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FASHION

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OUR PICKS FROM
7000 SUBMISSIONS

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HUNT PARTY

POLAROID
PORTRAIT
CHALLENGE

17

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SIGHTINGS WTF



Lady Desert

Rachel McKinnie (jpgmag.com/people/barefoothiker) exposes Death Valley's stranger side.

While hunting for ghost towns in Death Valley, we found Rhyolite, Nev. The Goldwell Open Air Museum is located at the entrance to the town and it's crawling with strange artwork. We found this one particularly interesting! It's called "Lady Desert: The Venus of Nevada," and was built in 1992 by Belgian artist Dr. Hugo Heyrman, whose life-size depictions of "The Last Supper" and "The Prospector and the Penguin" you can also find at the museum. Penguins in the Mojave? 

Issue 17 features Street Fashion, Favorite Hangouts, & Creatures.

Cherry Creek, Nevada

Life goes on in a dying town.

JPG member Arla Ruggles (jpgmag.com/people/photover) lives in a ghost town situated in the northeastern part of Nevada, 8 miles west of Highway 93. It's the kind of town you might drive through en route from Salt Lake City to California, or back again. This is the place you pass through and wonder, not only how people got there in the first place, but why they've stayed. After listening to Ruggles, however, that little mystery is solved. Cherry Creek is beautiful, and it's no wonder Ruggles is proud of her hometown, its wild beauty, and its fading history. There is little preservation action taking place at this time due to economic conditions throughout the region, and Cherry Creek risks crumbling away. So, Ruggles has begun documenting what is left of the place she calls home, and within that pays tribute to a hidden treasure.

What city do you live in? Which neighborhood?
Cherry Creek, Nev., population 25.

What are some adjectives that describe your neighborhood?
Historic Western ghost town, remote, rural, uncivilized.

How long have you lived there, and what brought you there?
I spent a lot of my childhood here. When my parents retired, they moved back to the Creek, and though I lived far away, my heart always remained here. My mother's passing in 2004 left my elderly father alone; I returned to help.

What is your favorite thing about this place? Your least favorite?
I love the freedom and wide-open spaces, the fact that wilderness is accessible, and the spectacular views! I also love that some of the historical buildings remain, that I can walk for miles without seeing another human being, and that I know where the wild horses are.

My least favorite thing is those newcomers who don't respect and appreciate the history and the value of what is here.

Do you feel that you belong there?
Absolutely.

What is the most common misconception about where you live?
Most people believe that Nevada is only the desolate desert found in the southernmost part of the state. In fact, most of the region is high desert and mountains. I usually just say, "We're higher than Denver."

Visitors have said to me, "How do you stand the QUIET?" "Quiet?!" I say. "There is nothing quiet about this place! I can hear the birds squabbling, cattle calling, the wind howling, and a conversation all the way across town. I know which of my neighbors is going by, by the sound of their engine. At night, I hear coyotes crying, and owls hooting. What quiet?"

What is a special fact about your city that only locals know?
Our water comes from a spring inside a mine shaft. It is the purest water imaginable. The pump is powered by solar panels.

What aspect of your city do you secretly love?
The quirky resourcefulness required to live in this environment.

Anything else you'd like to add?

Cherry Creek was a wild and rowdy mining camp, established in the 1860s after the discovery of gold and silver in the nearby mountains. At its zenith, it was one of the largest cities in Nevada, boasting 6,000-plus souls. It was a diverse population of European and Chinese immigrants, and a few Native Americans. By the 1920s the Gold Rush was over, and most of the residents drifted on.

Much of the town was destroyed by fires; the last of the wooden buildings in the business district was burned by vandals in the 1970s. It's a relic of the old days of the West, one of the most well-preserved ghost towns, but years of neglect have placed all the older buildings in jeopardy.

There are two camps in this town: those who would preserve what is left of the flavor and character of our village, and those who would bulldoze it down and put in modular homes instead.

