

Sojji

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MEET PRINCESS NOKIA

Words: Voni Robi

HOW IMPORTANT WAS IT TO ESTABLISH YOUR OWN IDENTITY AS AN ARTIST AND WORK INDEPENDENTLY FROM A RECORD LABEL?

It has always been the most important thing for me to have complete ownership of myself, my music, my rights and my decisions. It is the reason why I have so much freedom in what I get to do now. To have the creative freedom to make the art that I like, and do it on my own terms has always been very special and valuable to me.

HOW DID YOUR IDENTITY CHANGE WHEN YOU MADE THE TRANSITION FROM WAVY SPICE TO PRINCESS NOKIA?

I think I just became a very assured and independent person. As Wavy Spice I was a very kind of careless girl that was very go with the flow, very impulsive. My identity shifted when I completely took control over my body, myself, my mind, my creativity and my output. That was a turning point in my life as a woman and as an artist, where nothing could ever have jurisdiction over me but myself, and that was a testament to my growth.

THROUGHOUT YOUR ALBUM 1992 DELUXE, YOU PAY HOMAGE TO NEW YORK. HOW HAS NEW YORK INFLUENCED YOUR DIFFERENT IDENTITIES AS AN ARTIST AND GROWING UP?

I am just a whole lot of people at once. I talk a lot of shit and I have a lot of ideas, I have a whole bunch of people in my head. I'm old school, I'm like a real Rockstar, and I'm wild as hell but New York has always been my home, where I come from and the reason I am the way I am.

Regarding your performances and the projects you're involved in, there is a strong emphasis on giving women a safe space. Do you think the industry is recognizing this more and helping to facilitate this?

I don't think the industry is helping to facilitate this, I think the artists and the consumers are. Therefore it is becoming more tangible and acceptable within the industry, that safe spaces are needed and important. If you look at the entire spectrum of women and how they have been treated in the work place or what was socially acceptable has completely changed within the last 6 months. So, I think that those opportunities of safety for women are becoming so much more plausible, important and spoken upon.

