

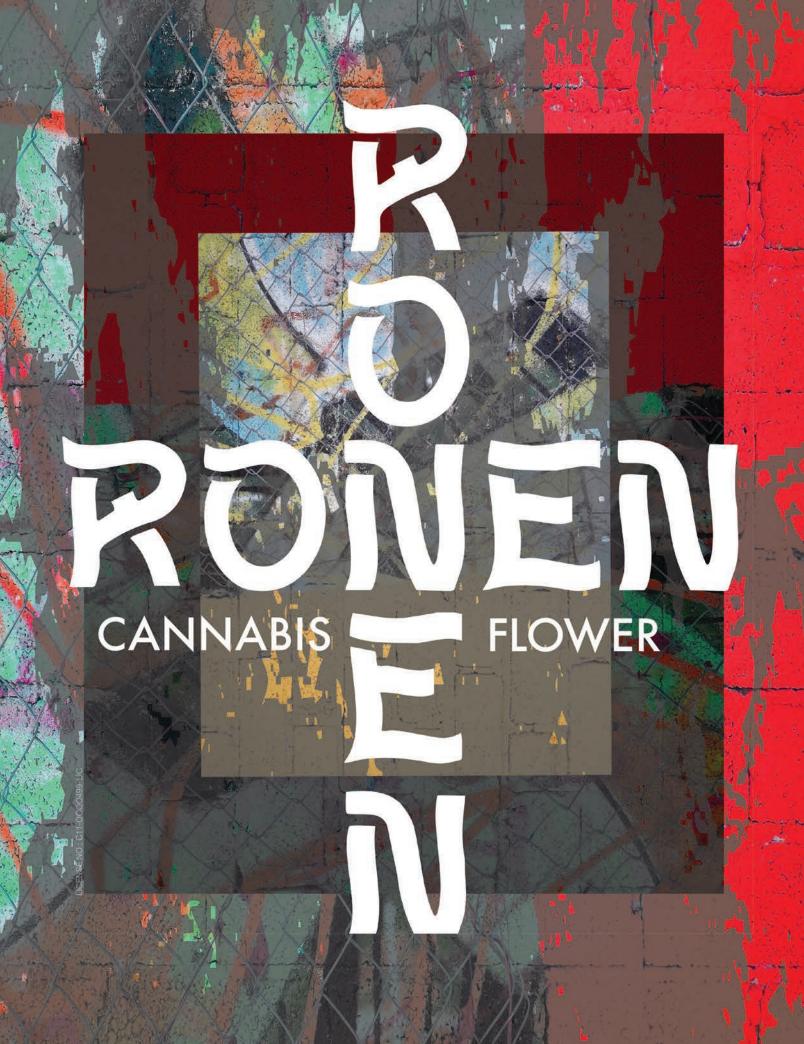


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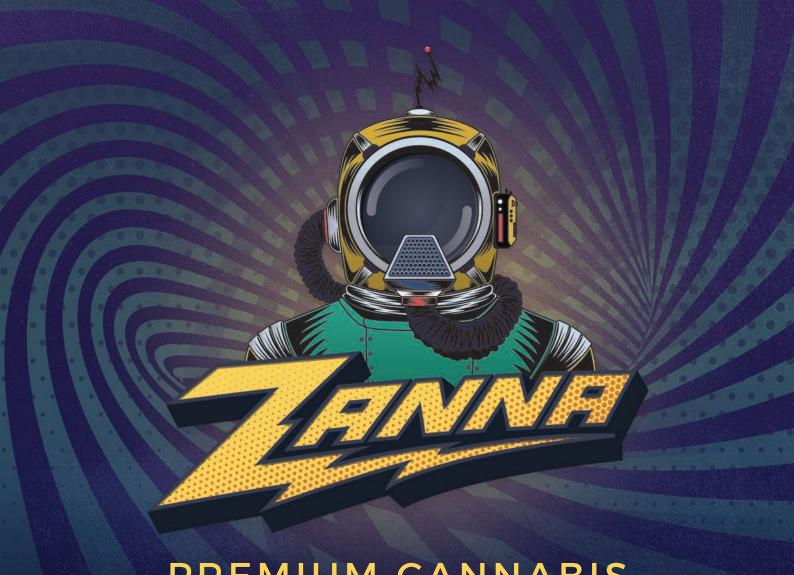
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MARCH 2020





