

PAPER MAGAZINE
&
PAPERMAG.COM

invite you to

a six-day cultural extravaganza

FEATURING:
adorable DJs
mind-blowing music
inspiring art
awesome performances
outrageous fashion
fascinating discussions
live photo shoots
a hang-out café
daily surprises
happy hours
and
parties, parties, parties!

November 7, 8 & 9


Look for us in your neighborhood!

November 10, 11 & 12

PAPER Project Storefront
5500 Hollywood Blvd. (at Western Ave.)

Open to all from noon-midnight

*For the full schedule of events,
visit www.papermag.com*


2nd Annual
PAPER
PROJECT
Los Angeles
2006
November 7-12

*we
love
L.A.*

November 7-9

Look for us in your 'hood:
Venice, Santa Monica, Zuma Beach,
Chinatown, Echo Park & Silver Lake

November 10-12

Visit the PAPER Storefront:
5500 Hollywood Blvd. (at Western Ave.)

Open daily from noon-midnight





To all our L.A. Friends,

We're baaaaaackkk! Welcome to the PAPER Project Los Angeles 2.0. We can't believe that it has been a whole year since our last chaotic cultural invasion of the West Coast. It was so inspiring, we were compelled to come back for more. Once again we will create an issue of PAPER devoted to your fine city—while making mischief with the creative forces that make L.A. so amazing. This time around, we thought it would be fun to celebrate the diverse neighborhoods of L.A. That means we'll be popping up outlaw-style (November 7–9) in L.A.'s hottest spots—from the beach, Silver Lake, Chinatown and Echo Park to Hollywood—where we'll be hosting parties, openings and more. Then we'll settle into our PAPER Project Storefront (at the corner of Hollywood Boulevard and Western Avenue, November 10–12) where we'll collaborate with both our old and new-found friends from the city's 'hoods in an inspirational art, fashion, music, film and performance extravaganza—all under one roof. The incredible results will be featured in the February issue of PAPER. (Our staff is in L.A., feverishly working on it now!) For up-to-the-minute schedules and other info, visit PAPERMAG.COM. We hope you'll join in the fun. Don't forget to say hi!

Love,

Kim Hastreiter and David HersHKovits
(co-editors and publishers of PAPER)

PROJECT PARTICIPANTS

PAPER PEOPLE

Rose Apodaca, Karla Arria-Devoe, Mickey Boardman, Jacob Brown, Cheryl Dunn, Jonathan Durbin, Hobey Echlin, Drew Elliott, Kim Hastreiter, David HersHKovits, Mark Hunter, Carol Lee, Danny Lee, Ann Magnuson, Carlo McCormick, Tom Murrin, Dale Reinhold, Albert Sanchez

OUR L.A. GUEST EDITORS & FRIENDS

Steve Aoki, Ana Calderon, Alex Calderwood, Tiffany Caronia, Franki Chan, MARRISA Cortez, Marsea Goldberg, Jennifer Gross, Bettina Hubby, Jenny Kim, Karen Kimmel, Hugh Martinez, Jason Pomeranc, Bryan Rabin, Alexis Rivera, Liz Rice, Carol Stakenas, Yosi Sergant, Leyla Safai, Irene Tsatsos, Sowaila Zada

ART

Participants include: RVCA (Orange County), Elizabeth Paige Smith (Venice), New Image Art (Hollywood), LACE (Hollywood), Fallen Fruit (Silver Lake), Black Dragon Society, Happy Lion, Tom Solomon Gallery, Daniel Hug Gallery, Mary Goldman Gallery, Peres Projects, Sister, David Kordansky Gallery, Jack Hanley Gallery, China Art Objects, Trudi (all representing Chinatown)

DJs

PAPER Project official DJs Andrew Andrew + DJ Franki Chan (iheartcomix), Benjamin Cho, Amanda Scheer Demme

FASHION

Grey Ant, Benjamin Cho, Levi's, Brian Lichtenberg, Ashley Paige, Gareth Pugh, Rodarte, Jeremy Scott, Show Pony, ThreearFour

BEAUTY

M•A•C Beauty Parlor, M•A•C Ice Cream Truck, Rudy's Barber Shop

GAMES

The adidas ZX Game Lounge

MUSIC

The Adored, The Bushes, The Chapin Sisters, Dolphin Force, The Deadly Syndrome, Lucky Dragons, Midnight Movies, RTX, Sir Heffington and the Fingered Dancers

PANEL

"Unbound: How L.A.'s Art Magazines Are Changing the Face of Popular Culture" moderated by PAPER senior editor Carlo McCormick with Shepard Fairey (Swindle), Amir H. Fallah (Beautiful Decay), Tracy Forman-Snyder (Arkitip), Brendan Fowler (ANP), Eric Nakamura (Giant Robot). Sponsored by adidas.

