

ISSUE 15



Q3 2019

Almost Real Things

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**Money
Makin'**





ART

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ART

SAINT ART

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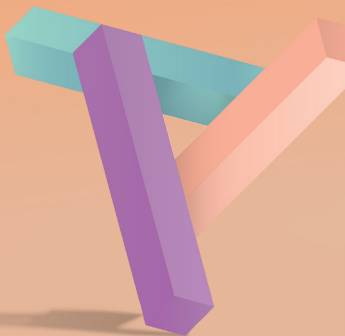


MAKE SPACE
MAKE SPACE

**Celebrate Austin design through
a week of free workshops, talks,
studio tours and events this
November as the city celebrates
its creative community in the
fourth annual Austin Design Week**

November 4-8, 2019
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Creatives MEET
BUSINESS
EXPERIENCE 2019

SEPT. 19 - 21, 2019
AUSTIN, TX | CMBXP.COM

Join us for three full days centered around learning and connecting.

BUSINESS | MARKETING | SKILLS DEVELOPMENT
STORYTELLING | MENTORSHIPS | HAPPY HOURS

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Almost Real Things

Money. Let's talk about it. Well, I'll write and you read.

Money Makin' is a theme we encounter every day of our lives. Speaking specifically as someone in the creative sector, the very day I chose to pursue an art degree was also the same day that the phrase "there's not a lot of money in that" became the most common topic of conversation. Little did people know that value, in my eyes, does not simply equate to dollars and cents.

There is inherent value in pursuing your passion, and after our multitude of conversations in preparation for this issue, what we already knew to be true was confirmed: creators need to create. Regardless of pay, most artists will never stop making art. It's a desire that keeps us moving and existing in our worlds.

That desire and lack of monetary motivation are also what keeps the cycle of "starving artists" still prevalent today. **The idea that you shouldn't be paid because you are doing what you love is bullshit.** Don't ever let anyone tell you any different. To make money doing what you love is an awesome way to live your life. Success does not come from sacrificing creativity. You just have to know your worth.

We explored these ideas with the help of amazing contributors that were brave in their transparency. And we wrapped it all up in a package unlike our prior designs. We're fancy now. Did you see how many ads we have?

Read, enjoy, make that money.

Natalie Earhart
Editor-in-Chief

Zachary Zuch
Creative Director

MEET THE PROFESSIONALS

INFALLIBLE FOUNDING MEMBERS



ZACHARY ZULCH

Head of Creative Direction / Events / DJ.
Money is what money does.



NATALIE EARTHART

Head of Content Creation / Editor.
Money makes the money go round.

ELITE A.R.T. CREW MEMBERS



AKKI BRATHWAITE

Head of Idea Production.
Don't judge a money by it's money.



ARIELLE HANOCH

Head of Event Outreach.
You miss 100% of the money you don't money.

GORGEOUS AND TALENTED CONTRIBUTING MEMBERS

Aram Amini, Tina Bartolucci, Steve Berry, Akki Brathwaite, Bronze Whale, Russell Brown, Dub Equis, Ashley Foxx, FreeVerbs, Ashlea Godwin Wood, Roman Gonzalez, Curtis Griffin, Theresa Haddow, Matt Haghighi, Moby Hayat, Anvita Jain, Catie Lewis, MannMukti, Dhvani Mehta, Anjana Menon, Jordan Muzquiz, Fabian Rey, Cambrea Roy, Neha Sakhuja, Nick Sebesta, Ian Sells, Daman Tiwana, Red Moth Art, Rosemary Valentino, Ashland Viscosi, Lisa Zinna.

Almost Real Things, LLC is a sponsored project of Artus Co 501(c)(3), and operates under their non-profit status.

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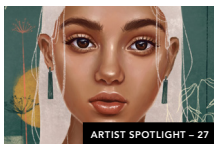
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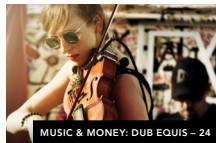
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COVER FEATURE

"Holy Hand" by Zachary Zulch, 2019

Money comes, money goes—it's the one thing in this world that seems truly equal. A friend would say 'it's not about the money, it's about the leverage.' Maybe one day I'll decipher that. Until then I live a transactional existence, perpetually impressed by my ability to avoid defaulting on rent and beginning my life as a "digital nomad."

Grab 'n' Go With It

IDEAS FROM US TO YOU

We've all done it: spent half the day figuring out the next project only to delay ever getting started. That's why we've scoured through our vault of amazing ideas to select a handful to offer you, unfinished and without context. We want to see these made and we want you to make it happen. Will the Hover Umbrella ever see the light of a rainy day? Well now, that's up to you.

Soft & Shiny Sequins.

Say goodbye to scratchy jumpsuits

Oatmeal Dispenser Buffet.

Like froyo but for yo' oats

The Cock Sock.

Warmth where it counts

Pill Cuckoo Clock.

Pills are good

Brag.me

Talk about you

Hover Umbrella.

Hands free in the rain

Spaghyeti Mold.

Shape your dinner

Fadvertisements.

Not everything is timeless

In the event that any one of these ideas ever become a fully-fledged profitable venture, Almost Real Things is entitled to 99.9% of all profits per this agreement, which is deemed valid upon reading. We'll take our money in diamond-studded briefcases please.



ART SUPPLY SWAP

SUNDAY
SEP 15, 2-4PM

CLOUD TREE
STUDIOS
3411 E. 5th St

Unpack and unpile your extra art supplies and trade them in for more! Share your Sunday with fellow artists to exchange materials and gain inspiration.

ALMOSTREALTHINGS.COM/SWAP



How to Adult

5 Things You Should Probably Pay For

There comes a point in your adult life where you need start to asking yourself: should I be paying for this?

ACTIVITY: NATALIE EARTHART

Once, there was a glorious time when your friends accepted pizza as payment. A day when you traded hours of work for a bottle of Gatorade Frost Glacier Freeze. Well, those days are over. Welcome to adulthood where Favor has replaced favors because c'mon just pay for this shit now. There are so many alternatives to free friend labor. Just try a few.



1. Rides from the airport

Alternatives: Ride shares, city bus, Taxi, biking, walking, trade a 12 year old for a skateboard, Heelys, summon a horse



2. Anything to do with moving

Alternatives: Hire movers, do it yourself, pay your friends (with money), just stay in your current place we all know moving sucks



3. Taking care of your pets

Alternatives: Wag, Rover, pet boarding, hide them in your luggage, automated walking/feeding/nurturing machines



4. Home renovations

Alternatives: Pay for it, constantly apply to be a part of an HGTV program



5. A place to stay

Alternatives: Hotels, Motels, Holiday Inns, Airbnb, HomeAway, your car, a tent, accidentally get locked in a department store



ON JUNE 23RD, DATA FOR GOOD DAY HELPED TO CATALYZE THE CONNECTION OF PEOPLE WITH TECHNICAL SKILLS TO LOCAL CAUSES.