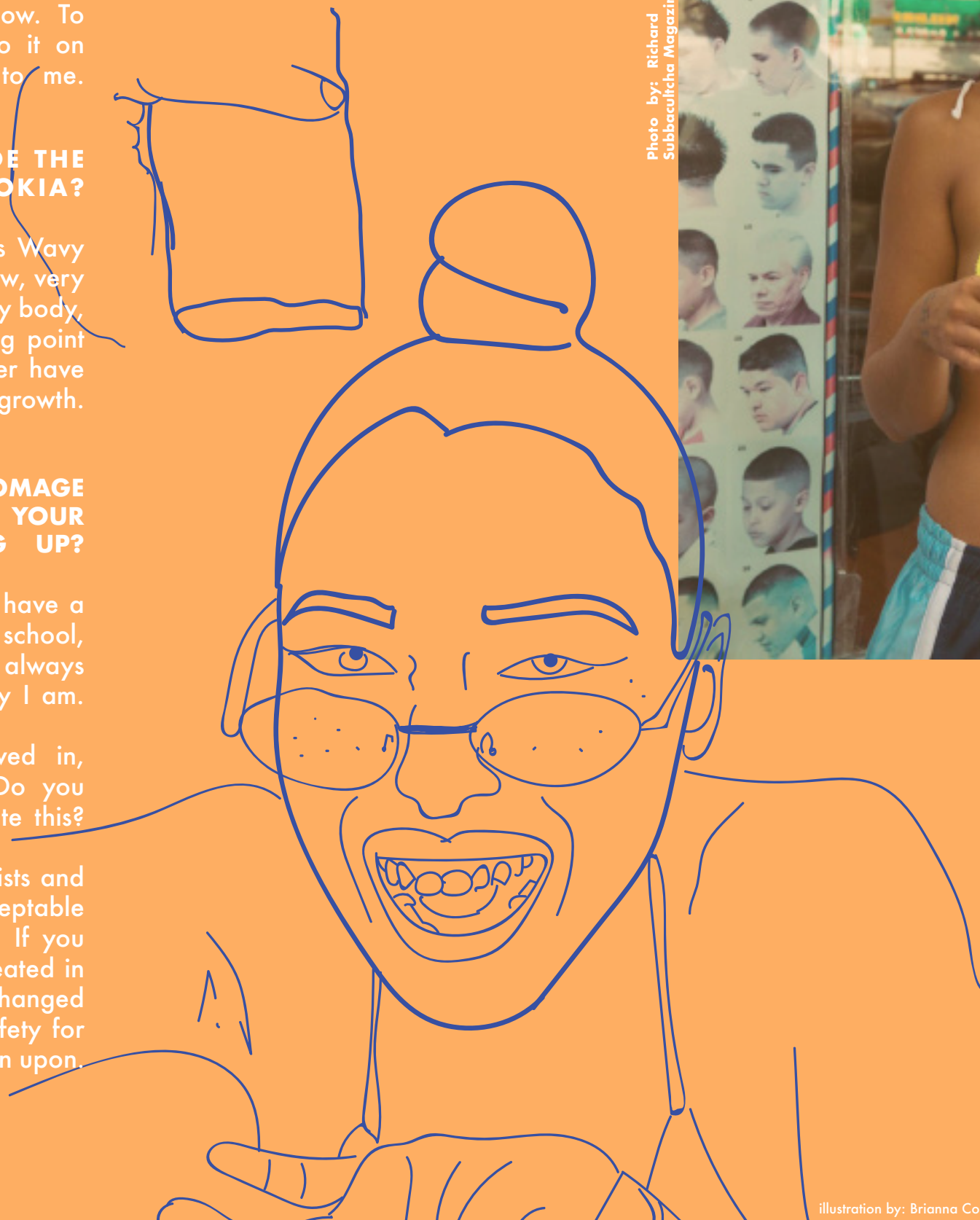


Photo by: Richard Perez in New York, USA. Shown in Subbacultcha Magazine.



History Repeats Itself
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Super Fly Men's Basketball Sneakers
'85 edition

HOW SNEAKER CULTURE HAS CHANGED IN THE PAST 10 YEARS

words: Tommie Battle

1

Social Media

A decade ago, Twitter and Facebook were in their infancy. Now Twitter, Facebook, Snapchat, Instagram, and Youtube run the landscape. We are truly connected making it easy to see, and hear about updates in the sneaker world.

2

Marketing

Sneaker commercials are dead. The explosion of social media has led to companies discovering new ways to connect to their buyers.

3

Frequency of Releases

The business model has changed so much in the last decade. Companies rely on the web to push products. The demand of products coupled with the ease of distribution has seen releases change from every month to ^{often} bi-weekly.

4

Fashion

The best about looking ~~good~~ at old photos is looking at how poorly you dressed. In ^{the 80s} all over print ^{clothes} were in, now simple style dominates.

5

The Rise of the Musician

Sure in 2006 Pharrell had a shoe with the Ice cream/DRE line. Even Lil' Jon had his run with A-towns. Kanye, Drake, Rihanna are examples of setting trends in ^{the} mass.

6

Resellers

Research shows that the secondary market is upwards of \$1 billion. There were small-time resellers in the 90's, but the length consumer so to purchase their kicks changed drastically. Money changed everything and everyone wants a piece.

7

Material World

Sneaker heads have always cared about quality, and they've always cared about material. In 2016 we now have prime knit and ~~tech~~ ^{pieces} tech.

8

Sneaker Summits

With message boards came smaller, localized groups who would eventually meet up. They'd even make events out of camps for heads who had similar interests.

9

Culture in its Entirety

We've seen something that we love change before our eyes. The ~~generation~~ generations that raised us had a dress shoe, work shoe & sneakers for the yard. Today generation turns to collecting.

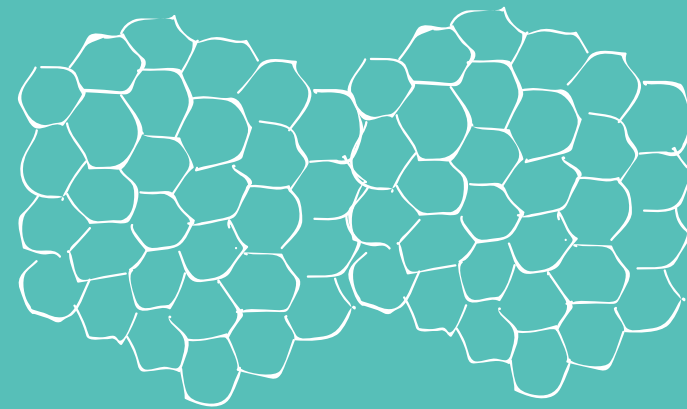
NOURISHING HONEY MASK

“Honey is a natural antibacterial, which makes it a perfect base for acne-fighting masks,” says Lily Kunin, the creator of Clean Food Dirty City and author of the plant-based cookbook Good Clean Food. “Nutritional yeast is also excellent for treating acne, as it’s rich in B-vitamins that help calm the skin barrier, especially if you’re breaking out around your period.”