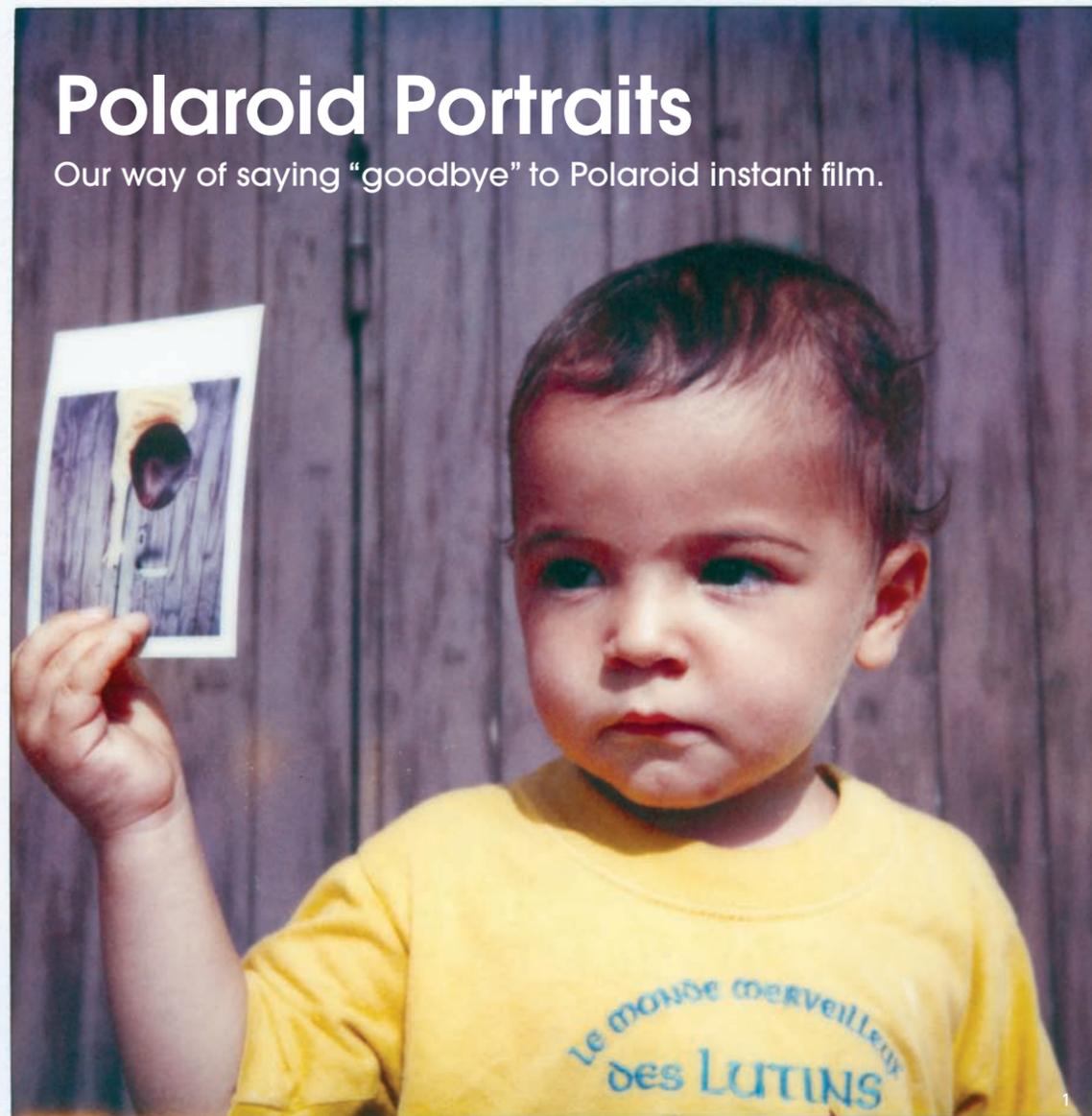
I have made it my mission to preserve, through photography, what remains of the history of Cherry Creek. 

Tell us about YOUR neighborhood at jpgmag.com/write/where

The Sightings section shows fascinating stories of life around the world.

Polaroid Portraits

Our way of saying "goodbye" to Polaroid instant film.