BREAKOUT SESSIONS AT GALVANIZE

Meme Styles of Measure Austin, **Mateo Clarke** of Open Austin, **John William Meyer** of IAMECON, and District 6 Council Member **Jimmy Flannigan** shared their perspectives on the current landscape of evidence-based approaches, what we're doing well, and where there's room for improvement. It was a fantastic start to the initiative and the conversation will help us work towards human-centered solutions for our city and its nonprofits.

Data For Good wants everyone to be involved: corporations, startups, nonprofits, community volunteers, academic institutions and government entities. It's about sharing our resources in an open, collaborative environment.

Data for Good

JOIN THE CONVERSATION

FACEBOOK.COM/DATAFORGOODATX



Do It *for* Yourself

A New Approach to Hair Care



@ROSEYVHAIR


ARTICLE: NATALIE EARHART

Rosemary Valentino, a stylist at Wet Salon, has been coloring, cutting, and styling for over 18 years. Though she specializes in men's haircuts, Rosemary does it all. I learned this firsthand when she transformed my hair from yellow to the kind of blonde that made all of my sisters jealous.

Rosemary gracefully spent five hours on my hair, so between the rinses and the bleach, we got to know each other pretty well. Last year, Rosemary moved to Austin from New York City and immediately noticed a difference between her Broadway clientele and the locals at Wet Salon. While the New York actors required her to maintain their very put together looks, Austinites prefer low maintenance "lived in" hair.

Though the range of styles may have taken some getting used to, fitting into the Wet team of stylists was easy. Rosemary praised the outstanding reputation of the South Congress staple, "Everyone is so talented and really roots for each other." Pun intended.

Her goal as a stylist is simple: she wants people to love their hair and feel great about themselves. "Investing in your hair is investing in yourself."

And that's what it all comes down to, prioritizing self care. Lucky for those who are still learning that lesson, Rosemary doesn't plan on leaving Wet Salon any time soon. "I want to focus on building my business here," she shared. Now is the perfect time to invest. 



ScenHAIRios

In the era of Youtube tutorials and Instagram stories, styling hair seems easier than ever. So, I decided to test this theory and asked Rosemary, a professional stylist, how I, an owner of three miscolored bobby pins and a box-dye veteran, can emulate her styles at home. She gave me options for the most popular requests.

Curtain Bangs



Coloring



Face Framing Layers



A: Cut your bangs at an angle from the left and right to make a triangle shape that is shorter in the middle

B: Grow your bangs out past your chin. Part your hair down the middle and put each side of your bangs behind your ears

C: Cut the bottom 3 inches off of your shower curtain and roll it up. This is now your headband. Wear it and like it

A: Scour the HEB shelves for Black Cherry Kool-Aid packets. Make Kool-Aid at home in a large bowl, dip head in for 30 minutes. Repeat

B: Get drunk and scroll through Instagram. Silently cry. Squeeze lemon on your roots

C: Use your Target gift card to buy the 2nd most expensive box dye. Let it sit under your bathroom sink untouched until you learn better

A: Put hair in a ponytail. Pull in front of your face and start cutting, without reason

B: Use a ruler to measure the top of your head to the bottom of your hair. Cut at marks 1, 3 and 5

C: Just don't

Dynamic Duo

ARTICLE: NATALIE EARHART

AS AN ARTIST AND BUSINESS OWNER, I OFTEN HAVE TO RETRAIN MY MIND TO NOT COMPLETELY SEPARATE THE TWO.

Out of pure experience, I subconsciously relate my art with the creative, wacky, staying up all night type of fun. Business, on the other hand, gets a harsher critique. When I think about the "business things" on my to-do list, I automatically become too tired to type another email. Fun time is over children, it's business time (cue Flight of the Conchords).

That's why before I attended my first CMBXP last year, it felt a little daunting. Though I was promised 3 full days of a networking, skill-building experience, I had my doubts. What if they quizzed me in the classes? Do I have to talk to people? Can I endure an hour long workshop about Public Relations? More than that, I questioned how it would play into my role as an artist. Do I really want to bring business into the mix?

I had interviewed Ashland Viscosi, the Founder of Creatives Meet Business, a few weeks before and she had ensured me of the communal experience I was about to partake in. She mentioned



PHOTO: DAVID BRENDAN HALL



PHOTO: MANNY PANDYA

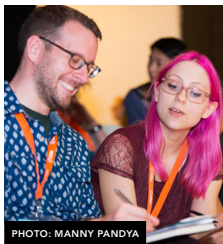


PHOTO: MANNY PANDYA



PHOTO: MANNY PANDYA



PHOTO: MANNY PANDYA



PHOTO: DAVID BRENDAN HALL

Find the Balance of Art and Business at cmbatx.com


Accepting that art can be bought, sold, marketed and turned into a business doesn't have to wash away the romance of being an artist.

one thing that stuck with me: "You have to reorient your mind about the ideas that are presented." She described the goal of CMBXP to "equip creatives and artists with the tools they need to truly see themselves as business owners." My mind had been so focused on my unfounded opinions towards the term "business," that I completely dismissed the idea that business skills could relate to my work as an artist.

So, I attended the experience with an open mind, chose classes I normally would avoid and even spent time at the happy hours instead of heading home early (which were totally worth it btw, I pet a baby kangaroo). I embraced the fact that as an artist, I am also a business owner. For the first time I saw the creative elements in both realms.

I was enamored with the guides that led classes with full transparency about the challenges they faced in their own

ventures. At every workshop, I filled my CMBXP notebook up as fast as I could before the next PowerPoint slide appeared. Pro-tip: Most of the time, Ashland sends a link to the presentations after, so don't injure yourself here. I sought out advice from the mentor sessions at a time when I really needed it. And I left feeling confident in my title as artist and business owner.

After attending the experience last year (and now on my way to this year's, yay!), I feel silly to think that I ever doubted the connection between art and business. But I do understand it. It's hard to let go of the notion that art is pure creation. To accept that art can be bought, sold, marketed and turned into a business kind of washes away the romance of being an artist. But it doesn't have to. Maybe there is room in that notion for an artist that is successful, creative, business-minded and still romantic. You just have to reorient your mind a little. 

How Finances Can Impact Mental Health

*Collaboration piece
from four members of the
MannMukti community*



Anvita Jain, Development Chair at MannMukti reached out to members to share their thoughts about how money relates to mental health experiences.



