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OCTOBER 30, 2019 · VOL. 2, NO.

# IRVINE GREAT PARK: DELIVERING ON A PROMISE



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### **WEEKLY**

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### NEWS



### IRVINE COUNCIL APPROVES BIG PLANS TO BUILD ATHLETIC FACILITIES AND MORE AT THE GREAT PARK

#### CITY AND FIVEPOINT HOLDINGS PARTNERSHIP IS DELIVERING ON PROMISE TO BUILD GREAT PARK.

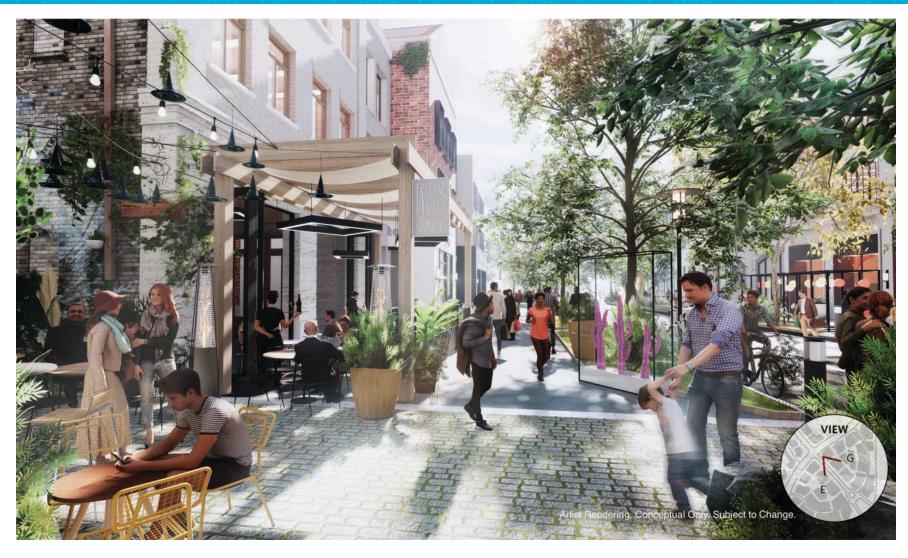
**BY:** TARA FINLEY

PHOTOS COURTESY OF: FIVEPOINT HOLDINGS

FivePoint Holdings on amenitics for Irvine's Great Park including a much anticipated Aquatics Center that will be home to USA

Water Polo and its men's and women's Olympic teams leading up to the 2024 Summer Games in Paris.

In a public meeting on Tuesday, October 22, the Irvine City Council approved the plan with FivePoint, building on the longstanding partnership between the city and the home-builder to build the Great Park. The new commitments from FivePoint are on top of the already built soccer stadium, soccer fields, softball fields, baseball fields and baseball stadium. USA Water Polo, the governing body of the sport and its American members, relocated to Irvine earlier this year. According to city staff, water polo has been on the mind of the City



Council for several years, with USA Water Polo's move and the proposed Aquatics Center bringing plans to fruition.

"We are so excited that we are, after many years, bringing water polo to the Great Park," said Irvine Mayor Christina Shea.

Located in the western sector of Great Park, the Aquatics Center will be a state-of-the-art water polo complex, featuring three pools for both public and private use. As home to the USA team, the facility will be used for Olympic training, with more than two-thirds of USA Water Polo activities being open to the public. The pools are being scouted as a potential host site for the 2O28 Olympics as well.

Not just to the benefit of Olympians, the Aquatics Center has much to offer the community, including water safety programs, recreational water polo leagues and city-organized swimming activities.

"Champions will be made here," said USA Water Polo CEO Christopher Ramsey. "They will come from every neighborhood, every background, each with their own dreams and they will be challenged in the wonderful way that sport tests all of us." Ramsey added that of those who compete at the Great Park facility, some "may one day become Olympic champions." Citing the approved center as a "game-changer" for his athletes, Ramsey shared with **Irvine Weekly** that the team is honored to be coming to Irvine.

"They are thrilled that we are consolidating everything together in one of the world's great cities," explained Ramsey. "They are excited to have an expanded weight room, a film room and a medical training facility, as well as something as simple as a roof over the pool to cut down on sun exposure and glare."