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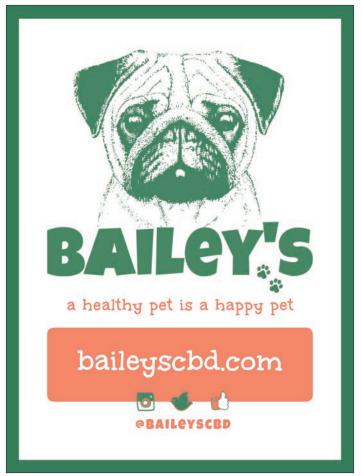
ORANGE COUNTY PHOTO BY KATYA CHIBELYAEVA



Life gave lemons to Southern California. Leave it to Californians to turn those lemons into art.

50 THE END





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March is that wonderful preview

to a vivid spring. A season of fresh blooms that inevitably follows as the rains fall and sunshine basks over freshly regenerated vegetation, reminding us that bright colors and suntan days have all but arrived. It signifies the final days of winter as the snow melts back into the rich Southern California soil, and the promise of flip-flops and shorts is only a few weeks away.

Orange County and San Diego are communities that vastly differ and yet both offer something unique. I lived in the OC for 10 years during the early 2000s, and as young girl, I spent family vacations trotting from LA to San Diego. I have a fondness for both places as so many happy memories stem from moments experienced that shaped my youth—and my adulthood.

Now that I'm older and my appreciation for California only deepens, traversing the local terrain is more than a mere flight of fancy. Options for community engagement are near limitless, so this month why not find a social movement to join, a cannabis brand to favor, or a Wonderland to melt into? There is so much to look forward to, including yoga in Carlsbad's fields of freshly bloomed flowers, meandering into unique storefronts in San Clemente, or sitting seaside watching surfers paddle out in Huntington Beach.

With the fate of our society dangling by a very fragile thread and as we all hunker down for what is bound to be a very long and trying political race, perhaps March can be a chance to regroup. Find a place to meditate, to gather your thoughts, to pause. Slow the chaos of the outside world with a stroll on Crystal Cove beach. Or enjoy the love and community exemplified in the seals and sea lions of La Jolla Beach Cove.

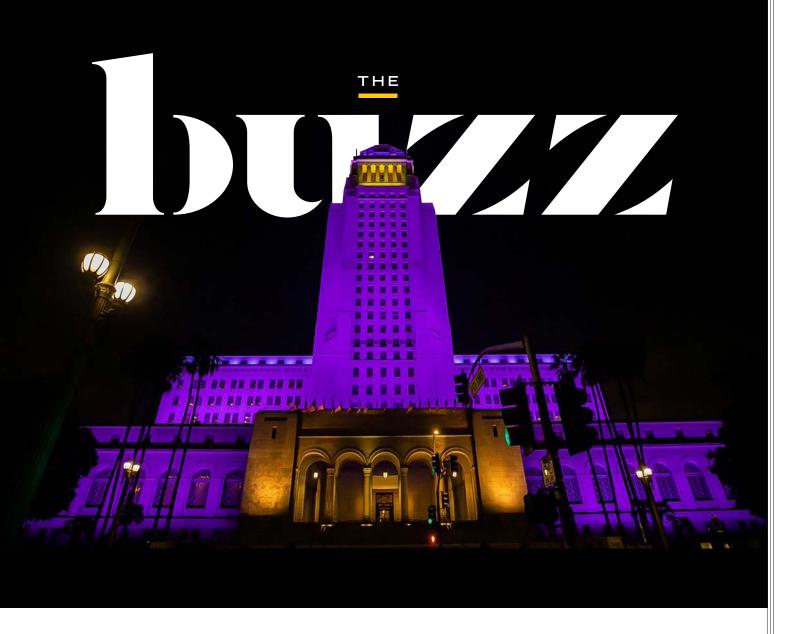
So, as you thumb through the pages of our March issue, my hope for each of you is that you seize the opportunity to live outside your comfort zones. See life from someone else's perspective and revel in your differences. It will broaden your appreciation for the world.

