



BALI EDDINS





**M**atcha contains L-theanine, an amino acid known to relax the mind. For this reason, matcha is also known as a mood enhancer. Buddhist monks drank matcha to assist in meditation, as matcha's amino acids, combined with caffeine, offer a sustained calm alertness over time. Amino acids are also what gives matcha its distinctive taste. They contribute to what is known as the fifth taste, or umami, characterized by a rich creamy mouth feel. Chlorophyll and amino acids give matcha its unique rich taste, an initial vegetal, astringent taste, followed by a lingering sweetness. Matcha made in the traditional Japanese style, whisked with water, is a full-bodied green tea. The intensity of the experience compares to one's first taste of dark chocolate or a fine red wine. When added as an ingredient, the taste of matcha becomes subtler. It adds the flavor and color of green tea to your creation, be it a smoothie, latte, savory sauce or pastry or custom creation.

### Stone Ground Premium Grade Tea

Several weeks prior to harvest in the Spring, farmers cover the tea plants with bamboo mats or tarp, gradually reducing the amount of sunlight that reaches the plants. This step increases the chlorophyll content and turns the leaves dark green, giving matcha its distinct green color. After harvesting, the leaves are steamed and then air dried. Next, the leaves are sorted for grade, and then destemmed and deveined. At this stage, the leaves become tencha, the precursor to matcha. The tencha is then ground and becomes matcha. Tea grade matcha is ground on a stone mill to achieve a fine powder texture, unlike industrial grade matcha which is ground by machines. The stone grinding produces a specially shaped powder molecule which impacts the taste and mouth feel of the matcha. All grades of Matcha Source tea are stone ground for optimal taste and quality.

### Distinct Grades of Matcha

Matcha teas made from young leaves at the top of the plant create fresh grassy sweet tasting bowls of tea. More mature leaves are used for blending, or ingredient grades. These are not as finely de-stemmed and usually have a more astringent flavor profile.

### Matcha Preparation

Matcha is versatile and flexible. Originally consumed as a tea with water, matcha is now a popular ingredient in mixed beverages such as morning smoothies, green tea lattes and more. It's important to bring an open mind. Most of us in America are new to matcha. We didn't grow up watching our mothers whisk a bowl of matcha on the kitchen counter. But bring an open mind, and know that matcha is a flexible ingredient that

works hot, cold, sweet and savory. Matcha can suit any lifestyle whether you want to use traditional utensils like a whisk or modern milk frothers. However you like to drink it is the best way to enjoy it. And with 137 times more antioxidants than brewed green tea bags, matcha tea offers a mega infusion of anti-aging nutrients in every sip (or bite).

### What are the Health Benefits of Matcha Tea?

One serving of matcha tea is the nutritional equivalent of 10 cups of regularly brewed green tea. When you drink matcha you ingest the entire leaf and receive 100% of the nutrients of the leaf. Matcha powdered green tea has 137 times more antioxidants than regularly brewed green tea. One cup of matcha = 10 cups of regularly brewed green tea in terms of nutritional content.

### An Antioxidant Powerhouse

One of the major health benefits of matcha tea is that it delivers a mega dose of antioxidants in every sip. According to the latest innovation in antioxidant research, matcha is packed with exponentially more antioxidants than any other 'superfood'. Why is matcha better than loose leaf tea? Every day, countless people throw away valuable antioxidants and minerals. While seemingly unimaginable, that's exactly what happens when you brew a cup of green tea because water can only extract a fraction of green teas benefits. The majority actually remains unused, trapped in the tea leaves. In reality, the only way to truly take advantage of green teas full potential is to consume the entire leaf. But that doesn't mean you need to start eating tea leaves. The simplest solution is to just enjoy a bowl of matcha.

### Why is matcha an anti-oxidant powerhouse?

Because matcha is straight, stoneground tea leaves, matcha provides you with green teas powerful arsenal of vitamins, minerals, antioxidants, and amino acids in a way no other green tea can. In fact, to even begin to match the potency found in a single serving of matcha, you would need to drink at least ten cups of brewed green tea. When it comes to helping you achieve and maintain optimum health, matcha is by far without equal. Using the testing method known as ORAC (oxygen radical absorbance capacity), experts at Tufts University discovered that matcha possesses an amazing twenty times more than pomegranates or blueberries. Matcha's ORAC rating is a mighty 1573 units per gram which is



### Why does this matter?

Antioxidants are the body's defense agents. They are chemical compounds that prevent aging and chronic diseases. Put simply, the more you have, the better equipped your body is in the fight against infections and disease, and other health problems.

### What are green tea catechins, and why are they so important in anti-cancer diets?

Matcha tea contains a unique, potent class of antioxidant known as catechins, which aren't found in other foods. In particular, the catechin EGCG (epigallocatechin gallate) provides potent cancer-fighting properties. Most importantly, EGCG and other catechins counteract the effects of free radicals from the likes of pollution, UV rays, radiation, and chemicals, which can lead to cell and DNA damage. Since over 60% of the catechins in matcha are actually EGCG, a daily matcha regimen can help restore and preserve the body's integral well-being and balance, and overall health.

### What unique properties of matcha support weight loss?

Already nearly calorie free, matcha is a great addition to a weight loss program by tackling the problem from both sides. It boosts metabolism and burns fat. One recent study even suggested that matcha may help burn calories by four times. At the same time, matcha does not put any stress on the body. It doesn't raise blood pressure or heart rate, making it a safe alternative to questionable quick fixes or pharmaceuticals ridden with side effects. A study featured in the American Journal of Clinical Nutrition found that consuming matcha green tea can increase thermogenesis (the body's own rate of burning calories) from a normal 8%-10% of daily energy expenditure, to between 35% and 43% of daily energy expenditure.

### How does the amino acid, L-theanine, help me concentrate and focus?

Over a thousand years ago, matcha came to Japan as an aid to meditation practice. During long hours of sitting, monks would drink matcha to remain alert yet calm. Modern science has recently confirmed the lessons of centuries of tradition. Matcha is rich in L-Theanine, a rare amino acid that actually promotes a state of relaxation and well-being by acting upon the brains functioning. While stress can induce beta waves an excited, more agitated state, L-Theanine creates alpha waves, which lead to a state of relaxed alertness. And while L-Theanine is common in all tea, matcha may contain up to five times more of this amino acid than common black and green teas. As an additional benefit, L-Theanine may help memory and learning and ability all the while inhibiting any possible side-effects from caffeine, a natural component of green tea. Therefore, a bowl of matcha promotes concentration and clarity of mind without any of the nervous energy found in coffee. Try matcha as a natural pick-me-up for the afternoon or anytime you need extra focus.

### How does chlorophyll rich matcha help me detox?

Green is truly the color of health. Matcha helps to safely cleanse and purge the body of harmful elements. Chlorophyll the element that gives green tea and other plants their signature verdant color is also a powerful detoxifier, helping to eliminate both chemicals and heavy metals from the body. And because matcha is carefully shade-grown, it is substantially richer in chlorophyll than other green teas, making it a superior and great daily detox.

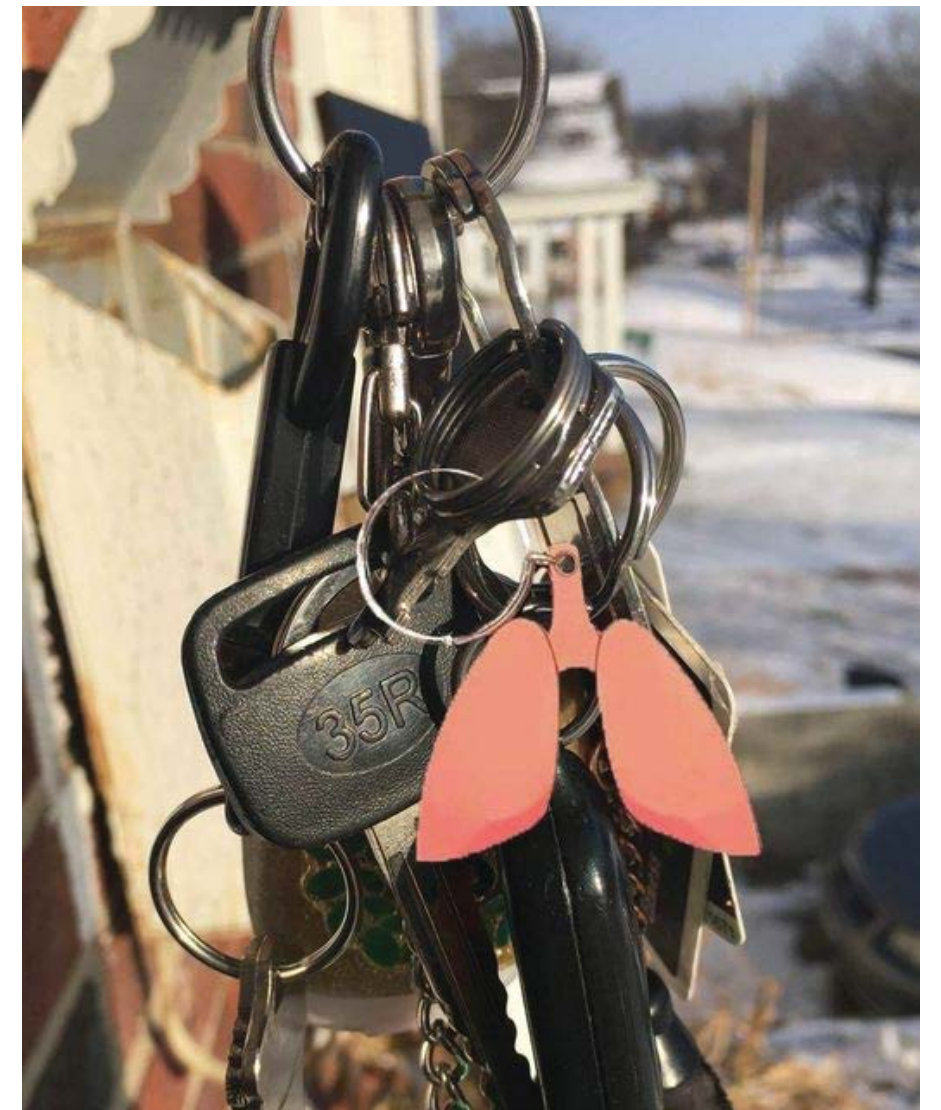
### How does matcha tea give me energy without the jitters?