He believes that the Great Park location will not only give USA Water Polo players a world-class environment to train and compete but will transform the spectator experience as well. "Over time, Irvine will become known as one of the world's great water polo centers," Ramsey predicts. "I am hopeful that future civic leadership will be as enlightened as Mayor Shea and the Irvine City Council, and that we find more private partners with the vision of Emile Haddad and FivePoint, which has done something truly historic

#### *"WE ARE FINALLY GETTING THIS PARK BUILT."*

#### -MAYOR SHEA

#### here."

What does having a home in Irvine's Great Park mean for USA Water Polo? "It means we will be part of a community that will attend our events, cheer for our men's and women's teams, and teach their families an appreciation for the toughest sport in the Olympic Games," said Ramsey. "It will also build excitement for the L.A. Games in 2028." For the community, bringing USA Water Polo to the Great Park means a greater connection to the sport and more possibilities for young athletes. "We will host many tournaments and clinics that will be open to our neighbors. We hope to become Irvine's home team. Having our Olympians training within the community should be a real inspiration to the younger athletes," said Ramsey.

For athletes out of the water, the Field House concept is adapted from the original approved Great Park master plan and will provide a space for sports such as indoor volleyball and basketball. A multi-level parking structure will also be built in the quadrant.

"Tuesday was more than just a hearing to approve something," said Emile Haddad, chairman and CEO of FivePoint. "It truly was a moment of celebration."

Haddad is elated to be a part of this project, reflecting on how he has spent the past 20 years dedicated to build-

### NEWS



ing a public-private partnership that would help Irvine flourish.

Lauding the City Council for its ability to put politics aside and serve its constituency by embracing partnership, Haddad said that what the public saw at the October 22 meeting was "much bigger than an agreement and is much bigger than a facility. What we saw is a celebration of the public-private partnership which we embarked upon about six years ago."

For Haddad, that moment was an emotional one, as he described two sets of heroes, veterans and Olympians, giving politicians unprecedented applause for reaching beyond politics and acting in the public interest.

"It was a moment in time to say, that at the end of the day, it's about your constituency," said Haddad.

The approved Great Park sport facilities are not the only things in the works. A Lifetime Wellness Center is also planned, with an estimated 125,000 square feet dedicated to fitness, health and nutrition. Additionally, the public saw plans for FivePoint X, a complement to the sports complex that will include hotels, extended-stay hospitality, unique food and beverage vendors, and a movie theater. This will allow for a greater synergy between the community and Great Park amenities.

Not to be overshadowed by some of the larger statements made at the meeting, FivePoint also pledged to keep the iconic Great Park balloon running, making it once again free for riders. New developments are on the way for this feature as well, as Haddad shared in an exclusive interview with **Irvine Weekly** that his team is currently working on adding a virtual-reality element to the ride, allowing guests to view the city through the lens of an immersive Oculus-type experience.

"We have thoughts for the balloon to make it even more usable, with an element that will excite people about what's happening and what's to come," shared Haddad. The current timeline for construction and completion of the Great Park's sports-focused western sector stands between 18 to 24 months after construction breaks ground in 2021. The city hopes to finalize all the details of the project in early 2020, with its completion in time for the USA Water Polo team to begin training for the 2024 Paris Olympics.

Met with a standing ovation, the decision to move forward with the

city's partnership with FivePoint to develop the 688 acres of land will aid in getting even more projects off the ground according to Mayor Shea. The mayor anticipates that developing the entire western quadrant will pave the way for the completion of the veterans cemetery, botanical gardens and the development of the cultural terrace. "We are finally getting this park built," said Mayor Shea.



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### MUSIC



### FROM IRVINE TO THE STARS: NEFFEX'S RISE TO GLORY

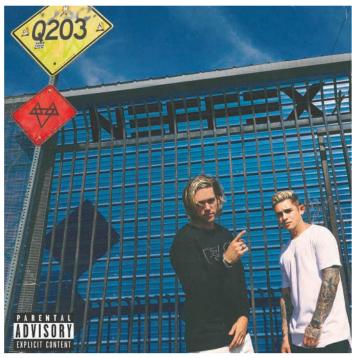
THE ORANGE COUNTY DUO ARE A 21ST-CENTURY MUSIC SUCCESS STORY.



uccess stories are always exciting to read, especially if they concern one's hometown. Naturally, Irvine has an extensive history of being the home of a number of notable people. Actor/comedian Will Ferrell, burlesque performer Dita Von Teese, and Washington Post/MSNBC writer and Vox editor-at-large Ezra Klein all hail from Irvine, as do a multitude of athletes, entertainers, writers and politicians. The latest rising stars, Bryce Savage and Cameron Wales, comprise the pop, electronic, hip-hop and alternative duo Neffex. Neffex is currently in the midst of its first European tour, and released its first EP, Q2O3 on October 16. The story of Savage (vocals), who is from Irvine, and Cameron Wales (guitar, decks), who is from Newport Beach, is a 21st-century tale. Starting in 2017, former high school punk rock garage bandmates Savage and Wales challenged themselves to release a song a week for IOO weeks. In order to do this, they used a variety of online platforms, such as YouTube and Spotify, and before long, they had an audience of millions. Prior to their tour, which they launched on Septem-

ber 12 at The Troubadour in L.A., Irvine Weekly had a chance to speak with Savage and Wales about their journey as musicians and producers.