Live brightly,

Dawn Garcia @dawngarcia



I have a fondness for both Orange County and San Diego. They've shaped the happy memories of my youth and my adulthood.



Losing a Legend

Kobe Bryant's death devastates Southern California.

On January 26, Southern Californians mourned one of our local legends when news of a tragic helicopter accident confirmed the death of retired legendary LA Laker and Newport Beach resident Kobe Bryant, his 13-year-old daughter, Gianni, and seven other passengers. That evening, the Los Angeles City Hall was lit in purple and gold. "Kobe Bryant was a giant who inspired, amazed, and thrilled people everywhere with his incomparable skill on the court—and awed us with his intellect and humility as a father, husband, creative genius, and ambassador for the game he loved," Mayor Eric Garcetti said in a statement. "Bryant will live forever in the heart of Los Angeles and will be remembered through the ages as one of our greatest heroes." Bryant

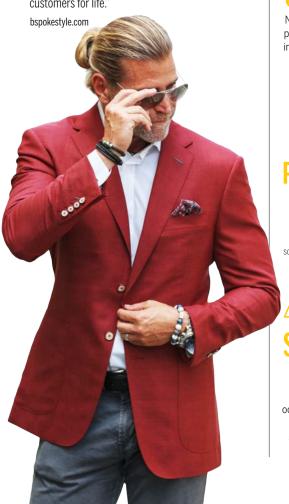
is survived by his wife, Vanessa, and their three daughters, Natalia, Bianka, and Capri.

The seven other passengers who lost their lives that day include Orange Coast College coach John Altobelli, his wife, Keri, and their daughter, Alyssa; mother and daughter, Sarah and Payton Chester; girl's basketball coach Christina Mauser; and pilot Ara Zobayan.

SOPHISTICATED **SUITS**

A custom design studio makes clothing fit for Clooney.

Founded by Dave Welch, Bspoke is a clothing store in Costa Mesa devoted to providing men with gorgeous, personalized menswear that makes them look as glossy ready as Clooney, Pitt, or Idris Elba. Welch set out to create clothing that went beyond simply making a nice suit. He sells confidence, and offering well-made, incredibly fine fabrics tailored to you is exactly how he does it. The company aims to give its clientele more than a single suit. They want to have strong relationships with their clients to create wardrobes that will last for years. Co-owner Kim Welch adds, "From our initial consultation to the very last fitting, with a couple of cocktails in between, our team ensures that you will get the best possible experience, and because of it, you will become customers for life."



NUMBERS

The amount of gas saved by using public transportation each year

SOURCE: apta.com

Number of missing person reports filed in California in 2018

SOURCE: oag.ca.gov

The percentage of water your body loses on a 10-hour flight

SOURCE: rustourismnews.com

The number of named species currently in the ocean (not including the deep sea)

SOURCE: World Register of



AEON BOTANIKA

A new wellness space is opening its doors to expand the cannabis

West Hollywood is the city that launched the first legal cannabis café in the nation with OG Cannabis Cafe. The city's commitment to bringing more like-minded companies into the space and to the community is leading the charge. This spring, Angelenos are invited to Aeon Botanika, a new modern cannabis wellness space. The storefront will include a plant-based café; wellness center with services such as bodywork, acupuncture, and other holistic services; and a Moroccan-inspired tea and hashish lounge. Its mission is to introduce "Cannabis with Conscience, leading the way in curating brands in our stores that share our values for high-quality, social equity, and the ethical, sustainable production of cannabis products." On-site consumption is allowed. @aeonbotanika

"Is the lazy co-worker's apathy a dis to your inner hard worker's sense of ambition?"

-Issa Rae, actress and writer



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1 READING ROOM The Glass Hotel by Emily St. John Mandel

(Knopf, \$27). Showcasing her signature literary prowess, Mandel explores the infinite ways we search for meaning in this much-hyped new release, expected March 24. Also out this month: It's Not All Downhill from Here by How Stella Got Her Groove Back author Terry McMillan.