One of the most unexpected health benefits of matcha tea, is that drinkers experience a boost of energy throughout the day. In one study, researchers had thought that this was from the caffeine in matcha, but they found that it was actually the combination of matcha's natural properties. Another recent study found that matcha even improved physical endurance by 24%. Even if you aren't facing a grueling workout, matcha can help you through the everyday marathon, whether it's that project due the next day or getting the kids from school to soccer practice.

### How to prepare matcha green tea

Preparing matcha this way is calming and centering ~ letting you take in the beauty of the moment. Don't worry about the steps too much. Think of it as just adding water to tea. It becomes intuitive over time.  
**Step One:** Sift 1-2 tsp matcha into a cup using a small sifter.  
**Step Two:** Add 2oz hot water. For best results use water just under a boil.  
**Step Three:** Whisk vigorously in a zig zag motion until the tea is frothy.  
**Step Four:** Enjoy your matcha tea straight from the bowl.

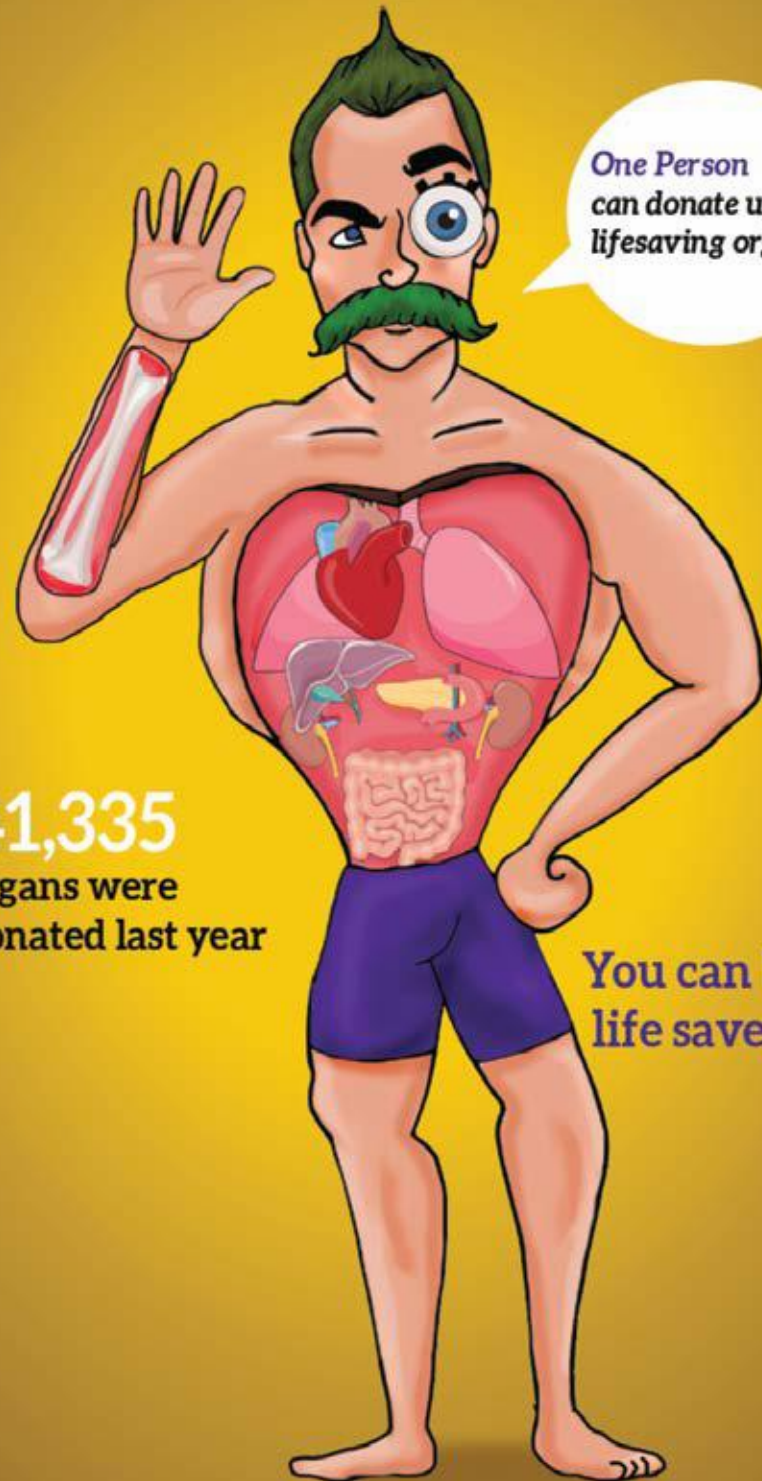




Awareness Campaign

# Meet Zion!

He's an organ donor!



One Person can donate up to 8 lifesaving organs.

41,335 organs were donated last year

You can be a life saver too!

www.organdonor.gov

# Have a



Martin  
Lung Recipient

Martin Martin has become entirely self-sufficient since his organ was used after possible for donation, suffering with a respiratory tract and chronic coughing. He was diagnosed with emphysema at the community clinic. One doctor told him he might have had an airway lining the airways. When his family found out he was having a respiratory disease, they decided to get him a lung and the only recipient was a double-lung recipient. He was not at home, using an oxygen tank, and was having a hard time of breathing. After four months, two lung transplants were found for Martin, and his lungs were replaced. He is doing great and is now enjoying his life. He is now a recipient of a double-lung transplant which has saved his life.

# Lung

The lungs are the primary organs of the respiratory system in humans. Two lungs are located near the backbone on either side of the heart. Their function in the respiratory system is to extract oxygen from the atmosphere and transfer it into the bloodstream, and to release carbon dioxide from the bloodstream into the atmosphere, in a process of gas exchange.

The lung disease most common in humans is chronic obstructive pulmonary disease (COPD), which includes emphysema and chronic bronchitis. COPD is caused by long-term irritation of the airways, most commonly from cigarette smoking. Other causes include air pollution and occupational dusts and chemicals. COPD is a leading cause of death and disability in the United States.

Single lung transplant 10

# Myths & Facts

- My family won't be able to have an organ unless I'm a donor.**  
An organ donor is usually possible for organ, eye, and tissue donors. Through the entire donation process, the best is made with care, respect, and dignity.
- If they see I'm a donor at the hospital, they won't try to save my life.**  
When you are sick or injured and admitted to a hospital, the care and only priority is your life. Donation doesn't become a possibility until all life-saving methods have failed.
- Doctors would save me if I am a donor.**  
If you're injured, the appropriate medical professionals will be dedicated to giving you the best possible care and doing everything they can to save your life.
- Rich or famous people on the waiting list get organs faster.**  
A national computer system matches donated organs to recipients. The factors used in matching include blood type, size, organ quality, other organ(s) medical information, time with the process, and geographic location. Race, income, and celebrity status are NEVER considered.
- I don't think my religion supports organ donation.**  
Most religions consider donation as the final act of love and generosity toward others.
- I have a medical condition, so I cannot be a donor.**  
Doctors, regardless of age or medical history, can sign up to be an organ donor. The transplant team will determine an individual's ability to donate based on medical information. There are very few conditions that would prevent a person from becoming a donor, such as HIV infection, active cancer, or a specific infection. You should still consult your doctor if you have any medical conditions.
- People in the LGBT community are not allowed to donate.**  
There is no policy we follow regarding whether we include a member of the LGBT community from donating organs. What matters in donating organs is the health of the organ.

# Organ Donation

Organ donation can save lives and change the lives of more than 10 people. Almost anyone can be an organ donor, regardless of age or medical history. All major religions in the U.S. support organ donation. Donors can still have organ easier funerals, and organ donation doesn't cost the donor's family any money.

Every day, lives are saved and improved by the gift of life, sight and health. Even though 130 million people in the U.S. have registered as donors, we still need to sign up, people are waiting for an organ.

Organ transplantation is the process of surgically transferring a donated organ to someone diagnosed with organ failure. Many diseases can lead to organ failure, including heart disease, diabetes, hepatitis, cystic fibrosis, and cirrhosis. Injury and birth defects may also cause organ failure. The Organ Procurement and Transplantation Network operates the national database of all patients in the U.S. waiting for a transplant. OPTN's computer system matches the donor's organs to potential recipients.

The network has policies that regulate how donor organs are matched and allocated to patients on the waiting list. There are some common factors in how organs are matched, such as blood type and how long the patient has been waiting. However, depending on the organ, some factors become more important, as there is a different policy for each organ.

When matching organs from deceased donors to patients on the waiting list, many of the factors taken into consideration are the same for all organs. These usually include:

- Blood type
- Body size
- Severity of patient's medical condition
- Distance between the donor's hospital and the patient's hospital
- The patient's waiting time
- Whether the patient is available

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**Jóia de Brasil - Rio de Janeiro, Brasil**

Among the nature of the Tijuca forest near Rio de Janeiro, lies the Esqueleto Hotel. The complex has been untouched for nearly 50 years and consists of the deserted hotel, abandoned home of the architect Oscar Niemeyer, and more. From this deserted location came Jóia de Brasil, a resort that embodies the celebration of the land and the heritage of the diverse people of Brasil.