We are an organization that aims to encourage healthy open dialogue regarding mental health in an effort to remove stigma, improve awareness, and promote self care.

facebook.com/mannmukti
instagram.com/mannmukti
twitter.com/mannmukti



NEHA SAKHUJA



"We often go after chasing money and not our dreams, we are always told money will make our dreams come true and give us all the happiness we want, if you chose to chase money and not your dreams, are you truly happy?"

DHVANI MEHTA

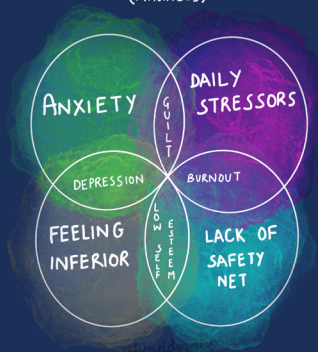


*"do poor people deserve iPhones?"
yes, but maybe you don't.*

living check to check
does not mean
that one must trade
respectability for responsibility
felicity for necessity
serenity for adversity
you are deserving
of love and luxury
of privilege and prosperity
not perpetual poverty
don't let those rich in currency
but poor in empathy
tell you otherwise.

Mental health

(Finances)



DAMAN TIWANA



ANJANA MENON



Fall from Grace

Crystal chandelier shone so bright
 Blinding them from her lies
 Embroidered sofas sink their thoughts so they don't notice all that she has lost
 Wine, the sweetest they'll ever taste, as they get drunk of her captive gaze
 Fall from Grace
 She fell so hard
 That pedestal she once stood on, has fallen apart
 But they'll never know this
 Her diamonds can't cut, so her facade remains intact
 But how long can this go on before she cracks
 We'll never know this
 Cashmere so soft, it will keep you guessing, if she is real or just a blessing
 She pops a bottle of champagne to keep them entertained
 So they'll never look through her window and see her pain
 Her dress, once Dolce, is starting to tear
 Her perfect smile is starting to wear
 Forever careful, hoping she won't cross the line
 As she looks around and cashes her dimes
 Money can't buy happiness, but it can cover flaws
 Once a damsel, now distressed, she covers her loss
 Once the center, but it's hard to keep up
 Hiding in the corner, where no one knows
 Satin dreams come undone
 Those pearls fall on their own



MOBY'S SHTICK

Into the fire

ARTICLE: NATALIE EARTHART

Unconventional situations are a staple of business founder origin stories. It seems like someone is always working in a garage when inspiration strikes. Well, Moby Hayat's story is completely the opposite. He thought of the concept for The Fire Show on a roof.



only one small problem: they said he isn't allowed to run a business.

Moby moved to Austin from Pakistan years earlier to complete his degree in Economics at UT. His parents, who had both started their own businesses to help fund their children's education, urged him along. Moby described his mindset at that time as "pleasantly blank." He heard the US was a place where people went to college and after facing immense pressure from the success of his physician father, he wanted an escape.

It was midnight on New Year's Eve 2016 and Moby set his resolution goals high: he was going to start a new business venture. Moby, on the verge of getting his work visa, already held a steady Engineering job at Dell, but he decided to buy a booth at the upcoming Start-Up Crawl anyway. He had nine months.

Though school was a challenge, Moby finished and like every recent grad, had to plunge into the workforce that we are all expected to take part in.

He was going through all the steps, one of them being to hire two lawyers to make sure everything was going to work out smoothly. However at that notion, he was stopped in his path. There was

He had 60 days to find a job so he quickly accepted an offer from Dell to avoid being sent back across the globe.



His time since then has been a mashup of filing for visa extensions, preparing for his green card interview and slowly being consumed by the entrepreneurial spirit of all of his Austin friends and the city itself (aren't we all?).

So then, in 2016, to find out that he couldn't start a side venture of his own was crushing. He knew one thing though, "If I can't make money I can make content."

Moby changed his mindset and pursued his venture. Instead of measuring his success by counting his profits, he focused on making connections and building his brand. He interviewed the mayor within a year of starting his first podcast, continued to produce digital content and has since become a mentor for incubator programs, helping small businesses win \$800,000+ in pitch money.

However inconvenient, taking away the ability to make money has benefited Moby as a business owner. He had his fair share of "What's the point of all this?" moments but most of the last three years have been spent experimenting, networking and focusing on community.

And now, with his green card in hand, he is finally allowed to move forward. Today, The Fire Show has expanded beyond a podcast. It is the vessel in which Moby can help creators and entrepreneurs accelerate the success of their startups through digital/video content, events and workshops. And to think, it all started on a roof. 📍

Moby's Hot Tips on Entrepreneurship

PRIORITIZE

"When you have too many things on your plate, and you can't decide what to focus on, focus on the things that bring you money."

ART & MONEY

"People have been making money since art began. Steal those models and use them yourself. And put all of your money back into your art."

CARE LESS

"People have the idea of not selling out, but that's a bullshit mentality that gets you broke. Just keep making stuff until you die."

How to Feed Yourself

WITH GARDENIO
FOUNDER, ROMAN
GONZALEZ

ARTICLE: ZACHARY ZULCH



I had been introduced to Roman for the first time three times (the perks of being social), always hearing of a new project of his. Why didn't I immediately set up a meeting with a man who rocks a banana suit?

We've been following Gardenio's progress since a tabling stint at their Season's event last fall, so it was about time we talked in length about why I'm a dick for not growing my own food. "Maybe I would if I knew where to sta—," I trail off, realizing that's exactly why his company exists.

His goal here is to train people to be life-long gardeners by making it as easy as possible to get down and dirty with some plants. They provide care guides and ship live plants to avoid that anxious waiting period where you're absolutely certain the seed died the second you eyed it. Plus, they're putting out an app (check their site) that he promises will prevent you from killing



gardenio




everything you touch. He also curates a plant-based playlist that is better than it has any right to be. And they throw fun community events. So basically, at the risk of sounding like a startup shill, I'm sold, let's collab.

With such a fledgling brand, the possibilities are endless. And oh boy is that daunting sometimes, especially when it comes to branding and honing in on a specific voice. Roman's on the right track with his straight to the point honesty and no-frills packaging. He let slip a few products in the works like "Turkey shit" manure while joking "I want to be able to write 'I can't believe you really just bought this' and stamp 'It's a

garden in a box, asshole' on the outside." I dared him to do it because it's hilarious and I'd love to see more intentionally irreverent brands but something tells me that wouldn't go over well with seed round investors.

Or maybe it would? VC players are always looking for industry disruptors and the current competition is basically pesticide-grown Home Depot herbs and soil that claims to grow tomatoes larger than your head. So they're on the hunt for funding with a money map focusing on customer acquisition and retention. How? Memberships and value adds like their community forum and video content to spark curiosity and teach skills.