2 STREAM THIS Freeform's The Bold Type. Now in its third season, this sleeper hit could be your new favorite series. It's mine, in no small part because it centers on three young women working for a New York mag. But also because it's witty AF, aspirational, and depicts successful women who are defined not by their relationships but by their careers. It's empowering, and you should watch it for free on Freeform, or on your favorite streaming platform.

3 LISTEN UP NPR's Life Kit podcast offers tools to keep it together. And by you, I mean me; I need all the help I can get. Picking out a lightbulb last fall had me staring mouth agape in a store aisle for a half hour trying to make sense of all the options. After listening to "Picking" Out a Lightbulb, Made Easy," I know which bulb's for me. Life Kit's episodes are short, to the point, and offer tips on how to do things like start therapy, start a book club, master your budget, remove stains, and juggle paperwork, appointments, and repairs. Basically how to adult.

4 GROWING TREND Pot in Pots. The Swiss-cheese-leafed Monstera is last year's "It" plant. Cannabis is the hashtagable houseplant of 2020. Get in on the trend. Depending where you live, you can find clones or seeds at select dispensaries with an easy google—while you're at it, look up local laws regarding home grows. Cannabis cuttings (a.k.a. clones) are pretty easy to root—check *Leafly.com* for tips—and you should definitely bring some to your next plant swap. Spread the word, spread the love.

"BUT YOU CAN'T EXERCISE AND BE HIGH. IT'S IMPOSSIBLE."

-Tommy Chong, comedian/cannabis activist

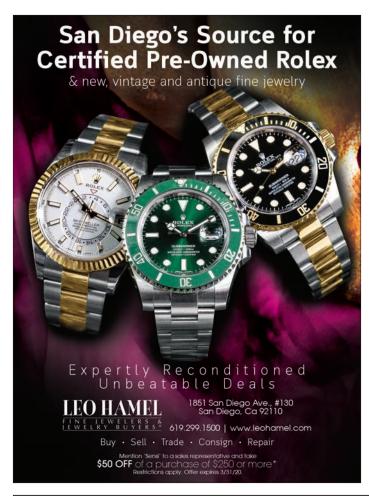


Glamorous Cannabis

A hemp-based self-care line offers a link to the senses.

Cannabis wellness has become a real part of our daily lives, from lit yoga classes to infused bath bombs, topicals, and luxury CBD products. Mineral, founded by Matthew "Mills" Miller is a top-shelf hemp-based bath and body product line. Among the impressive lineup is Maison and Sousa, both available at the Neiman Marcus (neimanmarcus.com) in Los Angeles. Maison (\$70), made with hints of sage, sandalwood, and mint, is intended to reduce inflammation and soothe stressed skin in need of restoration. Sousa (\$70) is a body oil and treatment made with 200 milligrams of CBD and the hemp-derived terpenes linalool and limonene.

The line is known for its sleek design, elegant aesthetic, scientific sophistication, and scents that evoke the undeniable allure of French perfumes. Miller is known as a pioneer in the cultivation of hemp plants. with an eye for design, creative campaigns, and high-quality products. You can find several products at Neiman Marcus in LA, San Francisco, Boston, and Las Vegas.





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The Next **Viagra?**

Promescent promises longer-lasting sex.

Although PE, or premature ejaculation, doesn't have guite the same stigma as ED (erectile dysfunction), it can definitely become a barrier to intimate and meaningful lovemaking. It's also a common problem for couples. In fact, Psychology Today recently reported on the "orgasm gap." In case you hadn't noticed, men tend to reach an orgasm during heterosexual lovemaking about three times faster than women—5.5 minutes vs. 18 minutes. According to the new brand and

product Promescent, up to two billion women go without orgasms each year as a result of this issue. Makers of Promescent, a climax-delay spray, claim it prolongs lovemaking. So, will it become the next Viagra? Check it out for yourself and see if it improves your sex life.

promescent.com

VOX POPULI

Question: What is the one thing in life you want to be remembered for?



GWENN ZEOLI Photographer Costa Mesa, CA

Halmstad, Sweden I don't want to be

Chef



ANDREAS MALMBERG



Jacinda be'reta Marketing Manager Seal Beach, CA

Living and raising a kind human who will hopefully make a greater impact than I have.

When you're faced with your own mortality, your perspectives change. It's the simple things that matter. Mine would be: "She loved...with an unending passion; the very way she loved life itself."