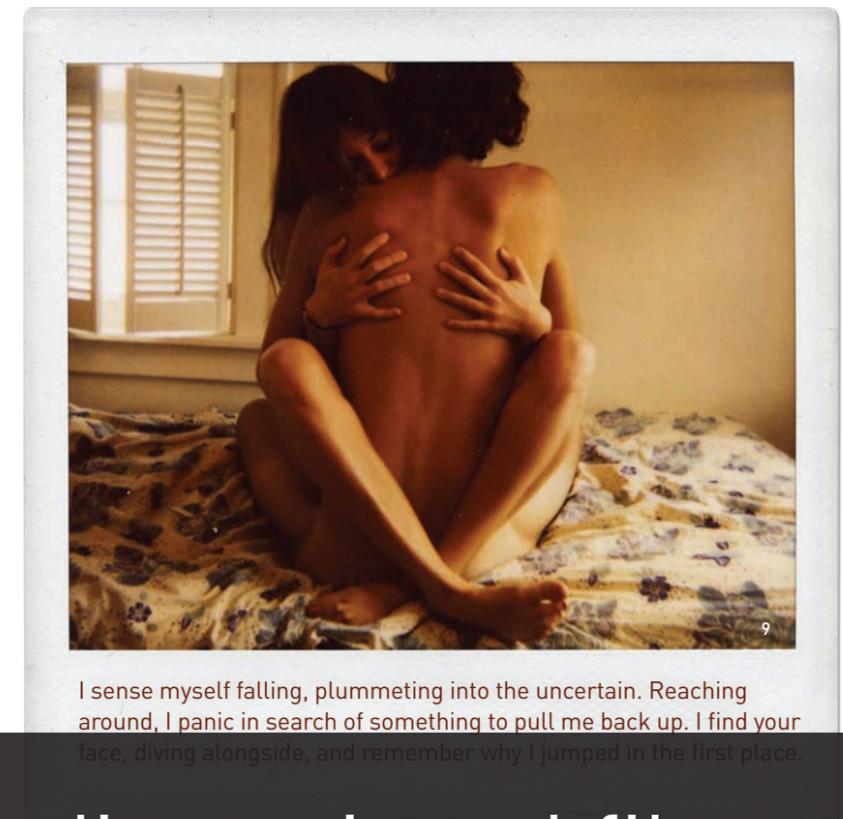


As digital photography takes over, certain classics are facing extinction. Polaroid recently announced the discontinuation of its instant film by year's end. What better time to throw the beloved film a going-away party?

JPG has teamed with Flak Photo and File Magazine to celebrate the wonder of the Polaroid image.

Polaroid instants are always notoriously fun—but we particularly love the way Polaroid translates skin tone and captures a specific expressive moment. There is no "redo" with Polaroid portraits, making the result more sincere and personal.

Here's our tribute to the Polaroid portrait, hoping it doesn't get lost as technology develops.



I sense myself falling, plummeting into the uncertain. Reaching around, I panic in search of something to pull me back up. I find your face, diving alongside, and remember why I jumped in the first place.

Enjoy these Polaroid portraits as a tribute to the discontinued film.

1. Stan Han / jgmmag.com/photos/720397 2. Steve Cook / jgmmag.com/photos/720330 3. Fawne DeRosia / jgmmag.com/photos/720377 4. Fawne DeRosia / jgmmag.com/photos/725121 5. Tim Gallo / jgmmag.com/photos/743764 6. Mark Tripp / jgmmag.com/photos/720140 7. Noelle Luchino / jgmmag.com/photos/713580 8. Abby Inn-Keeper / jgmmag.com/photos/740977 9. Meghan Colson / jgmmag.com/photos/720696

Favorite Hangouts

It's a home away from home. Everybody knows your name, or perhaps nobody does. Among the ambience, friends, strangers, or all by your lonesome, a favorite hangout is where you get lost in order to find yourself.

Sponsored By 

Feel like a fly on the wall with 17 images of stomping grounds.

This is a video rental store/cafe, Stardust, here in Orlando, Fla. They have a terrific vegan-friendly menu and indie film selection. Stardust supports local artists by covering its walls with photographs, paintings, and flyers for events... and they make one mean cup o' joe.

By [Paul Glass](#)
[dailymail.com/photos/2011/08/11/](#)