Then, with \$500k invested, they'll expand into multiple fulfillment centers, ideally local in each city with a large customer base. The dream is to activate the garden centers as community spaces to host events, workshops, concerts in the greenhouse, dinners using ingredients you just picked and so on. But let's start with the basics. We'll save you some thyme and suggest some mint-condish mint and sage sage. 

IS YOUR CURIOSITY GROWING?

See the plants: growgardenio.com

Songs from the Garden playlist: tinyurl.com/gardenio

tl;dr buy a fucking plant
you can eat.



gardenio



Almost Real Things

Helping plants fruit and flower

An adult activation by Gardenio

PLANTF*CKING

Experience it this fall at Almost Real Things'
next We Got Issues Celebration: 15

Date TBA on almostrealthings.com/events

The Musical Cookbook *feat.*



BRONZE WHALE

Benny & Aaron share their “secret recipe” for a great track within their scene. It’s less about the formula and more about the tools and workflow to expose tips and inspiration!

BRONZE WHALE
THE SHAPE OF THINGS

1 THEME

Indie-Electronic with some tracks leaning towards **Future R&B** with soul vibes and vocals. Aaron brings a hip-hop influence with boom bap drums. We started in the 140bpm range but now usually stay around **90–110bpm**.

2 GEAR

Reaper is our DAW. Aaron is constantly searching for new synths, sound and software. Benny primarily uses **Serum**. We love the Applied Acoustics synths **Chromaphone** (mallets), **Lounge Lizard** (Rhodes & Wuritzer pianos) and **String Studio**. We record lots of foley on our **Tascam** field recorder. Some of our favorite instruments are our Advil bottle shaker, art book snare and Listerine bottle for taps. Our **Splice Umami sample pack** has some weird samples: a bodega Cheetos bag, stuff in our friend Joe’s garage, etc. Other gear: **AKG Perception** mic with **Kaotica Eyeball** cover for vocals, **M-Audio Keystation 88**, **Mackie Big Knob**, **KRK** monitors.

3 LIVE

Our album *The Shape of Things* forced us to come up with a new live set. We introduced Benny’s vocals so we had to add the ability for him to sing live. **CDJs** trigger the show. Benny sings through a tube amp into a **Roland VT-4**. Aaron triggers percussion on a **Roland SPD-SX**. All that busses down to **PV 10 AT** mixer to control 100% of the sound on stage.

GET A TASTE OF BRONZE WHALE

bronzewhale.com

tinyurl.com/bwspotify

soundcloud.com/thebronzewhale

facebook.com/thebronzewhale

instagram.com/bronzewhale

Play along! soundstage.bronzewhale.com





WHEN MUSIC AND MONEY COLLIDE WITH

DUB EQUIS

ARTICLE: NATALIE EARHART, PHOTO: CARL ROBINSON

IF YOU LIVE IN AUSTIN, YOU'RE WELL AWARE OF HOW SPOILED WE ARE WITH LIVE MUSIC. YOU CAN FIND SHOWS ANY NIGHT OF THE WEEK, EVEN IN THE AIRPORT.

Dub Equis, a band I came across this year, takes the instrumentation of their show to another level. After one experience I was instantly a repeat customer.

Five years ago, local producer Derek Moorhead began experimenting with a new sound. It was a mix of sampling, Electronic, Jazz and Reggae. It was Dub Equis: a collaboration of sound, quality musicianship and astounding live shows.

The band is currently a four-piece (and growing) with the core members taking on production, drums, viola and saxophone. They recently brought on Blacklight, an Austin rapper who brings a Hip-Hop element to their sound.

From the start, the band was formed to embrace change. They plan on adding new musical elements and members as they develop their multi-genre sound.

WHEN MUSIC AND MONEY COLLIDE

If you're seeking a career in the arts, it's safe to say that you're not in it for the money. It's a passion, a calling, and honestly just a way to stay sane.

Each one of Dub Equis' members understands the unique challenge for musicians in Austin. In addition to playing, they all hold down side jobs to fuel their passion. We talked about the saturation of bands in Austin as both a blessing and a curse. Supply is high, which leaves little incentive for venues to pay the bands that they book. That said, the multitude of opportunities is unparalleled. Especially for an emerging band like Dub Equis.



"Austin is a place to hone your craft, build your brand and network but you have to tour to pay your bills," Derek shares. "It makes you step up to meet the standard of musicianship here. If you want to play, you have to do it. It is valuable."

Corinne Zappler, who plays viola, added, "I have to change my mindset when trying to make money as a musician. For me, it's an opportunity to do the thing I love."

She also mentioned the nonprofit HAAM (health insurance for musicians) and the SIMS Foundation (mental health) that have done incredible work to provide health services to musicians but are often overlooked or forgotten. With these and other initiatives, like the recently launched "Tip the Band" project, the city is slowly taking steps to provide aid for our local talent.

The discussion of money and the arts is inevitably everlasting, but that doesn't mean we should stop talking about it. The most important thing you can do for an artist is show your appreciation.

During our conversation, the members of Dub Equis shared some ways that fans current and new can support musicians:

MAKE A BAND HAPPY

OFFER VALUABLE TRADES

Tina: Video and photography are always useful

Corinne: A residency. It's a way for venues to show loyalty.


BUY A TICKET OR DONATE (EVEN IF IT'S A FREE SHOW)

Blacklight: I pay for every show I go to. I want to give everyone what they're worth.

ENGAGE WITH PERFORMERS

Corinne: We feed off of the energy from the audience.

Tina: Get involved in any way you can. Follow, show up, give, buy merch. Just be present.

Derek: Talk to us. There's always insecurity in artists, so when someone says that they love what we do I think, thank God." 

ENOUGH TALK, TIME TO LISTEN

dubequis.com, instagram.com/dub.equis

ARTCCI
A

FOGO

FIND ONE ZINE, GET ONE FREE



ONE FREE

*page turn
upon reading*

BVLGART

100% OFF

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INSIDE ISSUE 15

ALMOST
REAL THINGS



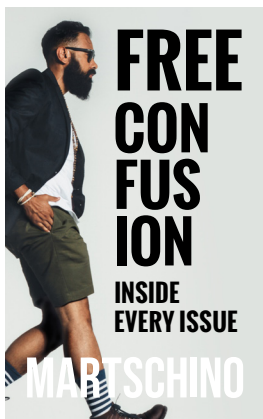
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**INSIDE
EVERY ISSUE**

MARTSCHINO



Artist Spotlight

A SHOWCASE OF INSPIRATION

The following section is composed of talented artists of all mediums. Whether art is their forte by day or their after hours outlet, these individuals live to create.