"After the punk rock band, we kind of got together and started actually producing music on computers [using] Garageband, Mixcraft, Reason ... all sorts



of different programs," Savage said. "And our only production background was basically teaching ourselves how to produce stuff like that."

Wales added that he had a bit of experience with producing music in studios. "I moved to L.A. when I was around 18 years old, after going to high school, and then started getting really into engineering. Then I went and interned and started a studio up there."

The decision to begin writing and releasing music on a weekly basis came after college. "After I graduated college, Cam and I basically moved into an apartment together [in Costa Mesa], and we realized you can make the best song in the world, but it really didn't matter unless people heard it and you got it out to enough people," Savage recalled. "So we were just trying to figure out how the heck we could get our songs out to more people. And it ended up, we saw this guy Russ was doing pretty well - and so had Lil Wayne – by just releasing a large quantity of music, just a ton of music." Inspired by the potential that various platforms provided for Russ and Lil Wayne, Savage and Wales formulated their plan. "We kind of sat down and we were like, 'Yo, what's something that we could do that is consistent, that we can keep ourselves accountable for?' and all that good stuff." Savage said, "And we figured out that with our nine-to-fives, we could get a track a week out basically. And so we picked a day, Wednesday, at 9 a.m., and we just decided, 'Hey, let's start pumping out a track a week, start sending it to people and see what happens."

Using the tools at their disposal, they built a recording booth in their apartment. Wales recalled, "We built a soundproof booth out of PVC pipe and soundproof blankets. It was super janky, and it would get really hot in there, but that's pretty much how we recorded almost all of the IOO songs in IOO weeks."

Throughout that period, Savage and Wales never missed a week. In regards to how they got people to start noticing them, it was all about networking and providing a useful commodity. They blindly emailed notices to hundreds of YouTube channels, blogs and influencers, and before long, word of Neffex's free music started to spread. "We kind of put together this strategy of emailing YouTube channels that we thought would fit our music, and once we had about IO to I2 songs," Savage recalled, "good quality and diverse copyright free music was so rare that people really started to use our songs and our videos, and we could see a direct correlation to a spike in Spotify streams and stuff like that. It seems that a lot of people are becoming savvy to that strategy now, but fortunately we were ahead of it, and it really worked out for us."

While YouTube does provide a means for content providers to make money, Savage and Wales used it mainly as a marketing tool through which they were able to capitalize off of numerous music streaming platforms. "We just decided right off the bat we'd rather [that] people use our music than make the penny to every stream that you get on YouTube or whatever it is," Savage explained. "All other streaming platforms - Apple Music, Spotify, Deezer, Rhapsody, whatever it is – they all pay out to Tunecore, so essentially YouTube was like our marketing funnel that got everyone out to the different DSPs [digital service providers] and streaming platforms. That's what basically started paying us, and we almost immediately saw revenue once our YouTube started growing."

The next chapter of Neffex's journey has been very fast and has occurred very recently. After their manager reached out to the A&R [artists and repertoire] department of 12 Tone Music Group, former Def Jam CEO Steve Bartels, who is now with 12 Tone, met the duo, liked their music, and that was that. Neffex was signed to the label two months ago. Since then, they have released singles "It's My Life" and "Sunday" through the label.

Needless to say, they were very excited about their tour. However, they did have some parting words of advice for musical dreamers that might want to follow in their footsteps. "Don't reinvent the wheel. Figure out what other people have done right and done well and just do it better than they did." Savage said. "All in all, just understand that music is only half of it. You gotta be able to market it too; you gotta be able to get it into people's ears. [It's got to] be quality, and it takes years and years and years to build; it doesn't happen in six months. ... We've known each other for ll years and we've been building Neffex for about four of them, now. So it takes time. It takes a really long time."