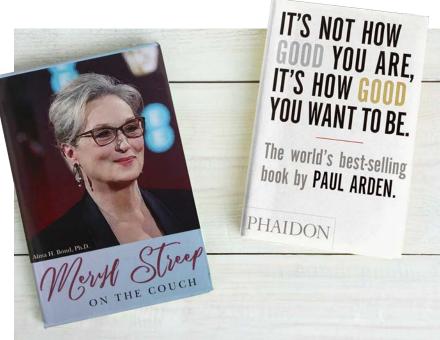
GOOD READS

Add these books to your reading list.

Meryl Streep on the Couch by doctor Alma H. Bond is a look at the inner workings of actress and activist Meryl Streep. Bond, a clinical psychoanalyst, is known for her couch sessions with famous women in history like Barbra Streisand, Hillary Clinton, Marilyn Monroe, Jackie Kennedy Onassis, and Michelle Obama. Streep approached her when researching the role of psychoanalyst for her film The Psychotherapist and what follows are stories, insights, and a deeper appreciation for Streep as a woman, mother, activist, and actress. Bond was married to the late Streetcar Named Desire actor. Rudy Bond.

Available at amazon.com, barnesandnoble.com, and bancroftpress.com

It's Not How Good You Are, It's How Good You Want to Be by Paul Arden may possibly be the most encouraging book anyone in the marketing, publishing, or advertising worlds can read. Pages and pages of honest, inspiring anecdotes, quotes, personal stories, and failures and successes make this book a must-read. Answering everyday questions with logical responses. Arden has written a cohesive handbook for navigating through the terrain of life by altering your conditioned mindset. The



message: it doesn't matter what job you have or where you are in your journey. His positivity and intellect will make it near impossible not to accomplish something epic in your own life.

Available on amazon.com

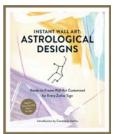






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POP GOES THE CAP

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"I never took acting classes, but I knew I could do it based on the skill with which I lied to my parents on a regular basis."

-Rvan Revnolds, actor



RideConnect

On the App Store and Google Play rideconnect.com



PLAYING WITH THE BIG BOYS

RideConnect qualified as a finalist in Austin's \$100,000 City:One Challenge, an initiative powered by Ford Mobility, in collaboration with corporate partners including AT&T, Ford Motor Company, Microsoft, and Dell Technologies.

In an age where using a rideshare service like Lyft and Uber is commonplace, finding a company that has the potential to disrupt the way we use those services is a welcome solution. While it's convenient in big bustling cities like Los Angeles and San Diego, as well as Orange County, something about calling a stranger to pick you up can feel like a bit of a gamble in terms of safety, cleanliness, etc. Thankfully, most drivers are great conversationalists, have clean cars, and undergo safety-approved security checks (if you're using Lyft). And when

you find a truly great driver, how amazing and convenient would it be to be able to call them directly for pickups whenever you needed to go somewhere?

RideConnect, founded in 2015 by Santosh Krishnan, addresses some of the challenges we face when using Uber or Lyft, including safety, building trust and good working relationships with drivers, and being able to pre-negotiate rates that serve riders and drivers alike.

Krishnan got the idea for RideConnect while waiting for a cab one night in the pouring rain in New York

"Riders have the power to only get rides with trusted drivers and can even insist that these drivers [meet certain criteria] before they allow them into their private community."

-Santosh Krishnan. co-founder of RideConnect

City. "Heading to the East side for the evening often [meant] waiting forever to get a cab back to the West side, especially around 4 a.m.," Krishnan says. "Often cabs would only [take you] if you were going where they wanted." Krishnan and his friends were frustrated by the near impossibility of finding a cab that night, when a perfectly normal looking Toyota pulled up and the driver rolled down the window. "Twenty dollars anywhere in Manhattan," he said. That was the aha moment.

"Without even thinking, we hopped in and



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were off," Krishnan says. "It was only on the way that I started feeling a bit uneasy. I don't know who this is. I have no idea if he's going to harm me or not, and frankly, I didn't give it much thought before accepting his offer so readily. This was not a good situation." That onset of reasonable fear really got Krishnan thinking.