2 Alfama, Lisbon, Portugal



3 London, South Bank Centre



4 Savannah, Georgia



5 Gisors, France



6 Toronto, Canada



7 New York City

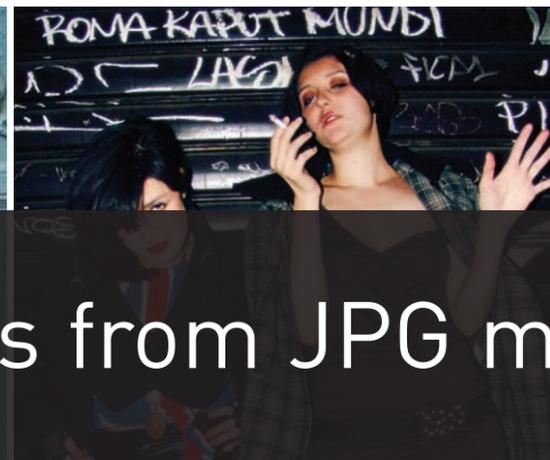
STREET FASHION

How did our 150,000 members from around the world respond to the theme Street Fashion? Some thought of Oakland's trendsetting hyphy scene (p.66) or London's elaborate nightclubbers (p.56). Others thought of traditional garb from countries such as India or Scotland (p.44). One thing is for certain—tons of photographers decided to respond to the theme Street Fashion with an image including a graffiti background. It's always fascinating to see where patterns show up in community submissions, and this is no exception. Of the 4,500 photos submitted to this theme, we saw hundreds of graffiti images. That's not the only trend we spotted...

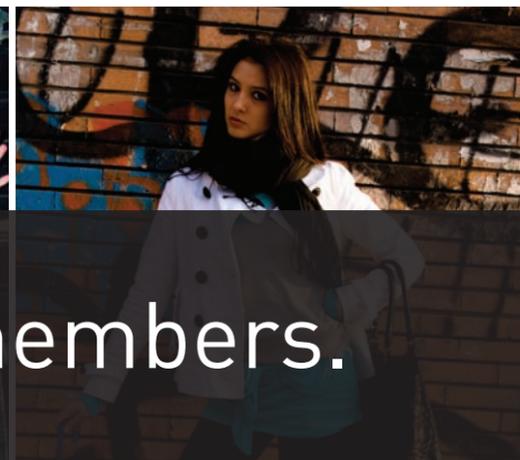
1. KATARINA ZACKOVA jpgmag.com/photos/627097 2. JOAO MORGADO jpgmag.com/photos/657611 3. DBA LEHANE jpgmag.com/photos/609880
 4. BRETT KUCK jpgmag.com/photos/592827 5. CAMILLE DAVOINE jpgmag.com/photos/633370 6. BRENT LESSARD jpgmag.com/photos/537275
 7. JENNY ROH jpgmag.com/photos/625089 8. SYLVIA MONELL jpgmag.com/photos/594807 9. DAVIDE MANEA jpgmag.com/photos/733361
 10. ADINA ILIE jpgmag.com/photos/597535



8 East Village, New York City



9 Atomic Bar, Milan



10 Gaalati, Romania

Take a tour of world style through 100+ photos from JPG members.

1 Prague

JAPAN

Japan may be a tiny island, but its trends are as vast as the Pacific Ocean. Simple, subtle styles are prevalent, but balanced by a vibrant, eclectic youth movement. Along with its technological advancements, Japan has plenty to offer the fashion world.

1. PATRICK LYDON jpgmag.com/photos/667933 2. RYAN MARSHALL jpgmag.com/photos/573424 3. STACEY BESST jpgmag.com/photos/528372 4. KATYA MOKOLO jpgmag.com/photos/585034 5. GANDALF BARTHOLOMAEUS jpgmag.com/photos/586628



1 Akihabara



2 Harajuku Station, Tokyo



3 Osaka



4 Shinjuku District, Tokyo



5 Osaka

Style profiles from different cities, countries, and regions.



THE SWEDISH SCENE

GÖTEBORG WEARS A "HIP" REPUTATION WELL

By Gregg Bucken-Knapp

It turns out we had been deemed hip. Almost painfully so. In the fall of 2007, my humble little city of Göteborg, situated on Sweden's west coast, was the subject of a massive write-up in the New York Times. It seems that between our music, arts, fashion, and food, we are suddenly *the* destination in Sweden. Poised on the cutting edge, we apparently have the most to offer tourists traveling far and wide. Local journalists and artists, whom I spoke to after the article was published, all seemed relatively pleased with the publicity. Yet, there was also a sense that the article hadn't devoted quite enough attention to the locals, the actual source of all this hipness.

A walk through our city streets quickly illustrates it's not just a select few who drive Göteborg's culture industry. Rather, the residents of our fair city have a unique and well-thought out sense of style, one that subtly impresses without being overstated. Whether it's vintage dresses down by the waterfront, old cardigan sweaters tossed over the famed little black dress on a chilly evening, or men's clothing inspired by the concept of hacking, we wear it. And we wear it damn well.