The Jóia de Brasil experience offers guests and locals a one-of-a-kind opportunity to experience Brasil for themselves with the hotel at the center of the story. This location will serve as a link to allow visitors and locals alike to visit historical and cultural locations throughout the city. The resort offers daytime adventures for guests of all ages to take part in and explore Brasil for themselves.

The cultural hub of the Jóia experience is the Marvelous City Marketplace, a city walk allowing locals to interact with visitors sharing their passion for Brazilian cuisine, dance and artistry. At night, the marketplace comes alive with the "A Taste of Carnival" parade, a show celebrating the staple of Brazilian culture that is Carnival, with a little Jóia de Brasil flair. Jóia de Brasil looks to encompass all these features and bring to life a location that exuberates the Brazilian lifestyle.

Team Member	Major/ Minor	Contribution
Participant #1	Graphic Design/Fine Art	Team lead, story developer, art direction, kiosk design, illustration
Participant #2	Graphic Design	3D modeling, web design, character design, illustration
Participant #3	Graphic Design	Illustration, interior design, digital concepting
Participant #4	Graphic Design/Marketing	Team lead, concept and copy developer, typography, illustration

**Story Behind the Design**

In the beginning, Brasil was a desolate, barren land looking to be painted with new opportunities. The only beautiful entities Brasil contained were the thousands of jewels hidden beneath the surface. Jóia, meaning jewel in Portuguese, was born of a singular blue jewel and is the protector of Brasil, watching over all who may call her land home. The first beings to inhabit the land were the jaguars. Happy to finally have a companion, Jóia placed her hand on the ground, and all of the beautiful jewels hidden underneath the Earth began to grow. Diamonds, emeralds and sapphires grew to become the stars, trees, and oceans of Brasil. The once uninhabited lands erupted with life as thousands of creatures flocked to the untouched haven.

Soon, humans came to explore the beautiful lands of Brasil. Jóia chose what is now the site of the resort as her home and invites people from around the world to come experience the rich Brazilian culture and colorful, vibrant people. Along the way, guests will meet Jóia's human and animal friends helping her tell the story of the land and people of Brasil.

**User/Guest Experience**

Based on a questionnaire which is taken before arrival, a personalized experience for each guest is created based on their visit preferences and diverse needs. Some of these daytime experiences include the Nature, History, Culture, and Adventure paths highlighting the diverse Brazilian experiences. Innovative technology allows guests to explore these paths with ease. Using an integration of the HoloGems, a technology worn by hotel guests, and educational kiosks, guests can enjoy the perks of a guided journey while exploring each path at their own pace.

Other experiences include the Marvelous City Marketplace adjacent to the resort hotel. At the marketplace, guests can take samba classes, learn to cook traditional Brazilian dishes, and admire works of art created by Brazilian artisans. Also located at the marketplace is the Oscar Niemeyer Community Center, a center incorporating the local community within the resort.

Jóia de Brasil aims to create an experience unlike any other on the South American continent encouraging guests to embrace and celebrate the Brazilian lifestyle.



## THE PROPOSAL

Brasil is widely known for its tropical environment, beautiful beaches, vibrant people, the truest soccer fans and the wonderful celebration of Carnival. This beautiful country brings nature, thrill, history and culture all in one making Rio de Janeiro the perfect location for the Jóia de Brasil resort to break ground.

Our mission is to create a unique Brazilian experience unlike any other. We plan to bring Jóia de Brasil resort, the first of its kind, to the South American continent. Using community and adventure as pillars for our design, Jóia de Brasil looks to create a lasting experience for its guests of all ages and backgrounds.



## JÓIA DE BRASIL HOTEL



### HISTORY OF THE SITE

Known as the Esqueleto Hotel, this site has been completely abandoned for the last 44 years. Originally built in 1953 under the name of the Gavea Tourist Hotel, the construction work was halted because of bankruptcy, leaving the building unfinished and reclaimed by the surrounding forest.

Using the combination of a solar powered panel technology, derived from the front glass window of the hotel, as well as a porous stone water filtration system, the resort aims to be fully sustainable. The layout of the hotel stems from its original infrastructure. The centerpiece of the hotel facade features a cast iron tree, representing the trees of the Tijuca Forest.

HOTEL EXTERIOR PROPOSAL

CURRENT ABANDONED SITE



HOTEL LOBBY INTERIOR

### AMENITIES

The resort also includes many amenities such as a pool, restaurant, spa, educational center, and rooftop deck called Joia's Oasis.

Jóia's Oasis is a unique rooftop area that features a bar stocked with the best Brazilian flavors, a leaf-shaped pool surrounded by comfy lounge chairs and the beginning of the Adventure path: a rooftop deck repelling system.



JÓIA'S OASIS

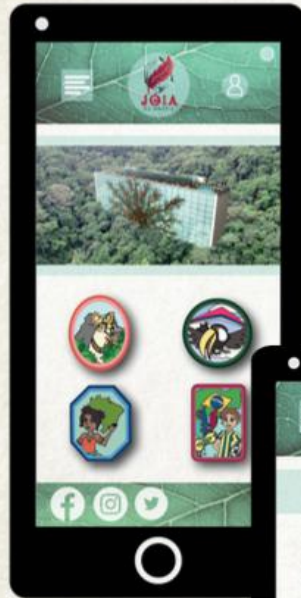


## TECHNOLOGY



### JÓIA APP

Before arriving at the Jóia de Brasil resort, guests are invited to download the Jóia App. While planning their visit, guests use the app to take a short quiz to determine what activities at the resort best fit their lifestyle and preferences. During their visit, guests sync the app with their HoloGem providing an immersive experience as an interactive map guides guests through the unique experiences at the Jóia de Brasil resort. At the end of their visit, the app allows guests to share their experiences on various social media sites.



### HOLOGEM

Referencing Jóia's original blue jewel, the HoloGem's main function is to work in tandem with the educational kiosks throughout the city. Using a detector inside the HoloGem, the kiosks will recognize guests of the Jóia resort and will come to life with hologram guides. Other features of the HoloGem include:

- **Fitness:** The HoloGem works as a fitness tracker when connected to the Jóia App.
- **Room Key:** Guests of the hotel use the HoloGem instead of flimsy hotel key cards.
- **Payment:** Load money onto the HoloGem to avoid converting currency in another country. Through a partnership with the city of Rio, guests need not worry about safety precautions when carrying physical cash.
- **Safety:** The HoloGem uses laser-guided systems along the forest paths to keep guests from straying from the designated areas ensuring the safety of guests and the safety of the animals and plants that call the forest home.



The HoloGem allows users to wear it as either a pin, lanyard or necklace through the use of strong magnets. The HoloGem connects guests and locals to the technology at the resort.

## TECHNOLOGY + TRANSPORTATION



### EDUCATIONAL KIOSKS

The educational kiosks are important elements of path's experiences spread throughout the city of Rio and within the Jóia de Brasil resort. Here are the many features of the kiosks:



Solar panels along the top of the leaf motif allow the kiosks to be fully self-sustainable when stationed within the city of Rio and along the Tijuca Forest paths.

Holograms of the guides appear above the water basin using projection technology inside the leaf structure.

The water basin collects and filters water to allow guests easy access to clean drinking water when hiking the trails or walking around the city.

After completing paths, guests receive pins from path's kiosk. Using electromagnets inside the structure, the pins will levitate between the leaf projection panel and the water basin for retrieval.



### TRANSPORTATION

The resort offers two forms of travel to central Rio de Janeiro: Sky Way and Sapphire Scooter. Both provide a 15-minute commute, but each offer options that appeal to different types of visitors in keep with our goal to tailor each guest's visit.

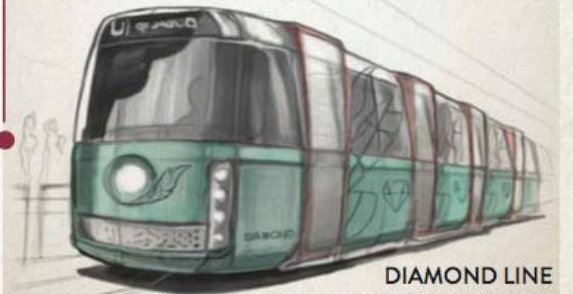
#### SKY WAY DESIGN

Solar powered technology provides the energy need for electromagnetic propulsion, while the frictionless design increases efficiency of the Sky Way cars. A lifted rail system, putting our cars above the trees, allowing minimal interference to plant-life or any wildlife that may wander out from the edge of the forest.



#### EMERALD LINE

- This line is a narrated journey for guests to enjoy while in transit to Rio de Janeiro cultural hotspots.



#### DIAMOND LINE

- This line is the main transit used for locals and guests alike to travel to Rio de Janeiro.

#### SAPPHIRE SCOOTERS

- The scooter with built-in GPS and clean fuel allows guests to explore on their own without worrying about adding pollution.



## DAYTIME ADVENTURES



### HISTORY



#### PATH EXPLORATIONS

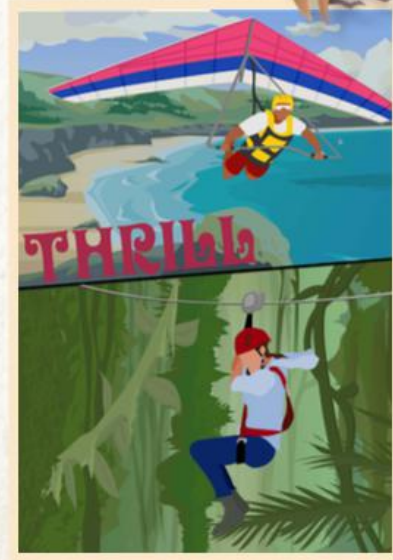
Using the HoloGems in combination with the kiosks, guests can explore each path at their own pace and at whatever level of discovery they choose. Their journey can be guided by Jóia de Brasil characters, local Brazilian community members or even traditional physical tour guides.