"What if we could have an app where you push a button and someone from your trusted private network were to come to your aid?" Krishnan joined forces with Allan Pichardo, and together they began development of Ride-Connect. "That's when we turned our focus on transportation and how to facilitate it within a

trusted private network," Krishnan says.

Doing field research and utilizing both Uber and Lyft, Krishnan noted patterns where he'd request a ride and no drivers were nearby or available. Over the course of several rides, he would connect with drivers he felt comfortable with and they'd exchange numbers. In the event he couldn't find a ride? He'd give those drivers a call. "From that experience, it became clear that in many cases, even if a driver is not in your vicinity, the prospect of return business will motivate the driver to be available for you when you need a ride," Krishnan says. "As long as you can inform the driver with enough time

for him to come to your area, the driver will consider your business over the hope of business from someone else."

Knowing that the world we live in is full of potential dangers, Ride-Connect is intended to offer users the tools to help them make smarter decisions before getting into a stranger's car with its private ridesharing platform. "The intent is to enable the rider to selectively allow drivers into their network so that the drivers meet certain minimum criteria." The private network app gives riders the option to select criteria they need met in order to feel safe, giving them control of who picks them up. "With these features, riders have the

power to only get rides with trusted drivers and can even insist that these drivers pass certain background checks or produce certain evidence of their qualifications before they allow them into their private community."

In the gig economy, making a profit is very rare with the exception of companies like Airbnb. Eliminating a middleman by delivering services to both sides of user and service provider is critical to seeing real tangible profits. "We believe that for us to make money, we need to facilitate transportation between those who want it and those who provide it, while giving both sides options in terms of pricing, privacy, and security," Krishnan says. "Instead of preventing both sides from transacting with one another, RideConnect encourages it."

One of the major concerns of RideConnect at present is enforced background checks for drivers. Krishnan hopes in time, that can be rectified. Like all rideshare services, safety is paramount, and there is still a lot that needs to be worked out to make it the safest alternative to taxi cabs, trains, subways, and buses.

PLENTY TO SHARE

Ride hailing (also referred to as "ridesharing") services are used by roughly 74.3 million people in the United States alone. Revenue generated from ridesharing will amount to \$56.23 million this year, showing an increase of \$20 million. SOURCE: statista.com

Tiny homes are an obvious solution to housing and climate issues. Why isn't it easier to find places for them?

TEXT ROBYN GRIGGS LAWRENCE

Size Vlatters



I visited Jay Shafer's meticulous American Gothic-style house in a sun-dappled Iowa City backyard shortly after we launched Natural Home magazine in 1999. The Dow had just surpassed 10,000, mortgage credit

requirements were melting into oblivion, and America had a bad case of McMansion Mania. Shafer's 130-square-foot home (yes, you read that right), built for \$40,000, was a hard "no" to all that. It was also cozy and inviting, and Shafer described himself as a claustrophile (someone who loves closed-in spaces).

Shafer won the Philosophy and Innovation Award in our Natural Home of the Year contest because his adorable house embodied

everything the magazine stood for, and he wasn't afraid to say things. He said that we Americans like our homes like we like our food—big and cheap—and he was the first to figure out that putting a tiny house on

wheels makes it an RV and therefore not subject to city and county minimum-size standards and codes. He wasn't shy about his intention to make tiny homes a revolutionary alternative in a housing market headed for disaster.

"I am certainly not proposing that everyone should live in a house as small as mine," Shafer wrote in the letter accompanying his contest entry. "Such minimalism would be excessive for most people. What I am saying is that the scale of our homes should be as varied as the spatial needs of their inhabitants, and that it is those needs rather than government regulations and conspicuous consumption that should determine house size."

Shafer's message was radical, and largely ignored, in the frenzy

leading up to the 2008 crash. But his company, Tumbleweed Tiny Homes, built a following, and he built a name for himself as the godfather of a fledgling tiny house movement (one blogger called him "the George Washington of simple and sustainable living"). He wrote The Small House Book and was on The Oprah Winfrey Show. Then he lost the company in a business dispute and his house in a divorce, and he was homeless for a while, living in a pigpen inside a shed. Determined never to live that way again, Shafer designed a 50-square-foot home that cost \$5,000 in Sebastopol, California. He gives master class workshops at tiny house festivals around the world (including the Tiny House Festival Australia in Bendigo, Victoria, March 21-22).