FILM

The Neistat Brothers, Cheryl Dunn

PROJECT SPONSORS

We are grateful to our visionary sponsors and partners who supported us and this enormous project with such enthusiasm. You made it happen!

PAPER PROJECT TITLE SPONSORS



ADDITIONAL SPONSORSHIP BY



Special thanks to:

Audi, Kime Buzzelli, Ecco Domani, Evolutionary Media Group, James Gager, Abby Guyer, Heartschallenger, Krispy Kremer, Lee Krispin, Modernica, Red Bull, Jack Spade, Sheri Timmons

THE PAPER PROJECT L.A. 2006

(PRELIMINARY SCHEDULE)

Visit www.papermag.com for updates

TUESDAY, NOVEMBER 7 THE BEACH

4-5:30 p.m.: SANTA MONICA

TRACK 16 GALLERY, BERGAMOT STATION, 2525 MICHIGAN AVE., BLDG. C1

Meet legendary performance artists! PAPER columnist Tom Murrin, aka the Alien Comic, and Stephen Holman will conduct a tour of their new retrospective exhibit, "Tom Murrin vs. Stephen Holman."

6-8 p.m.: VENICE

ELIZABETH PAIGE SMITH ATELIER, 1423 ABBOT KINNEY

Enjoy early evening cocktails at artist/designer Elizabeth Paige Smith's new gallery and atelier. The PAPER Project L.A. invites you there to celebrate an exhibit of PAPER contributor Cheryl Dunn's photography.

8:30-12 a.m.: MALIBU

PAPER + RVCA = BEACH BLANKET BINGO, 6465 SURFSIDE DR.

The PAPER Project L.A. and Orange County's coolest art-loving surf brand RVCA team up to celebrate RVCA's Artist Network Program on Zuma Beach in Malibu with the cutest surf kids on the West Coast!

WEDNESDAY, NOVEMBER 8 CHINATOWN & ECHO PARK

5-8 p.m.: CHINATOWN

CHINATOWN GALLERIES ON CHUNG KING ROAD+ MEI LING WAY, PARTY IN THE CUL-DE-SAC AT 510 BERNARD ST

PAPER throws an arty party with our favorite Chinatown galleries! Participating spaces include Black Dragon Society, Happy Lion, Thomas Solomon Gallery, Daniel Hug Gallery, Mary Goldman Gallery, Peres Projects, Sister, David Kordansky Gallery, Jack Hanley Gallery, China Art Objects, Trudi, Ooga Booga. Enjoy Peroni beer, buns (dim sum) and amazing reggae music from I&I Sound who will be DJing from the back of an ice cream truck! The M•A•C ice cream/makeup truck will also be on site to keep your lips happy. Special surprises brought to you by participating galleries

8 p.m.-12 a.m.: ECHO PARK

LOCATION TBA. CHECK WWW.PAPERMAG.COM FOR UPDATE.

PAPER heads over to one of our favorite neighborhoods, Echo Park, to host a bash with DJ/co-host Alexis Rivera. Check out a live performance by PAPER's new favorite band, Very Be Careful. Once again, the M•A•C ice cream/makeup truck will be on site to keep your lips happy.

THURSDAY, NOVEMBER 9 SILVER LAKE

8 p.m.-12 a.m.: SILVER LAKE

RUDY'S BARBER SHOP, 4451 SUNSET BLVD.

We feel so at home in Silver Lake that we knew we had to throw a big party here. And we had to do it with our old friends at Rudy's, the shop that's like the Town Hall of this neighborhood. The party will feature local DJs and musicians, including Franki Chan (iheartcomix) and avant-punks Sir Heffington and the Fingered Dancers. Just to add an extra level of craziness, we've also invited our outrageous friends from Detroit who created Hair Wars, the insane hairstyling competition. (Lucky for us, they happened to be in town!) Get ready, because their hairdos are so high that they will barely fit in a car! M•A•C and PAPER will also be scouting and photographing the MOST AMAZING FACES we can find. If you have an amazing face, come on down and show it to us. Who knows, maybe you'll end up winning gifts from M•A•C and getting your picture in PAPER!