**History:** On the History Path, Gabi takes guests to historically significant sites throughout the city.

**Nature:** Guests follow Esperansa up the Pedro Bonita mountainside on the Nature Path while learning about rainforest conservation and endangered species. Upon reaching the top of Pedro Bonita, each guest will earn a pin for completing the path on this mountainside hike.

**Culture:** On this path, guests help Felipe gather his soccer gear at iconic locations in the city. He explains the cultural significances of the sites on the Emerald Line Sky Way before each stop. Felipe will guide guests to the next hotspot after retrieving their uniform piece, then guests will receive their pin at the last stop, the big game.

**Thrill:** Guests seeking high-thrill activities can choose to follow Flavio on the Adventure Path a parasailing, ziplining, hang gliding, and even repelling from Jóia's Oasis! Take Flavio's adventure challenge to earn a pin!



## NIGHTTIME FUN



MARVELOUS CITY MARKETPLACE



OSCAR NIEMEYER COMMUNITY CENTER



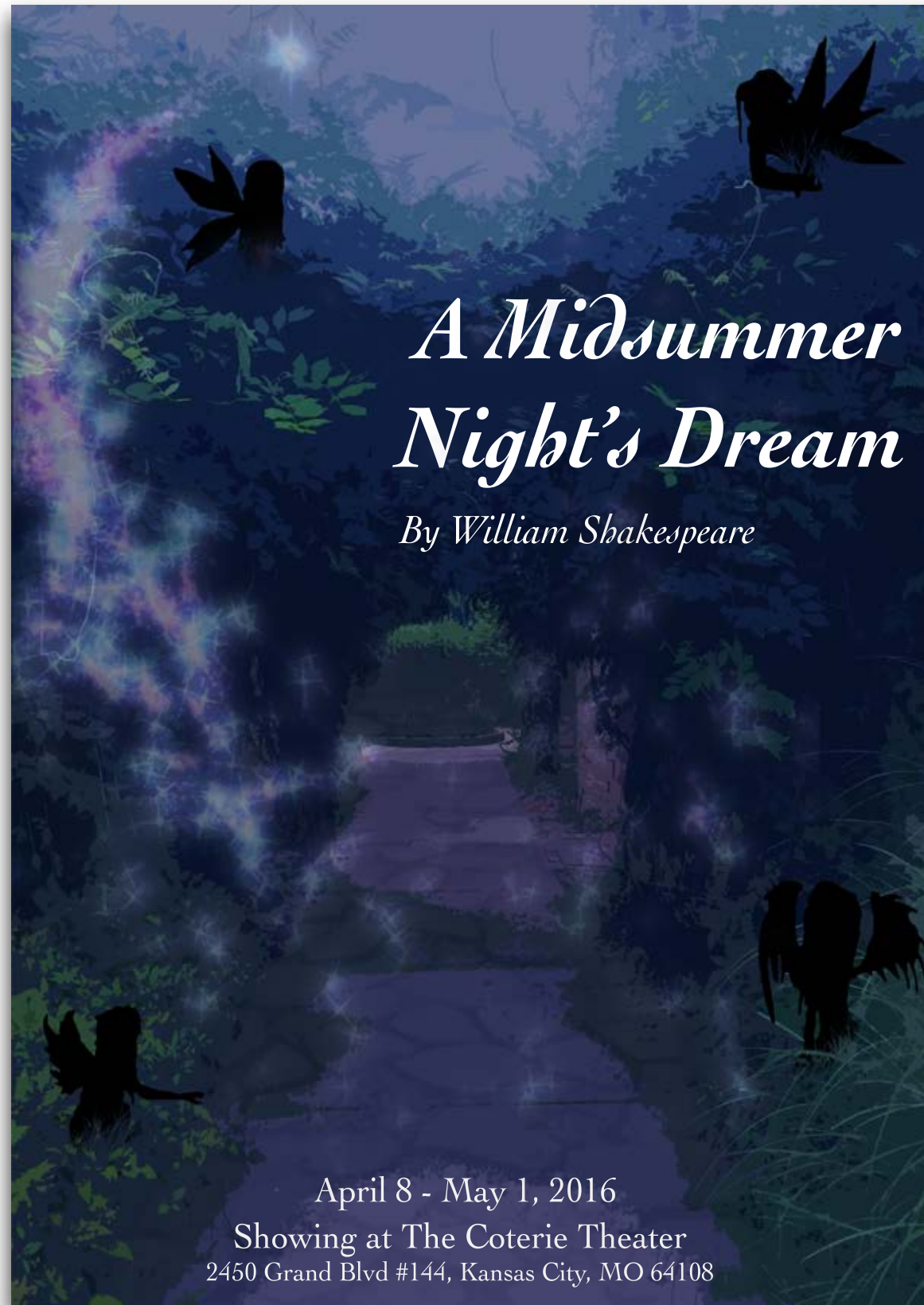
### MARVELOUS CITY MARKETPLACE

Derived from the nickname of Rio de Janeiro as "The Most Marvelous City in the World," this marketplace brings the color and flair of Brazil to life entertaining both guests and the community around it. In the Marketplace, guests and locals can take samba classes, learn how to cook traditional Brazilian dishes, admire works of art created by Brazilian artisans, and more. Guests are even invited to participate in street art, a unique tradition of the most colorful city in the world. For community members, the Marketplace offers housing above the shops and asks the locals to participate in activities at the resort, sell their wares, or even host classes in order to share an authentic Brazilian experience with guests. At the end of the Marketplace, the abandoned home of Oscar Niemeyer is now a community center offered to the surrounding locals for meetings and activities. Cap off the night by joining both guest and locals to celebrate "A Taste of Carnival," a nighttime spectacular parade perfectly ending the Jóia de Brasil experience.



**JÓIA**  
DE BRASIL

From the hollow skeleton hotel reborn into the colorful Joia de Brasil resort. It has it all – stunning views, a Carnival spectacular, explorations through Rio, an immersive view into nature and more. This resort embraces the Brazilian lifestyle and looks to bring its energy and flavor to all who visit. Joia would like to thank you for sharing in her story and hopes to have you come adventure with her and her friends soon. **Obrigado!**







Album Campaign





To whom it may concern,

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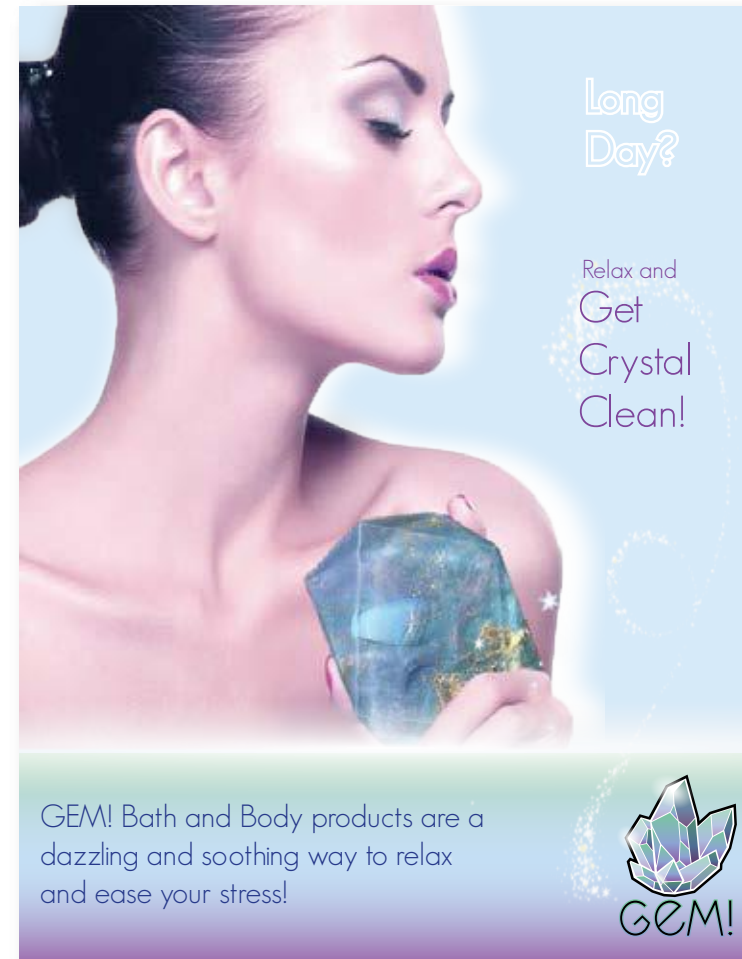
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Bath & Body Campaign



GEM! Bath and Body products are a dazzling and soothing way to relax and ease your stress!







# ABOUT

**LEGEND**

- Historical Photo
- Interactive Exhibit
- Gift Shop
- Restroom
- Information

## EXHIBITS

**SIDNEY KELLY**  
CODE NAME: ACE

"The Ace of Spies" and the model for James Bond (007), Sidney is considered to be the first 20th century spywriter employed by the United States. He spent his career in the 1920s when he regularly acted for multiple nations in both Europe and Asia.