So, consider this a minor addendum to the New York Times feature. Not only are we home to a "newfound urban felicity" (though most of us are still uncertain just how to decipher that phrase), we're also capable of some truly awe-inspiring sartorial selections. Hope you like what you see. And, of course, you're always welcome for a visit. 📍



Explore fashion movements like hyphy style, the flash cap trend, etc.

Creatures

These photos may be two-dimensional, but the animal kingdom is springing to life. The following pages offer a jungle of creatures waiting to leap, fly, or crawl off the page.

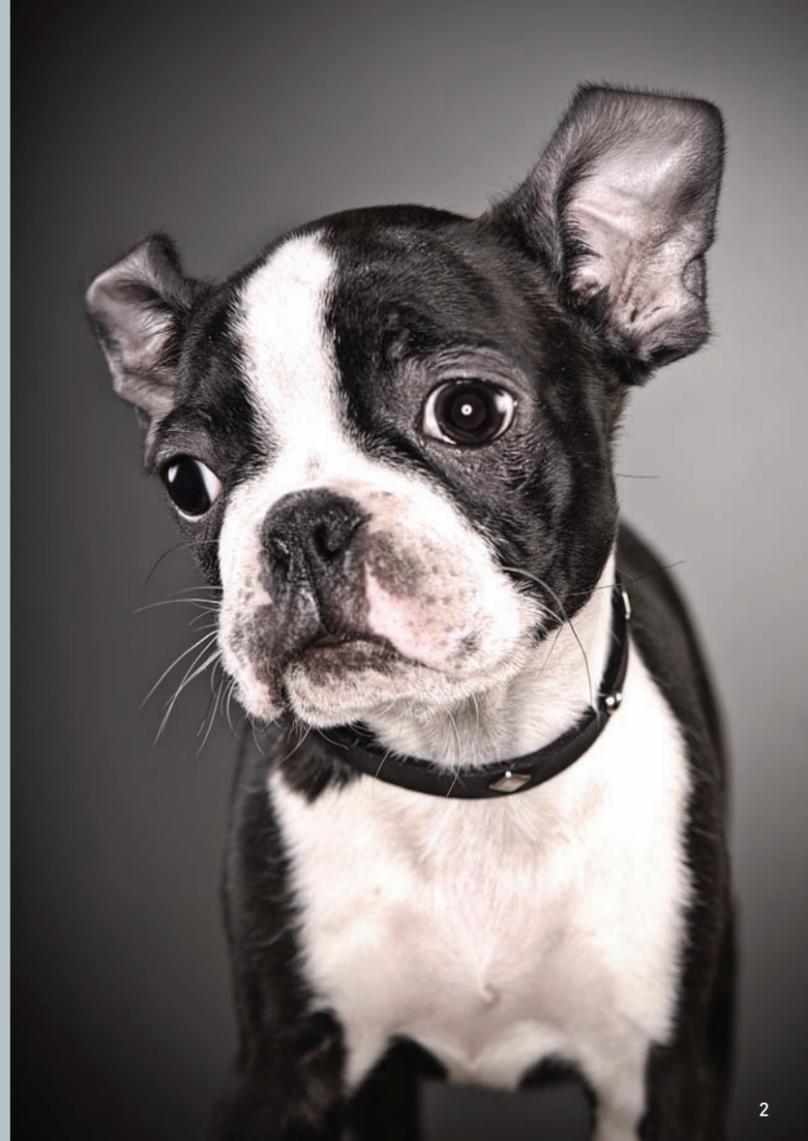


See some creatures you never knew existed, and others eerily similar to us.

A Japanese macaque monkey swimming in geothermal hot springs in the mountains of Japan. Throughout the day they can be seen playing, grooming, and relaxing in the steaming waters!
By Will Bradford-Lucas
jpgmag.com/photos/598144



1



2



3

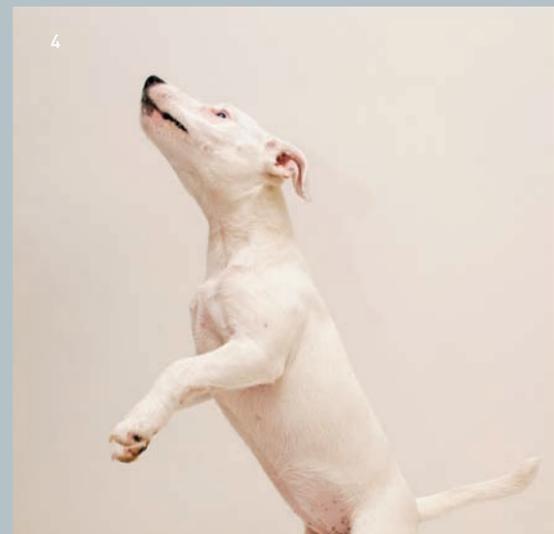
Pet Project

Use your photography talent to benefit animals up for adoption in your community.