### NEED FOR SPEED

#### KI SPEED'S VR EXPERIENCE DRIVES MARIO KART FANS TO **IRVINE**.

he worldwide phenomenon that is Mario Kart Arcade GP VR is now in our very own backyard. And, it is the only location – in not just the U.S. but also the world – where you can enjoy this virtual reality experience. Irvine's Kl Speed, the indoor go-karting attraction, now has a VR Zone Portal with an amusement arcade offering the latest video games straight out of Japan. If

you aren't a member of the \$152.1 billion gaming industry, this is probably not news to you, but for any child of the '90s that grew up playing with Mario and his pals, the fact that Irvine is now virtually home base for the fun bunch gives much cause for applause. Fans of the game are finding their way to the VR experience from all over the world for a chance to jump into four different karts, each representing one

**BY:** RUKSANA HUSSAIN

#### PHOTOS COURTESY OF: K1 SPEED

of the characters: Mario, Luigi, Princess Peach and Yoshi. The karts are equipped with rumble seats, pedals and steering wheel, so there's no doubt you truly are a part of the action. Once in the kart, players wear an HTC Vive VR headset, headphones with mics, and Vive Trackers on their hands to be transported to the virtual world of Mushroom Kingdom, racing for the top step of the podium with, of course,

ample twists and add-ons such as fun weapons. The game was introduced in Irvine this June.

"The Mario Kart experience is here because this location is attached to our corporate headquarters, so we are able to facilitate easier in terms of approvals and setup. Working with Bandai Namco, that's what they wanted too, so we can fine-tune the product here in terms of pricing, use of space, product offering, before we roll out to the masses," says Randall Hoppe, advertising and brand marketing manager at Kl Speed. A former dirt track racer turned marketing aficionado, he has been with the go-kart racing leader for over six years and has worked professionally in the live sports/entertainment industry, including with NASCAR and ISC, for more than a decade.

Hoppe is excited for more people enjoying the VR Zone Portal, which has been an absolute hit thus far with all guests. Other experiences here include Ski Rodeo, a next-generation skiing

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simulator, and Argyle Shift, where the player becomes a futuristic test pilot on a mission in Japan in the year 2l45. He is certain the haunted house experience being introduced this month for Halloween and available until a little later this fall, will also get a good response; Hotel Escape Terror is a fully immersive game where players are trapped in a haunted hospital, and offers something completely different from the other arcade area offerings at this time.

Says Nick Iftner, Virtual Reality Sales at Japanese video game company Bandai Namco, "Teaming up with Kl Speed Irvine was a no brainer. The employees are detail-oriented, hardworking and well-versed in walking new customers through the procedure of racing. That hands-on approach was exactly the involvement we want all VR Zone Portal customers to experience. We also knew that Kl would be a supportive partner and would ensure both of our brands develop and grow during our time together. It is easy to pick a partner when both sides are equally excited with what the other brings to the table."

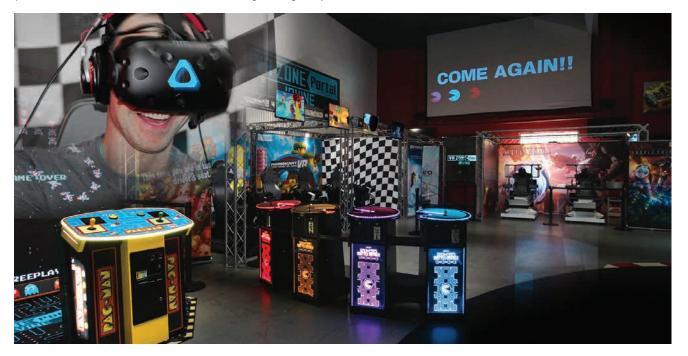
At 70,000 square feet, the Irvine facility is not the largest among Kl Speeds' 40+ locations worldwide but it is the top location in terms of volume, revenue and customers processed. Onsite are two racetracks (adults and children) with 45 mph thrills, and a full restaurant in the Paddock Lounge, with upscale food options and beer and wine. Everything is brand new, including IOO percent electric, state-ofthe-art karts that are the newest fleets in the U.S., with remote access to easily control speed levels as required. Shares Hoppe, "Everything we do we try in this building, so essentially this location is the test kitchen of our entire product offering."

While the venue is ADA-compliant to welcome people with disabilities, the karts themselves are not equipped to handle that segment of the audience yet. However, that will be addressed within the next six to 12 months, Hoppe shares. "We had an event last year for Red Bull Wings for Life, a charitable event for those with spinal cord injuries, where we had an adaptive cart. So we are in the process of developing hand-controlled carts and retrofitting a certain number of carts in each location. It's a slow and expensive process, but we understand that those who are not fully mobile should enjoy this too." Within the community, KI Speed is well known for giving back via hosting charity events and fulfilling donation requests aplenty. Recent efforts include a charity toy drive for Shriners Hospitals for Children - Salt Lake City, and every Christmas the company hosts toy drives for Toys For Tots and food drives around Thanksgiving, as well as donates proceeds to National Breast Cancer Awareness month in October. "We do a good job of balancing largescale campaigns, but also micro-level within the community," says Hoppe. "Our brand recognition in California is strong. Next to our Florida locations, Irvine is one of our highest tourism venues."