**FRITZ JOUBERT DUQUESNE**  
CODE NAME: BUCCARINE

Known as "Black Panther", Fritz was a German spy during both world wars. Hunted by his homeland of Britain and then recruited by the United States, he turned to espionage and was responsible for relaying secrets to the Germans.

**KLAUS FUCHS**  
CODE NAME: THE PHYSICIST

In the long list of Soviet spies we find the name of Klaus Fuchs, a Communist physicist with the distinction of being responsible for significant theoretical work on the first atomic weapons and early models of the hydrogen bomb.

**SHI PEI PEI**  
CODE NAME: THE EMBRY

A clandestine story of espionage, scandal and an Open ending was revealed in history in 1948. Chinese opera singer Shi Pei Pei convinced diplomats he was a woman to receive secret embassy documents.

**BELLE BOYD**  
CODE NAME: GEORGIA

Belle Boyd or the "Goddess of the Confederacy" was a Confederate spy during the American Civil War operating from her father's home, the First Royal. She conveyed valuable information to U.S. generals as she allowed military secrets out of one of her Union prisons.

**MATA HARI**

One of the most famous spies in history, Mata Hari was a Dutch woman who used her charm to gather information from her contacts of high-ranking military men and other officials during World War I.

## FEATURES

**SALE HOUSE CAFE**

The Sale House Cafe is a themed restaurant within the museum. It offers a variety of delicious choices for brunch, lunch, and dinner, and has a charming atmosphere that allows guests to take a break from their museum and enjoy a delicious dining experience. Come have a bite of the Sale House side of the Legends of Espionage Museum!

**SCAVENGER HUNT**

The Legends of Espionage Museum offers a thrilling spy mission in the form of a scavenger hunt. Adventure. Make your way through the exhibits and uncover clues about each spy to unlock secrets, hidden messages, and soon your way towards becoming a spy! The Scavenger Hunt Adventure is available for all ages and provides the opportunity for everyone to have their very own spy experience!

## ATTRACTIONS

**CLANDESTINE THEATRE**

Located inside the museum is a theater where guests can see how spies have influenced media and entertainment. It's such as James Bond, Spies Identity and more allow guests to become part of the action!

**TRADECRAFT GIFT SHOP**

The Legends of Espionage Museum features a unique gift shop where all kinds of merchandise, souvenirs, spy gear and more are available for purchase. Use the Must-Have game to expose the spy with your friends and family!

**BLACK BAG ROOM**

The Black Bag Room is an unique event experience where guests can become spies themselves. Subtle puzzles, use gadgets, and think like a legend to break out before time is up in this thrilling experience!

**THE LEGENDS OF ESPIONAGE MUSEUM**

Wednesday 9 am - 5 pm  
 Thursday - CLOSED  
 7140 SUNSET BLVD. LOS ANGELES, CA 90046  
 (323) 876-2741 • www.loemuseum.com

AGENTBABYSITTERCASEOFFICERDEADDROR  
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# REILLY

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# BOYD

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MUSEUM

7140 SUNSET BLVD. LOS ANGELES, CA 90046 • (323) 876-2741 • www.loemuseum.com

April 19th, 2018

Dear Jason Bourne,

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Sincerely,

*Evelyn Salt*  
 Evelyn Salt  
 Human Resources

UNCLASIFIED  
SECRET  
CONFIDENTIAL  
TOP SECRET

THE LEGENDS OF  
**ESPIONAGE**  
MUSEUM

**EVELYN SALT**  
 HUMAN RESOURCES  
 7140 SUNSET BLVD.  
 LOS ANGELES, CA 90046  
 P: (323) 876-2741 ext. 007  
 E: salt@loemuseum.com



Spy Museum Campaign

THE LOE MUSEUM

USE THIS WATCH AND BECOME A LEGEND.



VISIT THE LEGENDS OF ESPIONAGE MUSEUM.

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<p>SIDNEY REILLY</p>  <p>SIDNEY REILLY</p>	<p>KLAUS FUCHS</p>  <p>KLAUS FUCHS</p>
<p>BELLE BOYD</p>  <p>BELLE BOYD</p>	<p>FRITZ JOUBERT DUQUESNE</p>  <p>FRITZ JOUBERT DUQUESNE</p>
<p>SHI PEI PU</p>  <p>SHI PEI PU</p>	<p>MATA HARI</p>  <p>MATA HARI</p>

<p>BALLROOM</p>  <p>BALLROOM</p>	<p>LABORATORY</p>  <p>LABORATORY</p>
<p>POKER ROOM</p>  <p>POKER ROOM</p>	<p>LIBRARY</p>  <p>LIBRARY</p>
<p>THEATER</p>  <p>THEATER</p>	<p>DRESSING ROOM</p>  <p>DRESSING ROOM</p>

<p>BULGARIAN UMBRELLA</p>  <p>BULGARIAN UMBRELLA</p>	<p>LIPSTICK PISTOL</p>  <p>LIPSTICK PISTOL</p>
<p>CONCEALED DAGGER</p>  <p>CONCEALED DAGGER</p>	<p>PIPE GUN</p>  <p>PIPE GUN</p>
<p>CIPHER</p>  <p>CIPHER</p>	<p>MAGNIFYING GLASS</p>  <p>MAGNIFYING GLASS</p>

THE LOE MUSEUM

BEAUTY COULD BE A HONEY TRAP

MATA HARI

Beauty is in the eye of the beholder. During World War I, this Dutch exotic dancer used that metaphor to her advantage. She captured military soldiers' hearts and steal war secrets for the Germans.

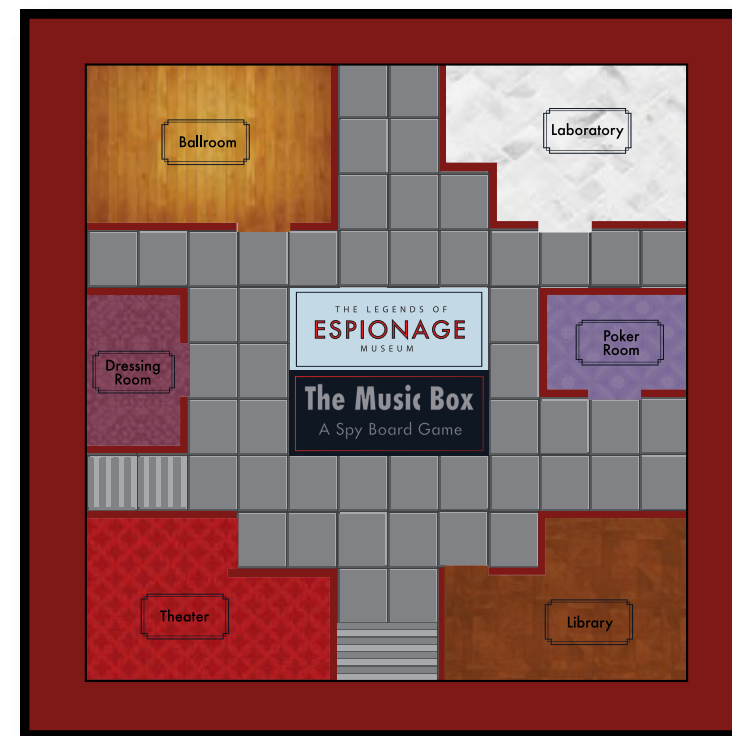
Meet Mata Hari, the newest Legend of Espionage.

Code name: Honey Trap

February 14th - March 30th

Call 323.876.2741 or visit www.loemuseum.com for ticket information.

THE LEGENDS OF ESPIONAGE MUSEUM • 7140 SUNSET BLD., LOS ANGELES, CA 90046 • 323-876-2741 • www.loemuseum.com





Restaurant Campaign

## Appetizers

**Buffalo Wings (Regular or Boneless)**  
Eight jumbo chicken wings served hot & crispy, try our original or firehouse, served with your choice of ranch or bleu cheese dressing. \$10

**Grilled Chicken Nachos**  
Individual tortilla chips topped with seasoned grilled chicken, jalapenos, black beans, tomatoes and melted cheese, served with sour cream and salsa. \$12

**Potato Skins**  
Crispy potato halves filled with melted cheese, crispy bacon and green onions, served with sour cream. \$9

**Cheesesticks**  
Crispy breaded mozzarella served with a side of marinara sauce for dipping. \$7.5

**Spinach Dip**  
Served with warm tortilla chips and salsa. \$8

## Soups & Salads

**Chicken Tortilla Soup**  
Shredded chicken, chopped tomatoes and mexican spices blended together for a southwestern start to your meal sprinkled with cheese and tortilla strips. \$8

**Broccoli Cheddar Soup**  
A flavorful, creamy treat filled with loads of broccoli florets, and then topped with cheese, eating your vegetables just got cheesier. \$7

**House Salad**  
Fresh salad greens, topped with grape tomatoes, shredded cheese and crispy tortilla strips, served with your choice of dressing. \$9

**Caesar Salad**  
Romaine tossed with garlic-cheese croutons, parmesan cheese and roasted garlic caesar dressing. \$10

**Grilled Steak Salad**  
Grilled sirloin steak, sliced and served over spinach, romaine lettuce, baby greens and grape tomatoes, tossed with crumbled bleu cheese, candied pecans and balsamic herb vinaigrette dressing, garnished with crispy frazzled onions. \$16

**Southwestern Salad With Grilled Chicken**  
Chipotle-honey glazed grilled chicken breast, sliced and tossed with romaine lettuce, tortilla strips, mexican cheeses, onions, avocado and pico de gallo in a chipotle ranch dressing. \$15

**Sweet Apple Pecan Salad**  
Lemon-herb grilled chicken breast, crisp apple slices, candied pecans and crumbled bleu cheese tossed with crisp greens in raspberry vinaigrette. \$12