FRIDAY, NOVEMBER 10

THE PAPER PROJECT STOREFRONT OPENS!

12 p.m.-12 a.m.: HOLLYWOOD

THE PAPER PROJECT STOREFRONT, 5500 HOLLYWOOD BLVD.

We invite you to the opening of the PAPER Project Storefront, a three-day extravaganza of art, music, fashion, film and cultural kookiness. The storefront will be open to all from 12 p.m.-12 a.m., except Sunday, when we'll be open from 11 a.m.-5 p.m.

A DAY OF ART, FILM & MUSIC

5 p.m.: COCKTAILS

Opening reception celebrating participating galleries and artists in an exhibit of L.A. artwork.

6-7:30 p.m.: "Unbound: How L.A.'s Art Magazines are Changing the Face of Popular Culture" panel discussion presented by adidas and moderated by PAPER senior editor Carlo McCormick. Panelists include Shepard Fairey (*Swindle*), Amir H. Fallah (*Beautiful/Decay*), Tracy Forman-Snyder (*Arkitip*), Brendan Fowler (*ANP*) and Eric Nakamura (*Giant Robot*).

7:30-9 p.m.: FILMS BY THE NEISTAT BROTHERS

Our friends at Jack Spade have sent the PAPER Project L.A. some hilarious films fresh from downtown New York. Meet maverick mischief-(film)makers the Neistat Brothers as we screen some of their films.

9 p.m.-12 a.m.: OPENING PARTY!

DJ Amanda Scheer Demme will be spinning cuts from her new release, *HIS & HERS*.

Live music by Dolphin Force, The Deadly Syndrome & The Adored.

SATURDAY, NOVEMBER 11 A DAY OF FASHION, ART & MUSIC

12 p.m.-12 a.m.: HOLLYWOOD

THE PAPER PROJECT STOREFRONT, 5500 HOLLYWOOD BLVD.

1-3 p.m.: ASHLEY PAIGE

Ashley Paige and her bikini-clad girlfriends present a homeless doggie "bathe-in."

3-6 p.m.: OUR FAVORITE WEST COAST FASHIONS

Presentations/creations by Jeremy Scott, Rodarte, Show Pony, Brian Lichtenberg and Grey Ant

6-9 p.m.: GLOBAL FASHION INVASION

Presentations by Benjamin Cho, ThreearFour and Gareth Pugh

9 p.m.-12 a.m.: PARTY

DJ: Benjamin Cho

Live music by Midnight Movies & RTX

SUNDAY, NOVEMBER 12 A DAY OF INSPIRATION OUTREACH

12 p.m.-12 a.m.: HOLLYWOOD

THE PAPER PROJECT STOREFRONT, 5500 HOLLYWOOD BLVD.

12-5 p.m.: FASHIONMOBILE

Outside the PAPER Project Storefront

The PAPER Fashionmobile will be parked in front of the storefront, searching for fashion inspiration. Young designers show their work to the special board of experts on the Fashionmobile. The team will include PAPER editors Kim Hastreiter and Mickey Boardman, local fashion power press, as well as some celebrity surprises. So if you're an amazing fashion talent, come and show us your work. We want to discover you!