Oh holy cute. We managed to resist the pet pictures in the Creatures theme, where we had asked for exotic animals...but we couldn't leave them out of the issue entirely. Really good pet photos, like the ones shown here, have the ability to make you feel an instant emotional blast and even a connection with the animals.

With that in mind, we're working on partnering with animal welfare organizations and shelters to start a photography volunteership

program, Shutters for Shelters. We'd like to bring our talented community of photographers together with shelters that have animals up for adoption. Nothing says "I'm cared about" like an adorable photo that really showcases the animal's personality, and, we hope, thoughtful photography will increase adoption rates on a broad scale. Beyond the expected answer of altruistic satisfaction, the



4



5

Check the issue for info about our Shutters for Shelters program.



Photo Scavenger Hunt

Commonly heralded as the “mother of invention,” necessity also occasionally births absurd party themes.

By Steph Goralnick

I like to take a lot of pictures. And I like to throw a lot of parties. But I am rarely inspired to take a lot of pictures at said parties, because a camera can quickly become a beast of burden around drunken friends wanting their entire night documented in a digital scrapbook. While brainstorming a way to persuade my guests into adopting the role of official party photographer, I hatched the idea for a photo scavenger hunt.

The Rules

Cameras are mandatory for admittance. It doesn't have to be a fancy SLR. Point & shoots, Polaroids, disposables, and cell phone cameras are welcome.

The Ice Breaker

Trigger-anxious guests need a good way to get started. Create a competitive photographic scavenger hunt to be completed by the end of the evening. The list of items should be intentionally broad. Items listed for the hunt should be open to many interpretations.

Sample List

Bribe, indulgence, wallflower, sloppy kiss, burnt, many people in a tiny space, out-of-place, Andrew Baker, no cameras visible.

Judging

Select two or three judges to evaluate images. Do not evaluate on photographic merit, but on how much fun or creativity the photographer expressed when the picture was taken.

Winners

Should be announced, praised, and encouraged to bribe aforementioned judges.

The Result

More fun than could ever be expected. In my case, strangers introduced themselves by asking if the other was the enigmatic photographer. The hunt was a success. Photographers showed off their arsenals of gear to choruses of oohs and ahhs. Best of all, even the most timid



were inspired to channel their inner art director by corralling herds of revelers into the bathtub for the “many people in a tiny space” shot. Success!

Born and raised in Woodstock, N.Y., Steph Goralnick left her barefoot lifestyle behind for the streets of Brooklyn to study graphic design. She is currently a resident in New York City, where she is a frequent partygoer, documenting every night with her camera. She writes about theme parties, and writing in the third person. jpgmag.com/people/sgoralnick

Tips for your hunt

- Let any non-human friends (yours or otherwise) in on the action (everybody loves posing with cuddly animals).
- Inspire people to make creative use of your space: coat closets, laundry rooms, under the bed. I hung masks by the bathroom mirror to spur some impromptu self-portrait sessions.
- Put your favorite exhibitionist on the guest list, i.e. fire performers, friends with a predilection for karaoke or dancing on tables.
- Provide props, preferably edible ones. We stocked the snack bowls with wax lips and candy necklaces for insta-photo-op funnyfaces. Mmmm.
- Make sure that everyone, especially the non-photographically inclined, know that it's not the BEST documentation you're after. It's the MOST documentation.
- Have realistic expectations. Not everyone will finish the scavenger hunt. It's mostly there to get things started.
- Plan out a way for all the photographs to be shared; online is generally the easiest. We created a group on flickr that everyone could dump their images into and post their scavenger hunt results. You can see them all here (including the unanimous winner, who, despite being unable to meet “Andrew Baker,” hilariously reinterpreted the name “Andrew Baker” and orchestrated a scavenger hunt involving a girl jumping into the oven. www.flickr.com/groups/themostwelldocumentedpartyever/

Start planning your own fantastically fun photo party.

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