In this special Money Makin' issue we explore the time, materials and cost behind each piece with a handful of local artists who embraced the challenge to be vulnerable. Get a glimpse of what it takes for these artists to complete their creative vision before sharing it with you.

CONTRIBUTE YOUR WORK

This zine is built on collaboration. Submit finished or unfinished work you would like to feature:

almostrealthings.com/contribute

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ARE YOU READY? >

ARTIST SPOTLIGHT: RED MOTH ART

Graphic Designer, Illustrator & Fashion Designer: redmothart.com, [instagram.com/redmothart](https://www.instagram.com/redmothart)



Muñeca Denim Kimono

\$275

HOURS OF WORK: 15

MATERIALS: \$35

Cropped denim kimono, fabric paint.



PHOTO: @WHIT.E.AKER, MODEL: @MELIKA_GRADEK

Sakura Skirt

\$200

HOURS OF WORK: 18

MATERIALS: \$15

Gathered circle skirt, satin fabric, fabric paint.

ARTIST SPOTLIGHT: LISA ZINNADigital Artist & Photographer: thepurplelime.com, [instagram.com/thepurplelime](https://www.instagram.com/thepurplelime)

“

I'm a photographer passionate about digital post processing—turning an image into something unexpected. Layers, circles, leaves and pinks. ”



***Prefers Red
Over Rosé***

\$315

HOURS OF WORK: 1.5

MATERIALS: \$87

18" x 24"

Magazine paper, Photoshop Mix app,
matte photo paper, raw wood frame



***Standing on
My Own***

\$295

HOURS OF WORK: 2.5

MATERIALS: \$48

16" x 20"

Leaf, magazine paper, Photoshop Mix app,
Da Vinci gesso panel, adhesive art resin,
matte photo paper

ARTIST SPOTLIGHT: CURTIS GRIFFIN

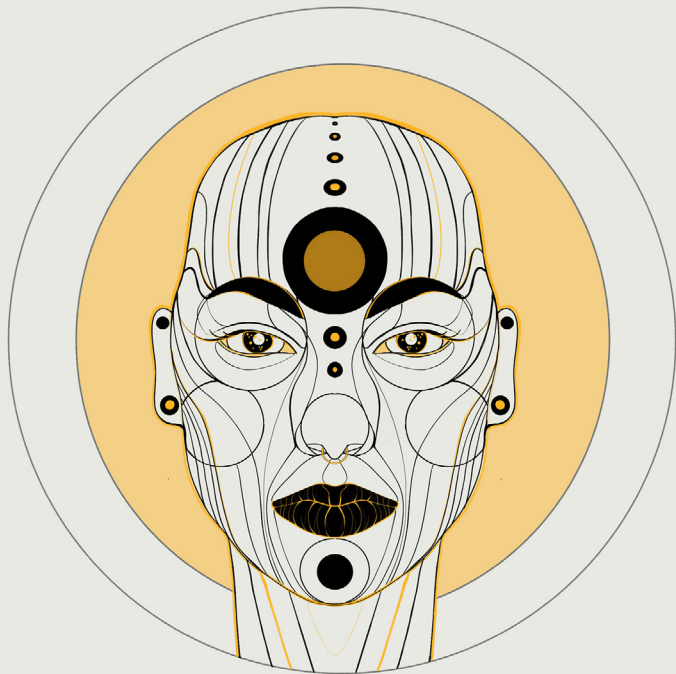
Painter: griffininsight.com, [instagram.com/griffininsight](https://www.instagram.com/griffininsight)*Pop-sicle***\$70 CANVAS PRINT****HOURS OF WORK: 7****MATERIALS: \$1,190**

12" x 12"

iPad, Apple pencil, Procreate app, canvas.

ARTIST SPOTLIGHT: CAMBREA ROY

Graphic & Interactive Designer: cambreadawn.com, [instagram.com/xbxreax](https://www.instagram.com/xbxreax)



Creatures

\$20 PRINT

HOURS OF WORK: 3

MATERIALS: \$863

iPad, Procreate app, Adobe Creative Cloud.



Creatures

\$20 PRINT

HOURS OF WORK: 3

MATERIALS: \$863

iPad, Procreate app, Adobe Creative Cloud.

ARTIST SPOTLIGHT: ARAM AMINIMixed Media Artist: aram.gallery, [instagram.com/aram.instagramallery](https://www.instagram.com/aram.instagramallery)

“ Inspired heavily by my background, family and environment, I aim to produce artwork that is dignified, genuine and aesthetically alluring. ”

*Kate***\$5,560****HOURS OF WORK: 60****MATERIALS: \$600**

30" x 40"

Acrylic, canvas, custom frame.

*Gigi***\$5,800****HOURS OF WORK: 65****MATERIALS: \$600**

30" x 40"

Acrylic, canvas, custom frame.

ARTIST SPOTLIGHT: THERESA HADDOWWatercolor Painter: theresahaddow.com, [instagram.com/theresahaddow](https://www.instagram.com/theresahaddow)***Almost as Pretty as a Picture*****\$300****HOURS OF WORK: 30****MATERIALS: \$45**

18" x 24"

Faber-Castell watercolor pencil, Daniel Smith artist material watercolor,
Arches 140lb cold press paper, synthetic brushes.

ARTIST SPOTLIGHT: CATIE LEWIS

Digital Artist: catielewis.com, [instagram.com/catiegl.art](https://www.instagram.com/catiegl.art)



Blonded

\$15 PRINT

HOURS OF WORK: 7.5

MATERIALS: \$310

8" x 12"

iPad, Procreate app.



In Thought

\$15 PRINT

HOURS OF WORK: 7

MATERIALS: \$310

8" x 12"

iPad, Procreate app.

ARTIST SPOTLIGHT: NICK SEBESTAPainter: [instagram.com/nickartpage](https://www.instagram.com/nickartpage)***4'33" (For John Cage)*****\$25****MINUTES OF WORK: 4.55****MATERIALS: \$14**

9" x 12"

Acrylic paint, paper.

“

Music, the natural world, graffiti, and something I can't know, have influenced my art. I'm drawn to a particular pattern, and my painting is abstract acrylic on wood panel boards that I assemble. ”



Dripper

\$50

HOURS OF WORK: 15

MATERIALS: \$27

24" x 24"

Acrylic paint, acrylic paint marker, oil-based Sharpie, wood, glue, nails, wire.



Perennial Spring

\$250

HOURS OF WORK: 15

MATERIALS: \$27

24" x 24"

Acrylic paint, acrylic paint marker, oil-based Sharpie, wood, glue, nails, wire.