words: CHLOE METZGER and LORI KEONG
illustration: BRIANNA CONFORTI



1. Brew one cup of chamomile tea with two tea bags and let cool completely.



2. In a tiny bowl, stir together one tablespoon of manuka or raw honey, and one teaspoon of nutritional yeast.



3. Add just enough chamomile tea to the bowl to create a thicker paste that’s still runny enough to spread across your skin, but not too watery.



4. Apply a thin layer to your face and let sit for 20 minutes.

CONFESSIONS OF A KORAN SKIN CARE ADDICT

words: Haemotion .

Last weekend, I met up with my friend from college in Senayan. She arrived there earlier because she wanted to window shop at Innisfree, the number one beauty brand in South Korea. I waited at a cafe nearby. When I saw her entering the cafe, she had large shopping bags in hand.

"Please don't judge me!" she said before I could even say hello. "I was planning to only buy a mud mask and face serum, but I just couldn't handle myself." It all started in 2013 when I started having breakouts and red blotchy spots on my face. I tried every popular skincare product I could find in stores, yet, nothing worked. Frustrated, I went online to search for answers on beauty blogs (YouTube vlogs and Instagram weren't as popular back then), and that's where I first heard about the "10 Steps."

My budding obsession with Korean skincare products was manageable back then, I think. Out of the 10 steps, I would only do five or six. My skin did get better, although it's nowhere near as flawless as the Korean girls you see on those K-dramas.

After a while, those five-to-six step routines just weren't cutting it anymore. Somehow, my skin had grown weaker and more sensitive. The answer? More products. So now every morning (and every night), I put these things on my face, in order:

1. Cleansing Oil/Tissue
2. Facial Foam
3. Toner
4. Essence
5. Hydrating lotion
6. Serum
7. Eye serum
8. Moisturizer
9. Lip mask
10. Sleeping mask

And when even these aren't enough, I'll throw in a facial peel, then anti-acne cream, and then a face serum. It's too much, I know. But what else can I do? I love it. I feel like I'm missing something if I don't do my daily treatments. I really have to do it. And while my face isn't as flawless as Song Hye Kyo's is, at least I don't have pimples anymore.

How much did I spend on this skin? Well, a lot. If I don't keep a close eye on my spending, I can drop more than Rp2 million (\$145 USD) a month just for skincare. But what can I say? Not everyone is genetically blessed with naturally flawless skin. I have to work hard for mine. And there are other men and women whose skincare habits are even more intense (and costly) than my own.

"I WAS PLANNING TO ONLY BUY A MUD MASK AND FACE SERUM, BUT I JUST COULDN'T HANDLE MYSELF."

Like Puti, for example. She works at a leading insurance company and she told me that she spends twice as much as I do on skincare per month. "I can't even count how many steps I do," she said. "It's like a ritual. It takes hours to do it. I think I'm obsessed."

"You should make sure the treatment products fit your skin type," Dr. Nenden said.

Maybe she's right. Maybe we're all just victims of cosmetic company's marketing campaigns. But some of us just can't bear to late go of all those products crowding our dressing room tables. Like me. I don't splurge on new clothes or fancy dinners. I spent my income on skincare products, and I don't see myself giving them up anytime soon.

NEW YORK IS CLOSER THEN EVER TO LEGALIZING WEED...

Words: Aaron Short

New York is about to have a conversation about what legalizing weed might look like.

Better late than never.

In his annual budget address earlier this month, Governor Andrew Cuomo nodded to possible legalization in nearby states like New Jersey when he proposed the state Department of Health to dig into what readily available, legal pot might mean for New Yorkers. “Marijuana—things are happening,” the not-exactly-electric Cuomo intoned on January 16, adding, “If it was legalized in Jersey and it was legal in Massachusetts and the federal government allowed it to go ahead, what would that do to New York because it’s right in the middle?”