"The evolution of tiny houses has paralleled the digital revolution, since this whole tiny thing started at the turn of the century," Shafer told foxnews.com in 2014. "Once it became possible to have a remote little phone instead of a landline and a wall-mounted flat screen instead of a 2-foot-by-1foot chunk on the dresser, folks started seeing the potential for living in what basically amounts to a laptop with a roof."

A Status Symbol for **Humble Braggers**

Though 82 percent of renters say they would like to buy a home someday, according to Fannie Mae, homeownership is at its lowest point since 1965. Ordinary people can't afford the American Dream (median listing price: \$310,000). In the Bay Area, homebuyers paid twice their annual income for a house in the 1960s; today, they shell out nine times their yearly salary. Only 13 percent of millennial renters in the United States will have enough cash to put 20 percent down on a house in the next five years, according to an Apartment List survey.

Tiny homes are much cheaper, with prices ranging from \$10,000 to more than \$200,000 (averaging about \$65,000), and

operating and maintaining them costs a lot less. When the International Code Commission made changes to its residential code to facilitate tiny house construction in 2018, it reported lifetime conditioning costs as low as 7 percent of conventional homes.

That reality is driving the spike in interest in tiny homes, which are getting a lot of attention as a solution to the affordable housing and homeless crises, with the added bonus of being kinder to the planet than a traditional three-bedroom/two-bath. Whether they live in tiny homes for financial reasons or not, climate-aware homebuyers get a status symbol that flaunts their honorable choice to reduce their footprint and live with less—no easy thing to do, even in this post-Kondo age.

It doesn't hurt that tiny homes—generally defined as homes with less than 400 square feet—are now readily available in every style, from your basic shed to sleek Dwell-worthy models. You can buy plans and build a tiny house yourself or pick one out online and have it shipped to you. You can even order one on Amazon. Used tiny homes, along with inspirational stories and information.

LIVE TINY AND FREE

More than twice as many tiny homeowners-68 percent compared with 29 percent of all US homeowners-have no mortgage, and 78 percent own their own home. SOURCE: thetinylife.com



LEFT: The dining table in Jay Shafer's 130-squarefoot home could be taken down and stored in a closet when not in use.



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WHERE TO TRY TINY

Think you might love a tiny house? airbnb.com, vrbo.com, glampinghub. com, and getaway.com all have tiny home listings to sample the lifestyle.

> can be found at sites like tinyhousefor.us, tinyhousetalk.com, and tinyhouselistings.com.

Tiny Home Nation: 10K Strong

More than half of Americans would consider a tiny home, according to a National Association of Home Builders survey. Potential buyers and just-dreamers flock to check out micro-houses, "schoolies" (converted school buses), and vans at tiny home festivals like the Florida Suncoast Tiny Home Festival in St. Petersburg (March 28-29) and the People's Tiny House Festival in Golden, Colorado (June 6-7). But the reality is that only about 10,000 people in North America—the lucky ones who have managed to find parking spots—actually live in tiny homes.

Like anything that disrupts the norm in a conformist capitalist culture, building a tiny home in a world of ticky-tacky boxes is not easy. The good news is that times are changing, as municipalities consider tiny home villages as a way to house the homeless and marginalized communities. Still, most states only allow tiny homes to be parked in rural areas (Massachusetts, California, Florida, and Oregon are somewhat more



lenient). Because most zoning laws in the United States don't have a classification for tiny houses, most owners have to follow Shafer's lead and register them as RVs, trailers, or mobile homes.

In most places, zoning ordinances won't allow you to buy land, park your tiny home/RV, and live happily ever after. You either have to rely on the kindness of family and friends with backyards or pay a monthly park fee to rent a space in one of the tiny home villages cropping up across the country. Park Delta Bay, an RV resort in Isleton, California, now has a row reserved for tiny homes. At Village Farm, an RV resort that's turning into a tiny-home community in Austin, Texas, residents pay about \$600 to \$700 a month to park and use the services.