**Parmesan-crust Chicken Caesar**  
Sautéed chicken breast crusted in parmesan and served over romaine lettuce with garlic-cheese croutons and parmesan cheese, and tossed with roasted garlic caesar dressing. \$14

## Small Plates

**Grilled Chicken Quesadillas**  
Grilled chicken, poblano and jalapeno peppers with cilantro, and a blend of melted mexican & cheddar cheeses grilled in a cheddar jalapeno flour tortilla. Served with sour cream and salsa for dipping. \$10

**Soft Pretzel Bites**  
Get ready for some fun at the table, fresh baked soft pretzels served warm with a trio of dips: sweet honey mustard, spicy horseradish mustard and cheddar cheese sauce. \$8

**Loaded Queso**  
Our supercharged queso with spicy beef, guacamole, pico de gallo, and sour cream served with warm corn tortilla chips and salsa, order it unloaded, comes with queso, salsa and warm corn tortilla chips. \$9

## Entrées

### From The Grill

**Black Jack Bbq Chicken**  
Two chicken breasts, grilled and glazed with our sweet bbq sauce made with jack daniels, served with loaded garlic mashed potatoes and fresh seasonal vegetables. \$17

**Chargrilled Sirloin Steak**  
8oz sirloin hand-seasoned with fresh cracked pepper, served with loaded garlic mashed potatoes and crispy frazzled onions. \$24

**Island Grilled Trifecta**  
Skewers of honey-teriyaki glazed sirloin steak, seasoned chicken breast and tender shrimp, grilled and served on a bed of spicy rice medley, served with pineapple pico de gallo, teriyaki bbq sauce, and mango citrus sauce for dipping. \$20

### From The Sea

**Fire Grilled Salmon**  
Center cut atlantic salmon rubbed with louisiana spices, chargrilled and topped with four peppercorn garlic butter, served with sauteed spinach and spicy rice medley. \$18

**Fried Shrimp Platter**  
Tender shrimp fried crispy and served with chipotle honey sauce and seasoned french fries. \$16.5

**Chargrilled Tilapia**  
Wild Caught Tilapia seasoned with fresh herbs or glazed with our signature huli ginger sesame sauce, served with citrus rice and fresh seasonal vegetables. \$20

### Pastas & More

**Parmesan Chicken Alfredo**  
Two parmesan-crust chicken breasts served over linguine in an alfredo sauce. \$17

**Cajun Shrimp Alfredo**  
Succulent shrimp sauteed with creole spices, tomatoes and mushrooms in a cajun alfredo sauce served over linguine. \$18

**Blackened Chicken Pasta**  
Blackened chicken breast served over linguine in a cajun alfredo sauce with tomatoes and mushrooms. \$17

**The Mac! & Cheese**  
Grilled seasoned chicken breast and applewood smoked bacon tossed with cavatappi pasta and creamy aged sharp cheddar cheese sauce, topped with a garlic breadcrumb crust and baked brown and bubbly. \$16

**Build Your Own Soft Tacos**  
Marinated ny steak, chicken breast or tender shrimp served with crisp lettuce, pico de gallo, sour cream, cheddar cheese, fresh-made guacamole and warm soft tortillas, served with a side of spicy rice and black beans, steak, chicken or shrimp. \$17.5

**Chicken Fingers**  
Crispy fried chicken tenders, served with seasoned french fries and chipotle honey sauce. \$14

## Drinks

**Coke Products**  
Coke, Sprite, Mr. Pibb, Root Beer, Orange Fanta, Strawberry Fanta, Lemonade \$2

**Tea**  
Hot tea, Iced Tea, Raspberry Iced Tea, Mango Iced Tea, Strawberry Iced Tea, Blackberry Iced Tea \$2.5

**Juice**  
Orange, Apple, Tomato, Grape \$2

**Coffee**  
Black Coffee, Vanilla Iced Latte, Caramel Iced Latte, Mocha Iced Latte, Cappuccino \$2.5

## Desserts

**Cheesecake**  
Our classic cheesecake guaranteed to be rich, creamy and delicious, served with warm caramel and pecans or with raspberry sauce. \$7.5

**Belgian Chocolate Fondue**  
A dessert made for sharing, fresh fruit and sweet dessert bites served with rich, melted dark chocolate for dipping. \$11

**Triple Layer Chocolate Cake**  
A scrumptious slice of triple-layer chocolate cake filled with rich and creamy chocolate frosting. \$7.5

# Purple Palm

## RESTAURANT & BAR

### Welcome to the Night!

### Beer

**Import Beers**

ANGRY ORCHARD\* CRISP APPLE CIDER  
BLUE MOON™ BELGIAN WHITE  
BUD LIGHT\*  
BUDWEISER\*  
COORS LIGHT\*  
LAGUNITAS IPA  
MICHELOB ULTRA\*  
MILLER LITE\*  
NOT YOUR FATHER'S ROOT BEER\*  
O'DOUL'S\* NON-ALCOHOLIC  
SAMUEL ADAMS BOSTON LAGER\* \$7.5 each

**Domestic Beers**

BASS\* ALE  
CORONA\* EXTRA  
CORONA\* LIGHT  
DOS EQUIS\* LAGER ESPECIAL  
GUINNESS\* DRAUGHT  
HEINEKEN\*  
MODELO\* ESPECIAL  
NEWCASTLE\* BROWN ALE  
STELLA ARTOIS\* \$6 each

### Wine

**Reds**

Merlot  
Pinot Noir  
Cabernet  
Jacob's Creek Red Blend  
Gamay  
Grenache/Gamacha  
Malbec  
Merlot  
Mourvèdre  
Nebbiolo

**Whites**

Reisling  
Sauvignon Blanc  
Pinot Grigio  
Chardonnay  
Montevina White Zinfandel  
Conundrum White Wine Blend

\$8 per glass  
Ask server for bottle prices.

### Cocktails

**Angry Sailor**  
Lime, lime, DeKuyper Amaretto, pure cinnamon, lime juice, topped with Angry Orchard Crisp Apple Cider. \$8.5

**Orange Mule**  
Absolut Mandarin, Solerno Blood Orange Liqueur, lime juice, Topped with Ginger Beer \$9

**The Big Apple**  
Maker's Mark, Solerno Blood Orange Liqueur, apple juice, cinnamon, Angaritos Bitters

**Dangerous Summer**  
Bacardi & Luanda Maraschino Liqueur, lime, grapefruit \$8.5

**Raspberry Sgroppino**  
A delicious frothy mix of vodka, prosecco, and fruit sorbet. \$8

**Champagne Mojito**  
Champagne, simple syrup, mint leaves, Tequila. \$7.5

**23 Skiddoo**  
Gin, St. Germain Elderflower Liqueur, thyme syrup, lemon, and sparkling wine. \$9

**Clementine French 75**  
Gin, clementine juice, lime juice, simple syrup. \$8

**Thyme & Blackberry Fizz**  
Fresh blackberries, thyme, blackberry juice, sparkling wine, simple syrup. \$9

**Sunset Sky Cocktail** NEW!  
Black cherry juice, white rum, pineapple vodka, orange juice, orange liqueur \$11

**Lemon Cheesecake Cocktail**  
Brandy, limoncello, sparkling wine, and litters. \$8.5

**Margarita**  
Triple sec, tequila, and lime juice. Served shaken with ice, blended with ice, or without ice. \$9

**Mango Margarita**  
Triple sec, tequila, mango juice and lime juice. Served shaken with ice, blended with ice, or without ice. \$9.5

**Rouge 75**  
Gin, raspberries, syrup, champagne. \$8.5

**Long Island Iced Tea**  
Tequila, vodka, light rum, triple sec, gin, and a splash of cola. \$10

**Lavender Bubbly**  
Lavender simple syrup, sparkling wine. \$8

**Mai Tai**  
Rum, Curacao liqueur, orange syrup and lime juice. \$9.5

**Negroni Sbagliato**  
Campari, red umbrauth, sparkling wine. \$8.5

**Piña Colada**  
Pineapple juice, White rum, Coconut cream. \$8

## Welcome To The Night!

Purple Palm  
RESTAURANT & BAR

Purple Palm  
RESTAURANT & BAR

WELCOME TO THE NIGHT!

(305) 740-1300  
1408 Collins Ave  
Miami Beach, FL 33139  
PurplePalmRestaurant.com

WE MAKE IT HOW YOU LIKE IT.



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History of  
Bohemian  
Design

Interior  
Spaces



Fall 2018

10th Issue

# HISTORY OF BOHEMIAN STYLE

By Lauren Padala

The bohemian sub-culture has been closely connected with predominantly male artists and intellectuals. The female counterparts have been closely connected with the so-called Grisettes, young women who combined part-time prostitution with various other occupations. In the first quarter of the 19th century, the term Grisette also came to refer more specifically to the independent young women. These, often working as seamstresses or milliner's assistants as well as frequent bohemian artistic and cultural venues in Paris.

Many grisettes worked as artists' models, often providing sexual favours to the artists in addition to posing for them. During the time of King Louis-Philippe they came to dominate the bohemian modelling scene. Pre-Raphaelites: In 1848 William Makepeace Thackeray used the word bohemianism in his novel Vanity Fair. In 1862, the Westminster Review described a Bohemian as "simply an artist or literateur who, consciously or unconsciously, secedes from conventionality in life and in art". During the 1860s the term was associated in particular with the pre-Raphaelite movement, the group of artists and aesthetes of which Dante Gabriel Rossetti was widely noted as the most prominent and influential.