The seemingly minor shift in rhetoric from a notoriously anti-weed governor—Cuomo referred to pot as a “Gateway Drug” less than a year ago—left reform advocates hopeful that New York was finally moving closer to recreational pot legalization. The exact parameters of the forthcoming study remained unclear, and Cuomo has yet to even conditionally embrace the prospect of legalizing marijuana. But it looked increasingly like the example set by neighboring jurisdictions—and the attendant windfall of tax revenue—would prove too tempting to ignore.

“We’re very intrigued and pleased to see the governor call for a study, especially as so many jurisdictions around New York are legalizing,” the Drug Policy Alliance deputy state director, Melissa Moore, told me in an interview. “That’s an important signal to us that he’s more open to this issue in the past. Hopefully, his thinking is evolving.”

When Cuomo was getting ready to sign the PTSD pot law in November, Diane Savino, the bill’s sponsor and a state senator from Staten Island, warned him he would “have a problem around marijuana,” she recalled in an interview.

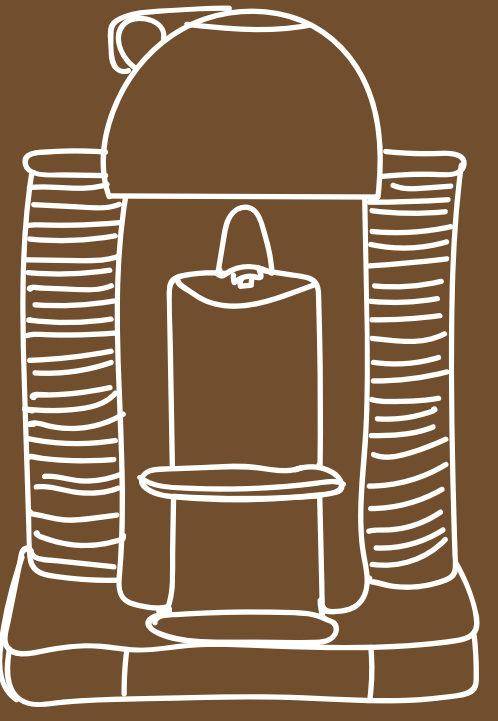
COFFEE FACTS FOR COFFEE FIENDS

COMPARISON OF THE LATEST COFFEE MACHINES.

BROUGHT TO YOU BY SUR LA TABLE

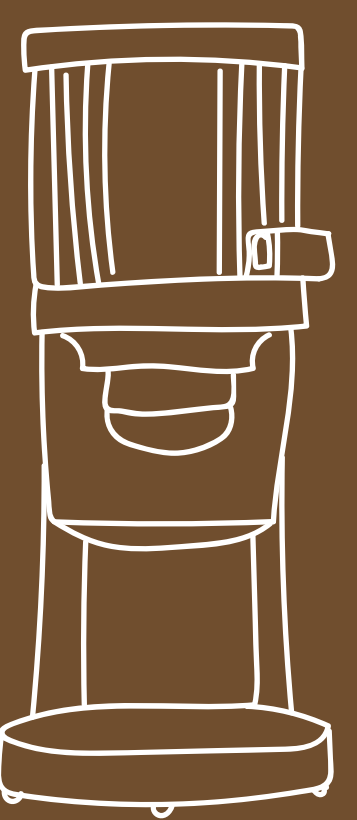
Illustration by: Fabiana Colares

Comparison of 6 different coffee makers. All can be found on surlatable.com. For more information on the below coffee makers you can visit surlatable.com.