ARTIST SPOTLIGHT: ASHLEY FOXX

Painter & Illustrator: [etsy.com/shop/aafoxxart](https://www.etsy.com/shop/aafoxxart), [instagram.com/aafoxxart](https://www.instagram.com/aafoxxart)

***Pill Popper*****\$200****HOURS OF WORK: 8****MATERIALS: \$30**

8" x 10"

Gesso, acrylic, ink, canvas.

ARTIST SPOTLIGHT: ASHLEA GODWIN WOOD

Designer, Screen & Block Printer: ashleadesign.com

“The concept is the juxtaposition of a very old print, redrawn and carved with a modern product Dr. Pepper in the 10-2-4 bottle. ”

*Old School Energy Drink***\$300** WOOD BLOCK PRINT

WEEKS OF WORK: 2

MATERIALS: \$265

Paper, carving equipment, print shop rental.

ARTIST SPOTLIGHT: WRAPSCALLION WORKS

Jeweler: [instagram.com/wrapscallion512](https://www.instagram.com/wrapscallion512), [facebook.com/wrapscallionatx](https://www.facebook.com/wrapscallionatx)



Pendant
\$180

DAYS OF WORK: 2

MATERIALS: \$70

Hand carved moon stone, copper wire, pliers, cutters, files, electroplating, finishing and patina.

“

FreeVerbs is a queer female creative technologist entity from New York and based in Austin, TX, dedicated to empowering artists and small businesses by making creative technology and digital tools accessible to growing brands. ”



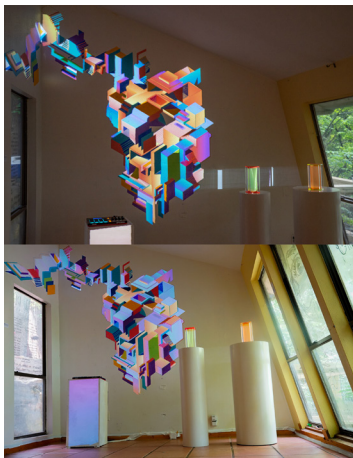
Clay Canvas

\$250+ RENTAL

HOURS OF WORK: 50

MATERIALS: \$1,750

Clay, projector, projection mapping program.



Sound Mural

\$250+ RENTAL

HOURS OF WORK: 50

MATERIALS: \$2,872

Projector, paint & paint markers, projection mapping program, laptop, midi board, Max for Ableton Live, HDMI extension cord



RESIDENCY

FEATURING

Russell Brxwn

ARTICLE: NATALIE EARTHART

IN APRIL, WE PARTNERED WITH PUMP PROJECT TO OFFER A 6-MONTH RESIDENCY TO TWO ARTISTS IN OUR NETWORKS: RUSSELL BRXWN AND FABIAN REY.

They came together to share a studio and explore their unique non-style styles, which will culminate in an exhibition in September. Though neither Russell nor Fabian knew each other before this year, they discovered how similar their motives are. Making art is not a choice, it is a necessary part of their existence.

The exhibition will be hosted at Pump Project Gallery in Cloud Tree Studios from Sep 2-29.

Join us for the opening reception on Sep 6: 7-10pm!



PHOTO: ARIA BROWNELL @ARIABROWNELLSTUDIO

RUSSELLBRXWN.COM // [@RUSSELLBRXWN](https://www.instagram.com/RUSSELLBRXWN)

BACKGROUND

Russell comes to Austin by way of San Antonio and Los Angeles. He's been practicing art since he was a kid as he recalls, "the first interest I ever had was drawing." He's an avid art student though he was turned off by art classes that resembled more of a boot camp. He describes art as something that "has to come to you" which is why he refuses to settle for one style. He dabbles in painting, installation and creative thinking.



ARTISTIC PROCESS

"I like strange art." That pretty much sums it up. Russell's process is unique and ever-changing. He's recently been exploring lines due to their versatility.

In learning more about Russell's background I painted a vivid picture in my head of the person who is always drawing. No matter what situation, or who may be around, Russell's artistic practice is his constant.

On any given day I can find Russell in the studio listening to music, eager to talk but always thinking of his next step. Music is a large part of his process. "In school I was always that kid with headphones on. It calms me. Inside my head I have a million thoughts every second, so it's hard to concentrate. I have to make my mind go to a singular focus just to listen."

RESIDENCY & COLLABORATION

Collaboration with fellow resident Fabian Rey has allowed Russell to explore bounds of art that he would never have thought of. "We both have a similar vision. We can bounce ideas off of each other."

Though he doesn't want to give away all of their plans, Russell informed me that installation is a major part of their show. "There will be a painting here and there but it will be more interactive."

MONEY

I firmly believe that Russell would spend every second in the studio if he didn't have another job. Luckily, it's one that he's able to brainstorm at, since much of his time is spent alone on the road. "I try to choose jobs where I can make art at the same time. I've never lasted long at desk jobs."

To subsidize some of his costs, he mainly uses cheaper materials, like house paint, since he requires a lot. "I like cheap materials that are gritty. They have an always-in-process type of look."

Being a full-time artist is, without a doubt, the ultimate goal. "I know it isn't easy. The willingness to sacrifice weeds out a lot of people. But this isn't work to me. It's something that I have to do to keep sane."

My last question was whether the sacrifice of time, money and relationships was worth it. "Yes, now it is. I'm here talking to you. I'm painting and drawing. I never thought I'd be doing this at all, who knows where my life would have been. There was always something clawing at me to do this, there was always something there that I kept suppressing. It's not even about making money. You have to do something that's meaningful to you with the time you have. Just existing is no way to live." 📷



RESIDENCY

FEATURING

*FABIAN
Rey*

ARTICLE: NATALIE EARHART

IN APRIL, WE PARTNERED WITH PUMP PROJECT TO OFFER A 6-MONTH RESIDENCY TO TWO ARTISTS IN OUR NETWORKS: RUSSELL BRXWN AND FABIAN REY.

Our second in-house artist is Fabian Rey, an all-around creator who compliments Russell's passion for strange art. Together, they've filled the studio walls with sketches, paint and even super glued a VHS to the wall as an experiment. It's On Deadly Ground with Steven Seagal by the way. It's inspirational.

The exhibition will be hosted at Pump Project Gallery in Cloud Tree Studios from Sep 2-29.

Join us for the opening reception on Sep 6: 7-10pm!



PHOTO: GUSTAVO BERNAL @GBERNAL73

FABIANREY.COM // @FABIANREY

BACKGROUND

Fabian Rey arrived to Austin from Puerto Rico four years ago. After living on the island his whole life, it is safe to say that he needed a change and he remembers, "Austin chose me."