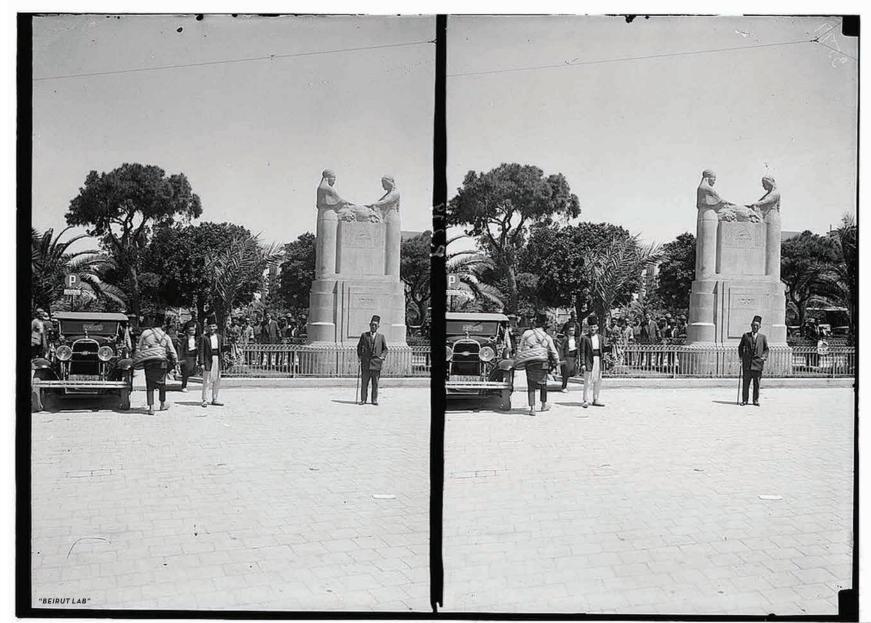
#### "TEAMING UP WITH K1 SPEED IRVINE WAS A NO BRAINER" -NICK IRTNER

However, not many are fully aware of the existence of this "only one in the world" Mario Kart VR experience housed inside Kl Speed Irvine. With the company established as a racing brand, and the new VR entrant on the premises faring better than any of the product offerings, Hoppe expects more Mario Kart lovers will seek out the experience into the holidays and the New Year. So if you are in Irvine or headed in that direction, make a pit stop at the Kl Speed racetracks for not just an adrenaline rush on go-karts, but also a new high of virtually racing into another land.

Kl Speed, 17221 Von Karman Ave, Irvine; (949) 250-0242, klspeed.com.



### ARTS



### TRIFECTA AT UCI

UCI'S ART GALLERIES PRESENT THREE PROVOCATIVE EXHIBITIONS EXAMINING ISSUES RANGING FROM POLICE BRUTALITY TO THE 2018 MIDTERMS. C Irvine's current troika of compelling and conceptual art exhibitions are positioned to provoke rather than entertain, to question the purpose and nature of art rather than regale visitors with aesthetically beautiful art pieces. To that end, Irvine's premiere public university is presenting shows that demonstrate its political proclivities.

At a recent press preview, journalists entered the Beall Center for Art + Technology where they viewed the intermedia "American Monument" exhibition. Attendees were informed that the "monument" is not a statue or building, but a monumental, conceptual iteration, designed to be enhanced

**BY:** LIZ GOLDNER

PHOTOS COURTESY OF: UCI

### ARTS

by participants over several months, concluding on February 8, 2020. After that date, the display will move across the country to other universities, museums, storefronts, community centers and churches.

Participants were advised that the exhibition addresses the relationship between culture and law, while examining the cultural conditions under which African-Americans lose their lives to police brutality.

As the first full iteration of this art and law exhibition, it follows a brief showing of this work at California State University Long Beach, where it "was paused there by the artist as an act of protest," according to publicity material.