As the 1860s progressed, Rossetti would become the prince of bohemianism as his deviations from the norm became more audacious. And as he became this epitome of the unconventional, his egocentric demands necessarily required his close friends to remodel their own lives around him. His bohemianism was like a web in which others became trapped – none more so than William and Jane Morris. Jane Morris, Edward Burne-Jones and Pre-Raphaelite traits: Jane Morris, who was to become Rossetti's muse, epitomised, probably more than any of the women associated with the pre-Raphaelites, a flowing style of dress that, while unconventional at the time, would be highly influential at certain periods during the 20th century.



She and others, including the much less outlandish Georgiana Burne-Jones (wife of Edward Burne-Jones, one of the later pre-Raphaelites), eschewed the corsets and crinolines of the mid-to-late Victorian era, a feature that impressed the American writer Henry James when he wrote to his sister in 1869 of the bohemian atmosphere of the Morris' house in the Bloomsbury district of London and, in particular, the "dark silent medieval" presence of its chateau.

"It's hard to say whether she's a grand synthesis of all the pre-Raphaelite pictures ever made... whether she's an original or a copy. In either case she's a wonder. Imagine a tall lean woman in a long dress of some dead purple stuff, guileless of hoops (or of anything else I should say) with a mass of crisp black hair heaped into great wavy projections on each of her temples... a long neck, with no collar, and in her throat some dozen strings of outlandish beads."

In his play Pygmalion (1912) Bernard Shaw unmistakably based the part of Mrs. Higgins on the then elderly Jane Morris. Describing Mrs. Higgins' drawing room, he referred to a portrait of her "when she defied the fashion of her youth in one of the beautiful Rossetian costumes which, when caricatured by people who did not understand, led to the absurdities of popular estheticism in the eighteen-seventies."

A biographer of Edward Burne-Jones, writing a century after Shaw (Fiona MacCarthy, 2011), has noted that, in

1964, when the influential Biba store was opened in London by Barbara Hulanicki, the "long drooping structureless clothes", though sexier than the dresses portrayed in such Burne-Jones paintings as The Golden Stairs or The Sirens, nevertheless resembled them. The interior of Biba has been described by the biographer of British 20th-century designer Laura Ashley as having an atmosphere that "reeked of sex... It was designed to look like a bordello with its scarlet, black and gold plush fittings, but, interestingly, it implied an old-fashioned, Edwardian style of forbidden sex with its feather boas, potted palms, bentwood coat racks and dark lighting". MacCarthy noted also that "the androgynous appearance of Burne-Jones's male figures reflected the sexually ambivalent feel" of the 1960s.

Rational dress and the women's movement during inter-war years: By the turn of the 20th century, an increasing number of professional women, notably in America, were attempting to live outside the traditional parameters of society. Between 1870 and 1910 the marriage rate among educated women in the United States fell to 60% (30% lower than the national average), while, by 1893, in the state of Massachusetts alone, some 300,000 women were earning their own living in nearly 300 occupations. The invention of the typewriter in 1867 was a particular spur, and, by the turn of the 20th century, 80% of stenographers were women.

By this time, such movements as the Rational Dress Society (1881), with

which the Morrises and Georgiana Burne-Jones were involved, were beginning to exercise some influence on women's dress. Although pre-Raphaelite looks were still considered "advanced" in the late years of the 19th century, Queen Victoria's precocious daughter Princess Louise, an accomplished painter and artist who moved in bohemian circles, was sympathetic to rational dress and to the developing women's movement generally (although her renowned pregnancy at the age of 18 was said to have been disguised by tight corsetry). However, it was not really until the First World War that "many working women embarked on a revolution in fashion that greatly reduced the weight and other restrictions that were often imposed on them by their clothing".

Some women working in factories wore trousers and the brassiere (invented in 1899 by the feminist Hermine Caudelle and patented in America by Mary Phelps Jacob in 1914) began gradually to supersede the corset. In shipyards "trouser suits" (the term, "hairsuit" was adopted in America in the 1920s) were virtually essential to enable women to shun up and down ladders. Music hall artists also helped to push the limits of fashion; these included Vesta Tilley, whose daring adoption on stage of well-tailored male dress not only had an impact on men's attire, but also inter-war period. It was widely known that Tilley sought additional authenticity by often wearing traditionally male

underclothing, although off stage she was much more conventional in both her dress and her general outlook.

The grisette became a frequent character in French fiction but has been mentioned as early as in 1759 by Jonathan Swift. The term, compare the grisette in poetry, signifies qualities of both flirtatiousness and intellectual aspiration. Du Maurier based large parts of Tilley on his experiences as a student in Parisian bohemia during the 1850s. Poe's 1842 story was based on the unsolved murder of Mary Cecilia Rogers near New York City, subtitled "A Sequel to 'The Murders in the Rue Morgue'"; it was the first detective story to attempt the solution of a real crime. The most enduring grisette is Mimì in Henri Murger's novel (and subsequent play) Scènes de la vie de Bohème, the source for Puccini's famous opera La Bohème.

The beat generation and flower power: In the United States adherents of the "beat" counterculture (probably best defined by Jack Kerouac's novel, On the Road, set in the late 1940s, written in 1952 and published in 1957) were associated with black polo-neck (or turtle neck) sweaters, blue denim jeans and sandals. The influence of this movement could be seen in the persona and songs of Bob Dylan in the early to mid-1960s, "road" films like Easy Rider (1969) and the punk-oriented "New Wave" of the mid-1970s, which, among other things, produced a boho style icon in Deborah Harry of the New York band Blondie, whom photographer David

LaChapelle has described as "the definition of cool". However, as with some American musicians of the mid-1960s, such as Sonny and Cher, Blondie became popular internationally only after a tour of Britain in 1978.

Greenwich Village and West Coast: New York's Greenwich Village, which, since the late 19th century, had attracted many women with feminist or "free love" ideals, was a particular magnet for bohemians in the early 1960s; Bob Dylan's girl-friend Suzie Rotko, who appeared with him on the cover of his second album The Freewheelin' Bob Dylan (1963), recalled that the Village was "where people like me went – people who didn't belong where they came from... where the writers I was reading and the artists I was looking at had lived or passed through". These "beatniks" (as they came to be known by the late 1950s) were, in many ways, the antecedents of the hippie movement that formed on the West Coast of the USA in the mid-1960s and came to the fore as the first post-war baby-boomers reached the age of majority in the "Summer of Love" of 1967. The Monterey Pop Festival was a major landmark of that year, which was associated with "flower power", psychedelia, opposition to the Vietnam war and the inventive music and flowing, colourful fashions of, among others, Jimi Hendrix, the Mamas & the Papas, and The Beatles, whose album, Sgt. Pepper's Lonely Hearts Club Band, is said to have caused the guru of psychedelia, Timothy Leary, to remark that "my work is finished".

# INTERIOR SPACES

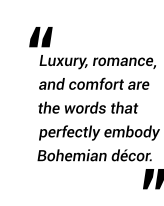
## Boho Chic

By Linda Patterson

Bright Moroccan-inspired accent pillows and throws bring a boho vibe to an otherwise neutral room. Bold hues and rich textiles offset white walls and earthy plants for a laidback ambiance. Clashing wall art, patterns and accents crates an eclectic decor scheme. You can also trade in your furniture for a cozy hammock chair. A tribal rug compliments earthy tones and green plants. A crocheted curtain puts a chic twist onto the entryway of an understated room. Don't be afraid to go wild with colors and furniture!



Considering an Interior Design Style for your home, office, or business can be a daunting task for those that like to "think outside the box" in terms of decorating. Choosing to use a Bohemian Interior Design will allow you to stray in a direction that is a bit out of the norm, and not nearly as rigid or scripted as other designing styles may be.



“Luxury, romance, and comfort are the words that perfectly embody Bohemian décor.”



## The Bohemian Influence

The word Bohemian has been around for a very long time. Originally, it was used to describe nontraditional lifestyles of people who appeared as wanderers or vagabonds back in the mid-1800's. It was also associated with those who were considered as "anti-establishment" or non-conforming to the current day social or political view points. Later, the term became to be synonymous with the word "gypsy" – as it was applied to those who left Bohemia in Central Europe to escape the rigid rules imposed upon them for a life of travel and unconventional living.

When applying a Bohemian Interior Design, you are engaging in a design that is meant to break the rules and adhere to your own way of decorating – which makes this design style a very easy one to accomplish. However, as with any design, mistakes can be made that will counteract your aims. To truly experience this style the way it's meant to be, you may choose to utilize the services of a professional Bohemian Interior Designer who can take all the guess work out of it for you and still deliver the rockless abandon that your little bohemian heart desires.

Someone or something that has a Bohemian style typically evokes a picture of travelers, hippies, artists, gypsies, and other "free spirits." Individuality is expressed, which means the style is as diverse as the individuals themselves. If you enjoy structure and

order, you might want to give this style a pass. But if you're inherently drawn to unconventional displays, free expression, and colorful collections, read on. This is definitely the place where your own style can shine.

Today, luxury, romance and comfort are the words that perfectly embody a Bohemian décor, and this makes it one of the most outstanding décor choices when setting up an atmosphere for your room. Bohemian decorations are very unique and are predominantly based on the use of various artistic elements. It shares similar characteristics to the freesp gypsy look, giving you the ideal opportunity to showcase your artistic skills. In this article, we will look at some luxurious bohemian interior design ideas.

### Bohemian Walls and Floors

You need to start by decorating your walls and floors. Select glossy paints in bohemian colors like gold, purple, dark red and brown. Remember that the luxurious bohemian look is symbolized by rich colors, so use colors such as purple, emerald green, indigo, turquoise, golden colors and hot pink, combined with a glossy finish, to create an exquisite bohemian home décor.