Fabian boasts a long list of art education, from studying under Francisco "Fran" Cervoni at the Art Institute in Fort Lauderdale to attending art school in Florence. However, he shared with me that his first teacher was his father, Ricardo Rey, a painter.

As a Creative Director, he was eager to embrace the art community on a personal level. "I embraced the city and its weirdness and it helped me find my own voice." He spent many nights at Cherry Cola Dog and started Creatures of Austin, a photo project



“Being different is fucking cool.”

aimed at “exploring and documenting the iconic characters that walk the streets of this vibrant city.”

ARTISTIC PROCESS

Fabian values the techniques he learned in school, but emphasized that that's not the only way you need to make art.

“Being different is fucking cool.” Instead of being labeled as a specific tradesman, Fabian would rather you simply refer to him as an artist. He is inspired by people and vibrant colors that remind him of his home. “I like to make art that has a conscience, a concept. It has to say something.” Everything he creates is an original so that when someone buys it “they own a piece of me.”


RESIDENCY & COLLABORATION

Ironically, Fabian applied to be a part of Pump Project in 2015, but there weren't any studios available at the time. But he says now is the right moment for him. “I have so many ideas, I know the city better and I've established my work here.”

Fabian describes the upcoming show as focusing on connection with people and the city. “When you're an artist, you just want to connect.”

MONEY

“I prefer, in this stage in my life, to make less money and to do more of what I love.” This is an especially difficult decision for an artist like Fabian, who also has a family to raise. He still gets offers to be a Creative Director for large name companies, but he fears it will only cause him to lose time.

“Art is not for everybody. It's a way of life. I love art and I love to create. That's what drives me. At the end of the day, even if I don't sell one painting, it's more about making art for the greater good. I have to do it.” 



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ALMOST REAL THINGS

WHO'S WHO

WE GOT ISSUES 13 & 14

On June 21st attendees gathered to enjoy luxurious 100° weather at Soma Vida. The celebration featured six vibrant performances, celebrity mixologists, an art market full of wonderful wares, a splash of neon and more. Proceeds benefited Austin Arts nonprofit, us. It was the celebration of our generation.

NOTABLES

- 1 Isra Khan, photo pop up queen
- 2 Cameron McNeil, famous artist
- 4 Yekaterina Fliginskaya, celebrity
- 5 Josh Green, nonprofit founder
- 6 Gutta Rich, g.o.a.t.
- 8 Mama Duke, pure energy
- 10 Big Jaw, shredder crew
- 12 Arielle Hanoch, legend
- 14 Dub Equis, live vibe gang
- 17 Woke Bloke, Tambo, Trupica B3B
- 3, 7, 9, 11, 13, 15, 16, 18 Influencers

PHOTOGRAPHY

No Sleep @nosleepatx: 1-14,
16-18

Alejandro Hernandez

@alejandrohernandezphoto: 15





CULTURE – 07.29.2019

Free Feminine Products Cause Female Frenzy

(For 2 Hours)



Report from Austin, TX - A female frenzy erupted outside of drugstores today after popular merchandisers CVS, Walgreens, HEB, Target and Walmart declared a two-hour free-for-all on feminine products.

Women who could prove that their menstrual cycles are still very much a bother were able to partake in the free flow of tampons, sanitary napkins and menstrual cups. No limit was set on the amount of free products, as management assumed women would delicately grab what was needed and readily pay for the rest. Needless to say they underestimated the demand for such necessities, and were met with a heavy flow of female customers for all 120 minutes.

"I expected more from these women," shrugged Davy Plugs, an unmarried Walgreens floor manager who worked the day shift during the frenzy.

An anonymous source at Target shared with us that management tried to block the influx of customers by padding the doors with queen sized mattresses. However, the female customers were determined to grab

"It's our time to soak up the savings."

all of the product they could, assuming that this would be the first and last time to do so. Shyra Strong, a local woman who has been purchasing feminine products for the last 47 years claimed it was now her chance to soak up the savings.

"All of the money I've spent, toilet paper I've used to cover the evidence, pool parties I've missed, and white pants I've replaced are worth it."

Despite the advertisement of free products, sales tax was still applied at the register.

"This is a business after all," Mr. Plugs shared. "If you're going to be a woman, then you should be able to afford it. Period."

REPORT BY NATALIE EARTHART, WOMAN

RETAIL – 08.02.2019

Costco Puts a Lid on Free Samples

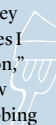


In sad news today, Costco announced a temporary ban on all samples.

Customers are understandably outraged, citing samples as a mandatory perk to their membership. “I don’t pay \$50 a year to shop and leave,” shared an angry member, “How can I make informed choices without trying food that I will probably never purchase?”

Head Manager Tad Michelle said the decision was not an easy one to make. “We tried cutting back, but the animosity from customers demanding free food was starting to harm employee morale.”

Michelle granted us access to observe video footage of sample handlers compiled through the Costco database and we were shocked at what we witnessed. Handlers are often ignored or stalked as they prepare the food, with many people crowding them at the slightest whiff of melted cheese. Even a hand caress of the sample cups caused customers to box in the handler. “They knew when it was coming. Sometimes I didn’t even have the chance to portion,” shares an anonymous source. We saw multiple accounts of customers grabbing

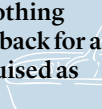


hoodies from the clothing section and coming back for a second sample disguised as a new customer.


At the smoothie-making demos, many people showed up in the last minute to grab a cup, cover their ears and leave.

More than that, samples have resulted in physical altercations at multiple stores throughout the country. Just last year, two senior citizens were involved in a spar over complimentary cheese cubes.

“We saw customers grabbing hoodies from the clothing section and coming back for a second sample disguised as a new customer.”



But for Costco members, this isn’t just about the free food. “It is our right to have samples provided for us in Costco. Their model has always been this way. They can’t just change it because it’s better for the employees,” said Donna N. Titled.

Others were less demoralizing in their opinions, professing their remorse but still saying that they are likely to shop at Costco on a regular basis. We spoke with a single woman leaving the store to get her thoughts: “The samples are a perk, yes, but honestly I’d rather just get my shit and leave. If I want something, I’ll buy it.” 



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ART & Co.

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AlmostRealThings.com

ACT LIKE YOU KNOW

SIMPLE TALKING POINTS
TO FIT IN, TO AN EXTENT

ARTICLE: NATALIE EARHART

VISUAL ARTISTS

Commission vs. Consignment: the former is the % of the sale you receive, the latter is \$ you get once your product is sold by a vendor.

“-esque” can be added to the end of a well-known artist name to describe your work without really describing it (i.e., Pollock-esque, Van Gogh-esque; the more famous, the better).