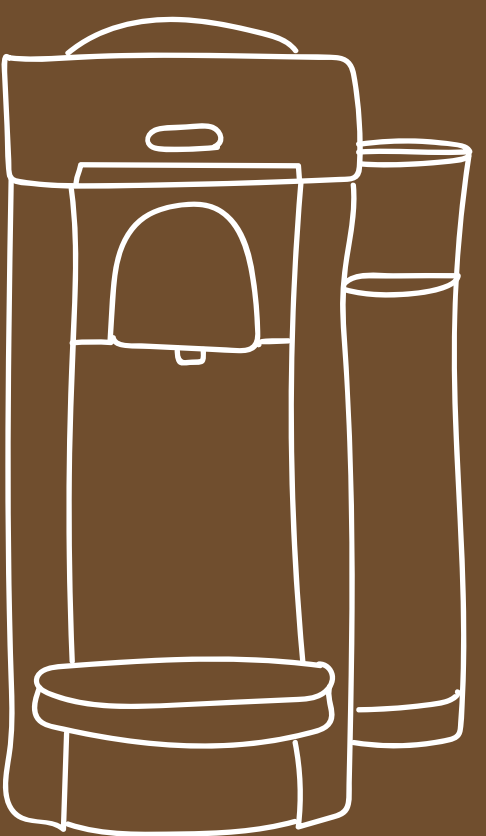
Nespresso VertuoLine

Price	How many different drinks it can make	Time machine takes to heat up	Dimension
\$199.00	2	15 to 20 sec.	W- 9" H- 12.2" L- 12.3"



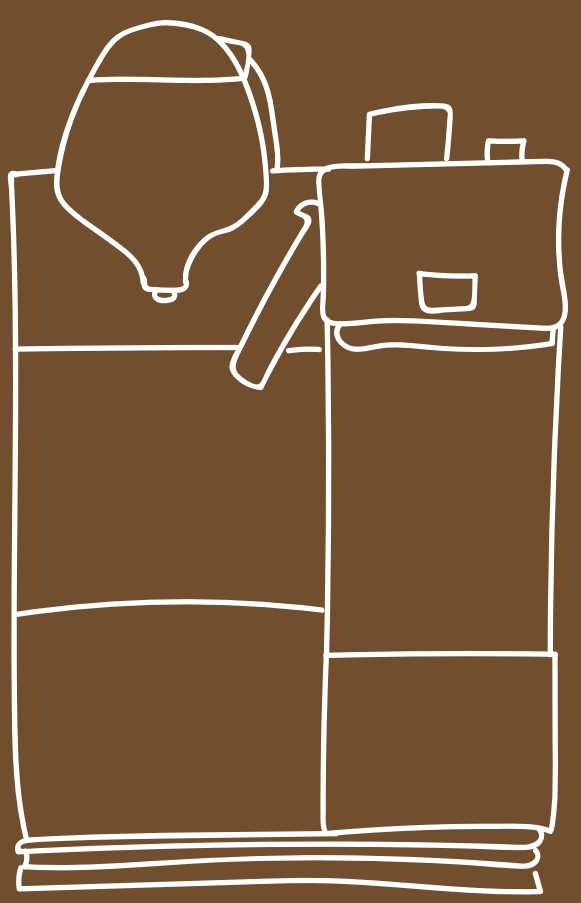
Technivorm Moccamaster

Price	How many different drinks it can make	Time machine takes to heat up	Dimension
\$199.95	1	Does not heat it grinds coffee beans	W- 6.3" H- 6.83" L- 14.33"



Nespresso De'Longhi

Price	How many different drinks it can make	Time machine takes to heat up	Dimension
\$219.00	7	15 to 20 sec.	W- 12 1/2" H- 6 3/4" L- 10 1/4"



Lattissima Plus

Price	How many different drinks it can make	Time machine takes to heat up	Dimension
\$399.00	7	40 sec.	W- 12 1/2" H- 6 3/4" L- 10 1/4"



Breville Barista Express

Price	How many different drinks it can make	Time machine takes to heat up	Dimension
\$599.95	2	3 to 5 min.	W- 12 1/2" H- 15 3/4" L- 13 3/4"

CAFFEINE À LA CARTE: A COFFEE MENU

Words: Liz Clayton
Recipe: Diana Yen

Do you need more coffee in your life beyond your morning mug and afternoon pick-me-up? Designed with budding entrepreneurs in mind, our coffee-inspired recipes will give you ideas for new ways to fulfill your daily caffeine consumption.

Everything in your life can be coffee if you really want it to be. It just makes sense. Coffee, and its ability to somehow soothe and vivify at the same time, provides a through-line in so many of our lives. From unconsciousness into morning, it sparks creativity at work and later revitalizes us for the playtime that comes after. So why limit its gifts to those of imbibement? Coffee, whether it's in your body, on your body or simply near it, can surround you with its comfort in so very many ways.