If you use deep jewel tones to decorate your walls, select your fabrics and pictures a bit more sparsely. Even though this style definitely showcases a lot of color, some soothing and comfortable cohesiveness



# THE EVERY GIRL'S GUIDE TO BOHO BEAUTY



By Angela Melero

There's a reason the bohemian look has had a loyal following for decades. The effortlessly chic style has some serious versatility and can work for a variety of occasions ranging from music festivals and lazy beach days to garden weddings and date nights. We support any look with that kind of clout! The other thing we love about the boho goddess look is that it doesn't take much to execute. It's really a matter of lightly accentuating your natural features. Don't believe us? Check out this comprehensive guide

to channeling your inner boho princess. Watch out: It may make you want to fly out the door and run barefoot through a field!

## Hair

**Beachy Waves:** When you hear "boho hair," what comes to mind? If you're thinking perfectly imperfect bed-head waves, you would be right on the money. So how do women achieve that mussed-up hair that makes us all green with envy? Quite easily, actually. Try one of these three tutorials for the perfect boho hair for any

BOHEME

## "Bohemian style is all about letting your natural self shine!"

**hair length!** One thing to keep in mind when rocking the soft, messy waves is that products are key to creating and keeping the style. Make sure you use a sea salt spray (applied to damp hair before taking a blow dryer to it) and texturizing spray (applied after you curl it).

## Braids:

Braided 'dos are also synonymous with bohemian beauty. There's something very ethereal about a pretty plaited style. For an ideal boho braided style, try a braided crown or headband. They're fairly easy to do and an instant upgrade to your mane. Just make sure the braids aren't too tight or perfect. Sprinkle a little texturizing powder (like Shu Uemura Volume Maker) in your hair prior to braiding. This allows for your locks to have grip and gives them a messy, undone look.

## Makeup

### Do Less:

Bohemian style is all about letting your natural self shine, especially your lovely face. Stick to minimal, no-makeup makeup for this look. For foundation, opt for an illuminating formula to give your skin a soft, dewy finish (we love Giorgio Armani Maestro Foundation). Stay away from cakey powders or matte finishes, as you don't want to look overdone or too perfect. One thing you can employ for a little color is bronzer. Free-spirited bohemian looks include sun-kissed complexions, so embracing a light bronzer would work in your favor. But, don't go overboard! Keep the bronzer application strategic and stick to places on the face where the sun naturally hits.

### Natural Shadows:

Unfortunately, chic and wild looks like the cat eye, smoky eye and neon eyeliner are not on the menu for boho eye makeup. Like we said earlier, this carefree look

needs to be minimal and show off your natural features. Think earthy. Stick to neutral shadows and employ an eye contouring technique that will help accentuate your natural shape. If you must wear eyeliner, go with a matte brown as opposed to black and keep the line soft.

### Soft, Pretty Lips:

For a perfect boho pout, pretty nudes and peach hues are the way to go. Like the approach to your facial makeup, lip products should have some shine and a light, glossy (emphasis on light) finish. Outline your lips with a natural or invisible lip liner and fill them in with a lip stain or gloss. For an even more subtle pop of lip color, you can try a tinted lip balm!

## Nails

### Metal Mania

While your hair and makeup stay natural and earthy, nails allow you to get a little edgy with your boho goddess beauty. Try cool metallics like gold, bronze or other glittery finishes to give your look a little sparkle!



A SMOKY BRONZE AND PEACH LOOK FOR SPRING!

*Start by unifying your skin tone with a powder-finish foundation, working from the center of the face out towards the edges for the best coverage. Next, contour your face with the help of a dual-toned sculpting palette that will help you to highlight and refine your favorite features. Finish by applying a wash of pale rose blush to the apples of your cheeks to add color to your skin!*

The Every Girl's Guide to Boho Beauty

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**ROSELLE**  
— TEA CO. —





## ABOUT OUR COMPANY

*Eleanor Rose*  
Founder of Roselle Tea Company

Eleven years ago in Tampa Florida, founder Eleanor Rose developed a passion for fine teas. Eleanor was introduced to the world of tea by Stanley Mason, who turned to creating his craft tea blends after years in the corporate world of tea in London & New York. Over time, Mason taught Eleanor both the art and business of the craft.

Starting production out of her basement in 2010, Eleanor began her journey in mastering the art of tea blending. Serving her distinctive blends with houseguests, she soon found they were coming back for more. Never did Eleanor Rose imagine that her small home passion in Tampa would turn into a national operation, still headquartered in Tampa Florida. The company, which sources, blends, and packages their product from start to finish, has grown from their original six teas, to more than fifty. Eleanor's story truly captures the essence of American Business Ingenuity.

Roselle Tea Company builds on a passion and commitment to deliver customers the finest quality tea possible. This promise, made over eight years ago, serves as the company's guiding principle. Today, Roselle Tea Company remains family owned and managed, preserving the passion of fine tea and traveling the world in search of the best ingredients.

## OUR WAY OF GIVING BACK

**Sustainability and Roselle Tea Company**

What is sustainability?  
According to the United Nations Commission on Environment and Development, sustainable development...

"Meets the needs of the present without compromising the ability of generations in the future to meet their own needs as well."

All Roselle Tea Company tea bags contain 100% certified Rainforest Alliance tea blends, for sustainability from crop to cup.



## OUR CONSUMERS

Consumer tastes and preferences are clearly moving towards products that are authentic, sustainably sourced, and manufactured in a responsible way. All of our categories are focused on addressing these challenges and opportunities with innovations that provide consumers with the products they want, the benefits they need, the service they admire, and the trust they expect.

## OUR FINANCIAL REVIEW

Year	Revenue (mil)
2016	302.9
2015	290.1
2014	233.2
2013	236.5

Brand	2016 Revenue (mil)
Roselle	182.9
Celestial	102.94
Tazo	82.5
Numi	12.72

Category	2013	2014	2015	2016
EARNINGS	38%	40%	47%	15%
REVENUE	26%	27%	39%	12%
CASHFLOW	42%	38%	20%	38%
DIVIDENDS	66%	72%	12%	12%



**ROSELLE**  
— TEA CO. —

# Tea of the Month

## 2019 CALENDAR

Lemon Tea Punch & Lemon Bar

**May**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Summer Peach Tea & Peach Tart

**June**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Relax.  
Refresh.  
Rejuvenate.

**ROSELLE**  
— TEA CO. —

**GOOD iTEA!**



Chocolate Tea & Strawberry Cake

**February**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

Jasmine Tea & Jasmine Cookies

**March**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Raspberry Tea & Raspberry Pastry

**July**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Thai Bubble Tea & Thai Tea Cake Roll

**August**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**Dear Mr. Tomlinson,**

A letterhead is the heading at the top of a sheet of letter paper or stationary. That heading usually consists of a name and an address, as well as a logo or corporate design, and sometimes a background pattern. The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading. It is used in businesses, companies, and corporations.

Many companies and individuals prefer to create a letterhead template in a word processor or other software application (Adobe suite software is common for designers). This generally includes the same information as pre-printed stationary but without the additional costs involved. Letterhead can then be printed on stationary (or plain paper) as needed on a local output device or sent electronically.

Roselle Tea Company's letterhead includes a soft gradient pattern on the back with a faint magenta hue. It is bordered by a gold band along the perimeter. The logo is centered on the back of the letterhead. The front includes the Roselle Tea Company logo at the top left and a leaf motif pattern at the top and bottom. The golden band is along with the company's address, website, and contact information.

**Kind Regards,**  
*Eleanor Rose*  
**Eleanor Rose**  
Company CEO

**Roselle Tea Company**  
1362 Pekoe Lane  
Tampa, FL 33603  
(813) 984-6200  
eleanor@roselleteacompany.com  
www.roselleteacompany.com

**Eleanor Rose**  
CEO

1362 Pekoe Lane, Tampa FL 33603  
eleanor@roselleteacompany.com | www.roselleteacompany.com  
(813) 984-6200

**ROSELLE**  
— TEA CO. —



Boulevard Sign

# BEEER CAVE







# LC's HAMBURGERS EXPRESS

## "THE BIG DEAL"

PURCHASE ANY SANDWICH AND SIDE,  
AND GET A FREE 32 OZ. FOUNTAIN DRINK

### SIDES

FRENCH FRIES \_\_\_\_\_ \$2.49

X-LARGE FRENCH FRIES \_\_\_\_\_ \$3.99

ONION RINGS \_\_\_\_\_ \$3.99

FRIED PICKLES (HAND BREADED) \_\_\_\_\_ \$3.99

SEASON FRIES \_\_\_\_\_ \$3.99

## BURGERS

KIDS CHEESEBURGER  
KETCHUP, MUSTARD, GRILLED ONION \_\_\_\_\_ \$2.09

CHEESEBURGER  
KETCHUP, MUSTARD, GRILLED ONION \_\_\_\_\_ \$5.99

DOUBLE CHEESEBURGER  
KETCHUP, MUSTARD, GRILLED ONION \_\_\_\_\_ \$7.99

## ADD ONS

EGG \_\_\_\_\_ \$1.09

SHARP AMERICAN CHEESE \_\_\_\_\_ \$0.50


NACHO CHEESE SAUCE \_\_\_\_\_ \$0.70



# LC's HAMBURGERS EXPRESS

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**SATURDAY**  
DEC. 2nd, 2019

APPEARING LIVE AT  
**KNUCKLEHEADS**  
**SALOON**

TICKETS@**KNUCKLEHEADSKC.COM**  
WWW.THEPHILCOLLINSEXPERIENCE.COM



A TRIBUTE TO PHIL'S  
**genesis**  
AND SOLO CAREER

the *Phil Collins*   
**EXPERIENCE**



Seafood Island Sign