12-5 p.m.: INSPIRATION OUTREACH

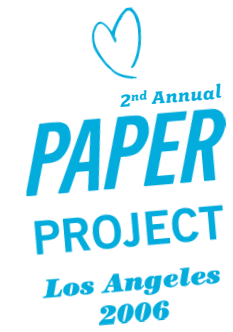
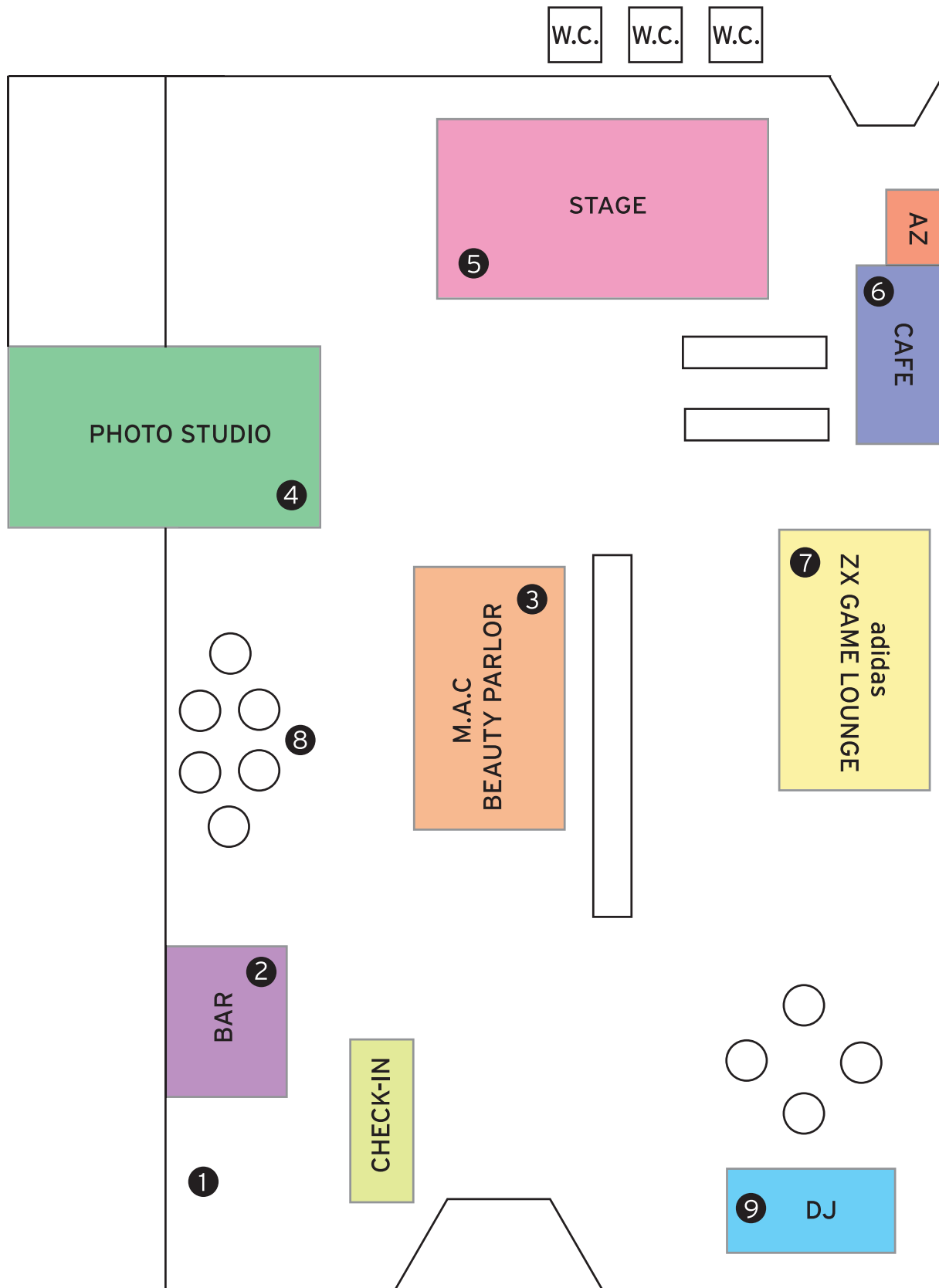
Inside the PAPER Project Storefront

PAPER editors and experts will meet, greet and review work by talented photographers, stylists, makeup artists, hairstylists and graphic designers. We're looking for mindblowing talent, so if you have it, come show it to us!

3-5 p.m.: WEST COAST WALKOFF

Levi's® hosts its invitational "Stylist vs. Stylist: West Coast Walk-Off." Watch eight of Los Angeles' hottest stylists work it out in an insane and potentially vicious fashion battle. Cheer on your favorites as they scramble against the clock to whip up a severe look and bring it to the runway! With Commentary from Andrew Andrew and a special performance by Kelly. Join us and the cutest stylists we can find in L.A. for cocktails and more...

Schedules are constantly being updated, so make sure you check in with us online at www.papermag.com



- ❶ M•A•C Amazing Faces photographer
- ❷ Peroni/Svedka Vodka bar
- ❸ M•A•C Beauty Parlor
- ❹ PAPER Project Photo Studio
- ❺ Inspiration Stage
- ❻ Hang Out Café
- ❼ adidas ZX Game Lounge
- ❽ Relax Lounge
- ❾ Andrew Andrew DJ Booth

Indoor lounge areas designed by Modernica

For the full, updated schedule,
visit www.papermag.com