The display begins on the bucolic grounds outside the Beall Center, where an installation is imprinted with the names of 22 African-Americans who have lost their lives to police brutality since the late 199Os. (Eric Garner and Trayvon Martin are among the 22 victims.) As the exhibition proceeds, the grounds will also include wind chimes, representing flowing water and ground cover featuring red plants. Within the Beall Center, 22 turntables on pedestals form the core of the exhibition. Each turntable, which viewers are invited to use, features an audio recording, representing one murdered victim, and comprises police reports, court transcripts, witness testimonials and audios of bystanders. A second room displays 22 large metal boxes containing legal documents, one for each murder. Visitors are welcome to open the boxes and read the documents.

"American Monument" – which also involves the UCI School of Law, the university's Center on Law, Equality and Race, and its departments of African American Studies, Social Ecology, Art History and Art – addresses the relationship between race, violence and power. Lauren Woods, an interdisciplinary artist from Texas who created the exhibition, and its curator, Kimberli Meyer of Los Angeles, anticipate that the participatory monument will ultimately affect police brutality laws.

"Blue Wave Lutz Bacher," in the nearby University Art Gallery and Contemporary Art Center Gallery, is a multi-faceted exhibition involving video, photography and prints from pages of Russian spy novels. With the title alluding to the 2018 U.S. election's dramatic shift, resulting in partial congressional takeover by Democrats, it is intriguing that politics are barely referenced in the work.

This exhibition by the recently de-

ceased artist, who was known for conceptual work in many different media, and for the fact that "Lutz Bacher" was a pseudonym, are in sync with her mysterious personality.

The core of the show is the artwork titled "Moskva" that the artist completed shortly before her death in May 2019. It consists of nearly 100 unframed prints, all blow-ups from the pages of Russian spy novels (which she apparently read voraciously). These personal pages, emblazoning the gallery walls and descending to the floor, reveal the artist's dark and elusive nature. One sentence from a page reads: "Instead you are here, and you have me, and we are daring and desperate and dangerous operatives, saving the world and planning the destruction of evil."

Curated by UC Irvine professor of art Monica Majoli, the exhibition also includes two wall-size iPhone videos, titled "Blue Wave," of New York City's East Village rooftops, presumably shot during the 2018 midterm elections. Here also are "Rocket," an enormous color photo of a rocket, and a series of short videos titled "Modules," which will be screened continuously in computer labs in UCI's art department. Both the artist and the curator have their work in major museums collections, including the Whitney Museum and



the Museum of Modern Art. UCI's smaller Room Gallery features an exhibition of 3O films to be screened over five days each week. Titled, "Beirut Lab: 1975(2020)," the films are by artists living and working in Beirut, and these works were chosen and curated by Juli Carson and Yassmeen Tukan. Carson, a UCI art professor, taught at the American University of Beirut from 2018 to 2019, where she became acquainted with these films; she simultaneously raised her awareness of the significance of the Lebanese Civil War (1975-1991).

At the press preview, Carson discussed the implications of state-sanctioned evasive memory in Lebanon, particularly regarding that civil war. She also talked about the younger generation of artists in that country who are attempting to untangle their inherited, "gap in Lebanon's state sanctioned national history," as she said. She then compared the compromised collective Lebanese memory with political conditions and evasions in the United States.

When asked to further explain this perspective, Carson wrote in an email: "'Beirut Lab' is at once an illumination and a cautionary tale. On the one hand, the exhibition sheds light on an intergenerational group of artists who chase the repressed memory of Beirut's Civil War, a specter that haunts the city's reconstructed landscape to this day. On the other hand, 'Beirut Lab' is a cautionary tale for Americans, as we look forward towards 2020. For we, too, are experiencing the kind of vociferous cultural tribalism – characterized by a paranoid disregard of those we deem 'other,' that drove Lebanon to war with itself in 1975. So our future is unknown. But as the philosopher Jean-Francois Lyotard (a French philosopher, sociologist and theorist, known in part for his writings on the later 20th century movement known as postmodernism) who said in 1985: 'That we know not how to name what awaits us, is the sure sign that it awaits us.' 'Beirut Lab' is a space to ponder that question." "American Monument" is on view through February 9, 2020; Mon.-Sat.,noon-6 p.m.; beallcenter.uci.edu. "Blue Wave" and "Beirut Lab" are on view through December 14; Tue.-Sat., noon-6 p.m.;

gallery@uci.edu, uag.arts.uci.edu. Admission is free for all exhibitions.



### 8 YEARS LATER, DAPPER DAY HAS FLOODED THE WORLD

THE INDEPENDENT EVENT FOUNDED BY JUSTIN JORGENSEN HAS EXPANDED BEYOND DISNEYLAND TO SPREAD ITS MESSAGE OF SELF-EXPRESSION.

f you find yourself at Disneyland in early November, you probably will find yourself underdressed compared to the others around you.