Beyond merely drinking this magical elixir, there are myriad ways to consume it. In fact, coffee was originally eaten rather than brewed. According to ancient legend, there was a goatherd named Kaldi whose dancing, leaping charges revealed that the source of their jubilation was grazing on the fruits of the wild coffee bushes of Ethiopia. In modern times, we've figured out a more bingeable, chocolate-enrobed version of this stimulant, and infusing food with coffee has only become more elegant as chefs learn more about the subtlety and variation of roasts and origins. It's a natural fit in beer: The sweet deep tones of a sultry roasted coffee can be perfectly suited to the palates of porters or chocolatey stouts. Ground espresso has found its way into spice mixes for delectable meat rubs, combining beautifully with ingredients such as cocoa, Tellicherry pepper and sumac. Coffee and cheese also make surprisingly friendly bedfellows (you'll find it in aromatic rinds and other mysterious places), and let's not forget the supreme expression of coffee in any proximity to ice cream.

Coffee can be all around you in the home too. You can put it on your furniture—on purpose, even—as a gentle-tinted wood stain, or apply it with a small brush or swab as a scratch cover. Spent coffee grounds can clean and scrub your pots and pans, and what's more, they can do the same for your skin: Moistened coffee grounds either used on their own as a skin exfoliant or incorporated into lotions as part of a stimulating coffee massage therapy treatment are credited with stimulating circulation and transmitting their anti-oxidant benefits to the skin. It also has heaps of beneficial uses in the garden from general-purpose composting to intentionally rebalancing your soil's acidity. Want to change the color of your hydrangeas? Coffee grounds are here to help you go from white to blue.

And if coffee has awakened your artistic side after all that cooking, gardening and spa therapy, anything leftover in the pot makes a lovely watercolor-like paint. It's a classic aid in creating an antique effect on paper—just remember, would-be historic-document forgers, that your papers will smell revealingly, deliciously like what you've been brewing all along.

Special thanks to Rob Magnotta at Edge Reps

Roasted Baby Beets with Coffee-Balsamic Glaze

By marrying two of our favorite ingredients, this appetizer offers roasted beets with a gentle coffee glaze that is both flavorful and intriguing.

Ingredients

- 3 pounds (1.4 kilograms) mixed baby red and golden beets, trimmed, scrubbed and halved
- 2 tablespoons extra-virgin olive oil
- 2 tablespoons unsalted butter, melted
- Salt and freshly ground pepper
- 1/2 cup (120 milliliters) brewed light- to medium-roast coffee
- 1/2 cup (120 milliliters) balsamic vinegar
- 2 tablespoons honey
- One 3-inch (7.5-centimeter) strip of orange peel
- 1/2 cup (100 grams) crumbled goat cheese
- 1/4 cup (30 grams) chopped roasted walnuts
- 1 tablespoon chopped fresh dill

Method

Preheat the oven to 400°F (200°C). In a large bowl, toss the beets with the olive oil and butter and season them generously with salt and pepper. Place the beets on a rimmed baking sheet and cover tightly with foil. Roast until fork tender, 20 to 30 minutes. Cool to room temperature.



WHO THE HELL IS NIGEL L. TRUESDALE?



BC: How do you feel about ghostwriters?

NT: It's a lucrative business, you can't shoot people down that are trying to make money. But rappers who use ghostwriters and claim that work for their own I think have issues with confidence in their career.

Go to pair of sneakers?

Guess

Stan smiths?

Pow, you're right. We may have a connection.. scoffs

What do you do besides rap?

I like to smoke weed, read stuff on wikipedia, and play xbox

So you think wikipedia is reliable? I heard otherwise.

They have a whole team that fixes the stupid things people add, I don't know why people still think that.

Does smoking help you rap?

Not at all it makes me second guess.

What's the best dish you can make?

Chicken and pasta, or Jamaican curry.

When did you start rapping and what got you into it

Listening to rap and that just lead to me writing my own, I was around the age 15.

Do you feel people value lyricism today?

I think people value it not as much as they used to.

Eat dinner with any musician who would it be?

Prince

Whats your favorite snack?

I dont snack. But candy would be the purple skittles pack.

Quickly come up with an album.

Uhhh... slim jims never taste good

Where can we find you on social media?

My instagram is @sir.vacation.

//

LISTENING TO RAP AND THAT JUST LEAD TO ME WRITING MY OWN, I WAS AROUND THE AGE 15. //





NOTE FROM THE DESIGNER

Hey guys! Wanted to say thanks for reading the first issue of sooji. This is my first mini magazine and i couldnt be more excited for it. Thank you for all the love and support you guys rock Keep supporting artists!

-XO
Brianna Conforti

Sooji