Blue isn't just blue. Differentiate colors by their hues: yellow ochre, mars black, olive green, phthalo blue.

Graphite pencils are distinguished by hard/soft which correlates to their shade. H = harder/lighter, B = soft/darker, the higher the number the more intense. HB = middle-ground.

Words to use during critique to make you sound more involved: concept, complementary, typeface, vantage point, juxtaposition, aesthetic.


MUSICIANS

Genres can be combined to be more specific. Pick 2 and try it out: pop, synth, electro, jazz, swing, blues, rock, punk, garage, surf, soul, funk, hip-hop.

The “wires” used to plug in instruments are not called “cords” because that's too close to “chords” so refer to them as “cables.”

A “plugin” is not literal when it comes to music production. Plugins let you add specific features, synths, or programs to your Digital Audio Workstation (DAW) to customize it.

The term “monitor” has multiple meanings, but in music it refers to the speakers facing the musician/stage.

Instead of saying “song” try: track, jam, tune or li'l number. 

STOCK PSYCHIC

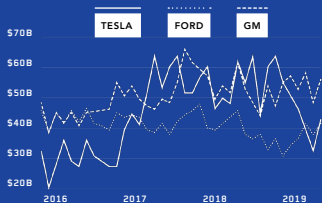
ARTICLE: MATT HAGHIGHI & ZACHARY ZULCH

UP AND TO THE RIGHT

Investing is gambling and if you want to join the Young Billionaire's Club you're going to need to take some risks. We've been following market trends for years. Now is the time to strike.*

IN OUR SECOND ISSUE, MATT HAGHIGHI AND I PREDICTED TESLA'S MARKET CAP WOULD EXCEED BOTH GENERAL MOTORS AND FORD'S COMBINED.

While Tesla has overtaken both a few times, our prediction has yet to come true (although Elon Musk recently told CNBC "self-driving will make Tesla a \$500B company"). But it got us thinking—how accurately can we predict the future? Take our advice and let's find out over the next 5-10 years.



MARKET CAP

Tesla has grown from \$20B at time of publishing in 2016, to peaking over \$63B.

GM has grown from \$40B to \$55B.

Ford has shrunk from \$40B to \$39B.

To start, stay away from dying industries that don't have a place in an environmentally conscious, robotic future

5 YEAR LOSERS

Department Stores: SHOS, JCP, M
Social Media: SNAP, TWTR
Realtors: CBRE

10 YEAR LOSERS

Shopping: W, OSTK
Auto Service Centers: AZO, ORLY, AAP
Food: APRN, PZZA
Oil: XOM, BP, COP

* We're not Nostradamus, and past performance is not indicative of future results. Consult an investment advisor for real financial advice

Safe Portfolio

VANGUARD OR BETTERMENT



YOLO-folio

ALL OR NOTHING, BABY

25% Crypto: BTC, ETH, XRP
 20% Cannabis: IGC, GWPRF, CRON, CGC, YOLO
 20% Future: TSLA, BYND, RDFS
 15% China: BABA, BZUN, JD, WB, NIO
 10% Crypto Mining: NVDA, AMD
 10% Resorts & Gambling: MGM, ERI

Predictions

BITCOIN

\$30,000 by 2025
 \$100,000 by 2030

NEW ETF FOR CURRENT FADS

In 5 years you'll be able to invest in FAD, an ETF that changes holdings to reflect the newest craze (crypto, weed, CBD, MLM Schemes, biotech) and rotates into new sectors as fads change.

DIGITAL WALLET

In 5 years 85% of payments will be made using digital wallets. Crypto payments will exceed 25%, led by Libra/Calibra. People will trust Facebook enough to sign up for a bank account.

ROBO-ADVISORS

In 5 years people under 35 will be using a robo-advisor. Betterment goes public and Wealthfront gets acquired by SoFi.

RIDESHARE

In 5 years Uber and Lyft no longer employ human drivers as they and Tesla enter the robo-taxi business, reducing costs. People no longer need to pay extra for "comfort" mode on Uber to not talk to the driver.

AMAZON

In 10 years Amazon will have become so vertical that it concurrently faces every industry's challenges at the same time. They'll build a fully autonomous airplane and delivery driver fleet for Amazon Prime. They'll start a real estate company (eventually owning 53% of US commercial real estate) to purchase and repurpose all failed big box stores into warehouses for instant delivery but they'll be incapable of making delivery times shorter than 47 seconds. People will be angry. ☹️

SUPPLIES OVERRRRUNNNNNETHHHHH

BUYING SUPPLIES TO COMPLETE YOUR VISION IS A STEP IN THE RIGHT DIRECTION.

However, some artists (who shall remain anonymous and are not at all the very team who creates this magazine) stop the process there. The canvas sales at Michaels can't be beat, but does that mean we have to partake? What happens when your supplies outnumber the amount of art you've actually created?

NESTING NOSTALGIA

"My last day of college meant it was also my last day to use the wood shop. Still, I allow my scrap collection to grow, much to the dismay of the Home Depot employee that I awkwardly coerce to hack their perfect planks. I have a lot of ideas. I've tried a few. I'm waiting."



IF IT'S FREE, IT'S FOR ME

"Look, 250 free mason jars on the side of the road-' yes. 'My friend's mom is cleaning out her artist dad's attic-' yes. 'Do you really want these-' yes. I can't wait until I retire at 36 and have free time to figure out what to do with all this shit. I'm (not) in denial."



STICKY FINGERS

"I don't even like canvas, so I'm not sure why I'm keeping those. I have a problem."



ASSORTED WHAT

"Most of the materials were bought on a whim, because I had coupons or there was a sale. I get overly excited about buying things at discounted rates."



THE DISCOUNT DILEMMA

"The fabric, I intend to use for hoods and I'd bought a bunch of patterned cotton fabric for when I sew coffee cup sleeves. Mainly, I hoard and have trouble getting rid of things I might use in the future."



Symptoms of supply hoarding may include: closet doors that don't close, paper cuts from coupon cutting, wide eyes at sale signs, general indecisiveness and a non-existent savings account.

If you've experienced one or more of these symptoms, please call 1-800-HOARDER to share your feelings and bring unneeded materials to our **ART Supply Swap on Sep 15, 2-4pm at Cloud Tree Studios.**

IT'S FREE TO SUBMIT!
ALMOSTREALTHINGS.COM/CONTRIBUTE

CONTRIBUTE

Send your creative work of any genre to be featured in our Artist Spotlight section or an article. Remember: everything is art! hello@almostrealthings.com

ADVERTISE

Advertising with ART is a great opportunity to tap directly into the huge creative market here in Austin and online. Ask for info at partner@almostrealthings.com



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