That's because since 20ll, bi-annual Dapper Day outings have brought together those who just want an excuse to "dress up." It just so happens that the first gatherings occurred at Disneyland (as Disney is not affiliated with Dapper Day) and media stories seemingly tied it all to bringing back the concept of going to the theme parks in fancy attire, like in the 1950s and '60s.

"But that was never the truth," said Dapper Day founder Justin Jorgensen (who goes by Justin J.) in a phone interview. "The concept of Dapper Day was always rooted in giving people a platform to express their own styles." Jorgensen's one such visit to Disneyland with friends did inspire the events he'd organize about a decade later. BY: JORDIE POBLETE
PHOTOS COURTESY OF: DAPPER DAY

"These friends were super fashionable in real life, but they felt like they needed to dress down to fit in with others," Jorgensen said concernedly. "I feel deeply about always being yourself." That's exactly what people back in the 1950s and '60s felt like they were doing, Jorgensen argued, saying that their fashion and culture required them to dress the way they did – including when visiting theme parks. He continued, "I think that's what



people who've joined our following sometimes are confused by. It's not about recreating the past, but sharing our collective passions for fashion from every decade – now."

However people have interpreted the mission of Dapper Day, they have responded with enthusiasm and in numbers. Within eight years, Dapper Day outings have grown from just a few hundred at Disneyland to thousands at other Disney theme parks, like Walt





Disney World and Disneyland Paris. More importantly, says Jorgensen, the seasonal Dapper Day outings altogether have nearly 20,000 people attending and have spilled beyond the gates of the Magic Kingdom and into the greater kingdoms of culture and fashion.

Today, Dapper Day outings have been hosted with the Los Angeles County Museum of Art (LACMA), the L.A. Philharmonic, the L.A. Opera and other institutions that share visions of showcasing personal style.

"We get inquiries from organizations all the time asking us to host their own outings with us," said Jorgensen. "Frankly, we have to say 'no' to many of these because their spaces are too small and our staff is small," he continued. "We need to grow!"

The growth of the brand and vision of Dapper Day has grown globally across



cultures and continents. It even has been mentioned in young adult novels and countless stories of how people have been changed by the outings.

When asked if Dapper Day could be considered a "movement," Jorgensen was hesitant, but recalled how people's lives have been moved by the outings. "I often get emails from attendees

saying they met their life partner at an outing, or telling me they are no longer ashamed at showing off who they are," said Jorgensen. "That feedback really makes organizing these events so worth while."

Dapper Day and the Dapper Day Expo are once again returning to the Disneyland Resort and Disneyland Hotel, respectively, on November 2 and 3. More information and future outings outside of Disney can be found on the official website: dapperday.com



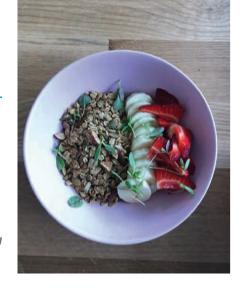


### FOOD



### KALE, KOMBUCHA AND KIWIS

EVERYDAY EATERY IS AN EXTRAORDINARY EATERY WORTH THE VISIT.



eah, I know – I love every restaurant I review. Sue me, Irvine has great food. I was going to love **Every**day Eatery no matter what. But this Kiwi-owned brunch café is on another level. It's picturesque, of course – millennial-pink walls, cute little succulents and preciously garnished foodstuffs are definitely part of the experience – but there's real substance to it.

A friendly, wan employee encouraged me to take photos for Instagram so I would get the word out about this place. A good suggestion – it made my food-reviewer photography seem a little less obnoxious. I was also not the only person in the place who was

### FOOD

spending long amounts of time taking photos of her food from every angle – in fact, there were several tables of people doing the same exact thing. I dragged my boyfriend along, because despite a few food restrictions, he's usually pretty game for anything. This also looked like the sort of place that would have an enlightened hipster menu with plenty of milk substitutes –

We settled into a corner booth by the window where we got a good view of the outside. Like most restaurants in Irvine, it borders the parking lot, but we did get to people-watch. Everyday Eatery is fast-casual, so it's best to grab your favorite seat and let the other person go up to order. It was my turn to pay for the date, so I told him to go ham (figuratively) and order whatever he wanted. We got the house-made granola bowl, kale and sweet potato macro bowl, kombucha, and hibiscus iced tea.

