-publisher Andrew Ross's interests, rather than as a medium to showcase their artistic interests. "We're mostly there to convey information," Beatty says. It's a mission opposite that of street artist Shepard Fairey (see sidebar, p. 58), the proprietor of *Obey Giant*, and Roger Gossman, editor of the defunct graffiti magazine *Wild Style* (see sidebar), who founded their respective quarterly titles in 2004.

In Beverly Hills, Fowler and Gossman capture key cultural moments from the past and

the point where we can't well enough admitting that the magazine the way we want to with the content we want to, I don't see us do it."

Beatty's plans mostly revolve around art, although fashion has the most transparent business plan of the four. *Artzine*, which has fashion content, is flush with fashion advertising, and *Artzine* is expanding its commercial efforts, offering limited-edition pieces, posters, T-shirts, and even specifically hip-hop style printed with (and without) on its website. Even though

Artzine focuses like a pointed art gallery, it's ANP Quarterly, bolstered with additional magazine trappings, or promotional merchandise from its parent BVCA, that truly feels like a piece of art. Of course, this results in much easier to achieve with complete financial backing.

At the heart of these artists' endeavors is the desire to communicate what they think is cool. And they face the same problems as artists everywhere—be it New York or Tokyo—which may be why they see their magazines as global, not

local. Beatty doesn't regard fashion as a Los Angeles magazine, in fact, she regards it as a New York, Paris, and London. And although Fowler is based in Los Angeles, he's also a multi-phenon. Los Angeles is not just a place to work, it's also a global perspective, still, she says, she's not sure to keep their eyes on a bigger prize, whether it's money, visibility, or media immortality. And this might make their magazine more about L.A., than they're willing to admit. **D**