The hibiscus iced tea was great and very refreshing – flavorful, with no added sweetness needed. (Its dark pink color also looks great in photos.) The pale pink kombucha (the flavor was "Bloom," from brewer Fermensch) is a credit to its category – better than the stuff I make at home. It's flavored with blueberries, lavender and chamomile, but no one flavor overwhelms.

While we were waiting for our bowls, we spent more time admiring the décor – the pastel pink espresso machine, the fuzzy throw pillows, the plants – and chatted with Nasim, the owner. She's a New Zealander who moved here with her half-Kiwi husband, and in the great tradition of those from "down undah," she decided to open the best breakfast

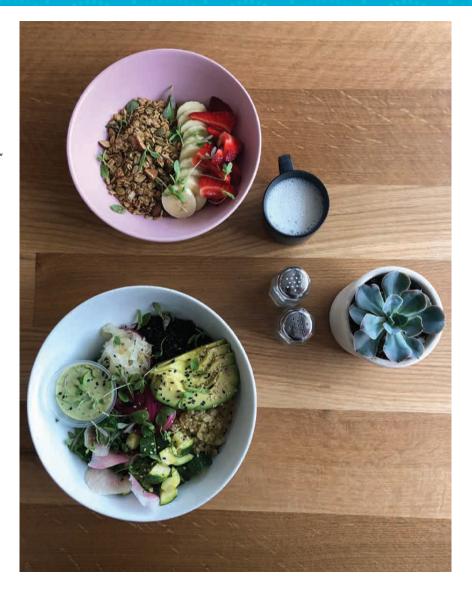
#### place on the block.

(Side note: Between the Australian folks who run Outpost Kitchen and that really good tiny pie place, and Nasim here at Everyday Eatery, this is becoming a real trend. Should we be worried?) She's friendly, chipper and funny, and I certainly hope her business succeeds. Everyday Eatery is brand new, and still has a sign up that says "SOFT OPENING." That new. However, if it weren't for the sign, I truly wouldn't have guessed. The service is great, and everything ran smoothly and looked delicious. It tasted delicious, too. Our food arrived relatively quickly, and we were captivated from the moment we saw it. Once I took a few dozen pictures of everything, it was time to dig in ... and the world stopped at that first bite of aranola.

Firm, sweet bananas. Strawberries so ripe they were dripping with juice. Almond milk. Delicious Everyday Eatery granola that was mercifully free of cinnamon and full of black sesame seeds. Please, just get the granola bowl. You'll see what I mean.

Really. I don't mean to be the type of person who waxes poetic about granola, but I guess I've become that. This breakfast bowl will make you do the same thing. Order at your own risk. The macro bowl was just as good. With some sort of creamy, unidentifiable green salad dressing, black lentils, quinoa, kale, sweet potatoes and little wisps of sprouted vegetation, this one is a culinary winner. It was warming, homey and perfect for winter, without being heavy. I was full and satisfied, but didn't feel overfed. The portions were generous without being excessive.





While my boyfriend and I scraped the last remnants out of the bowl, we got a text from a friend: Did we want to get lunch? Everyday Eatery is open until 4 P.M., so we sent him the address and told him to run over. I figured it might take an hour or so, but Nasim and her employees weren't rushing us, and I had a good book I wanted to finish, so I figured I would just stick around.

I scanned the menu for an item or two I could snack on while trying to finish Jon Ronson's "So You've Been Publicly Shamed" (which I also highly recommend). There was a small section with wellness drinks, and after a chat with the guy at the counter I felt tempted to order two. I wouldn't typically do that, but hey, food reviewing is work. I felt like I could justify the expense.

On his recommendation, I ordered the matcha green tea latte and the turmeric rose latte.

My friends, trust me when I say this – that turmeric latte is a must-get. I don't

actually like turmeric, and I only ever eat it because it's a powerful anti-inflammatory. I did not expect to love this drink, but I did. The rose syrup and milk completely canceled out the turmeric's bitterness, resulting in one of the best drinks I have ever tasted. As much as I love Coffee Tomo (and I really, really do), this drink tops their offerings. It's a close race, but this is a superlative drink. I'm sure that, at this point, you're clear on what I think of Everyday Eatery. Please go. Bring your friends. Bring your family when they're visiting from out of town - trust me, they'll be suitably impressed. Bring someone here for

your first date. Bring someone here for hangover brunch. Nasim has built an extraordinary restaurant, and I want to see it prosper.

Everyday Eatery, 6634 Irvine Center Drive, Irvine; (949) 418-7172, everydayeatery.com.

which it did.



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