Slowly, city and state governments are responding to homebuyers' demands for tiny home

opportunities beyond RV resorts. Portland, Oregon, (but of course) has relaxed its ordinances to allow for everything from tiny house communities to tiny house hotels. In Rockledge, Florida, citizens demanded zoning changes allowing for a pocket neighborhood with homes ranging from 150 to 700 square feet. A tiny home community for low-income residents is under way on Detroit's west side, and Vail, Arizona, built two dozen 300to 400-square-foot houses for schoolteachers.

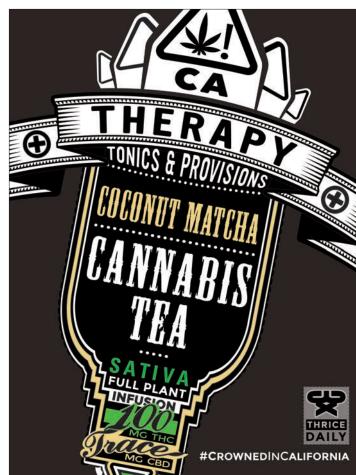
Advocacy groups have been paving the way for tiny homes since Shafer and a few friends founded the Small Home Society in 2002, and they're seeing a resurgence. In 2017, a group of University of California-Berkeley students launched the Tiny House in My Backyard (THIM-BY) project to promote research and development and raise awareness of tiny house communities.

Operation Tiny Home is a national nonprofit that helps people "maintain a life of dignity" through high-quality tiny housing and empowerment training programs.

In Canada, activists calling themselves Tiny House Warriors are taking the revolution to the next level, placing "resistance-homes-on-wheels" along the pathway of the proposed Trans Mountain Pipeline. "We are asserting our inherent, God-given right to our lands," says Kanahus Manuel, a leader of Tiny House Warrior. "We're defending what's ours, and tiny homes are how we're doing it."

Interior and exterior of the Let's Get Stoked tiny house model from Rocky Mountain Tiny Homes.







Mona Van Joseph has been an intuitive since 2002. She is an author, columnist, and host of Psychic View Radio. She created dicewisdom.com, which also has a smartphone app. mona.vegas

HOROSCOPE

MARCH HOROSCOPE

What do the stars hold for you?

TEXT MONA VAN JOSEPH



Listen to the compliment that presents itself to you as a criticism; energies will make you better through jealousy and roadblocks. It could be that you realize it's time for a change.

MAR. 21-APR. 19 **ARIES 𝑉**

There is something to celebrate that presents itself to you. To thank the universe for this opportunity or inspiration, donate to an organization a few times this month.

APR. 20-MAY 20 TAURUS &

Do not try to impress anyone who isn't treating you well. Please agree with the vibration that you are perfect the way

you are—and totally step back from the people who are taking advantage of your good nature.

MAY 21-JUNE 20 GEMINI エ

It's time to apologize for the things you have done to hurt people. If your ego won't let you actually call them to apologize, write them a "spiritual" letter telling them you were unfair to them and that you are sorry.

JUNE 21-JULY 22 CANCER 55

"Today is the first day of the rest of your life." The door to your future couldn't open any wider. If you want the job, you can have it. If you want that relationship to go to the next level, you can have it.

JULY 23-AUG. 22 LEO €

People are about to prove to you how much they love you. March is when your gratitude toward people who are supporting you will make all the difference.

AUG. 23-SEPT. 22 VIRGO ™

There are angels surrounding you. Pennies and feathers in your path are likely. This is a month of being aware of how things are lining up for vou. Accept all invitations.

SEPT. 23-OCT. 22 LIBRA 요

Coincidence will be your best friend this month. It's time to drop (old) ideas that you can't have what you want...you totally can. Pay attention!

PISCES. **ENERGIES WILL USE JEALOUSY AND ROADBLOCKS TO MAKE YOU BETTER THIS** MONTH, IT **COULD BE THAT** IT'S TIME FOR A CHANGE.

OCT. 23-NOV. 21 SCORPIO ™

Practice saying nice things about people. Do not take on the bad karma right now of backstabbing those who truly do not deserve it. Ask yourself: "Am I basing my opinion on someone else's agenda?"

NOV. 22-DEC. 21 **SAGITTARIUS 孝**

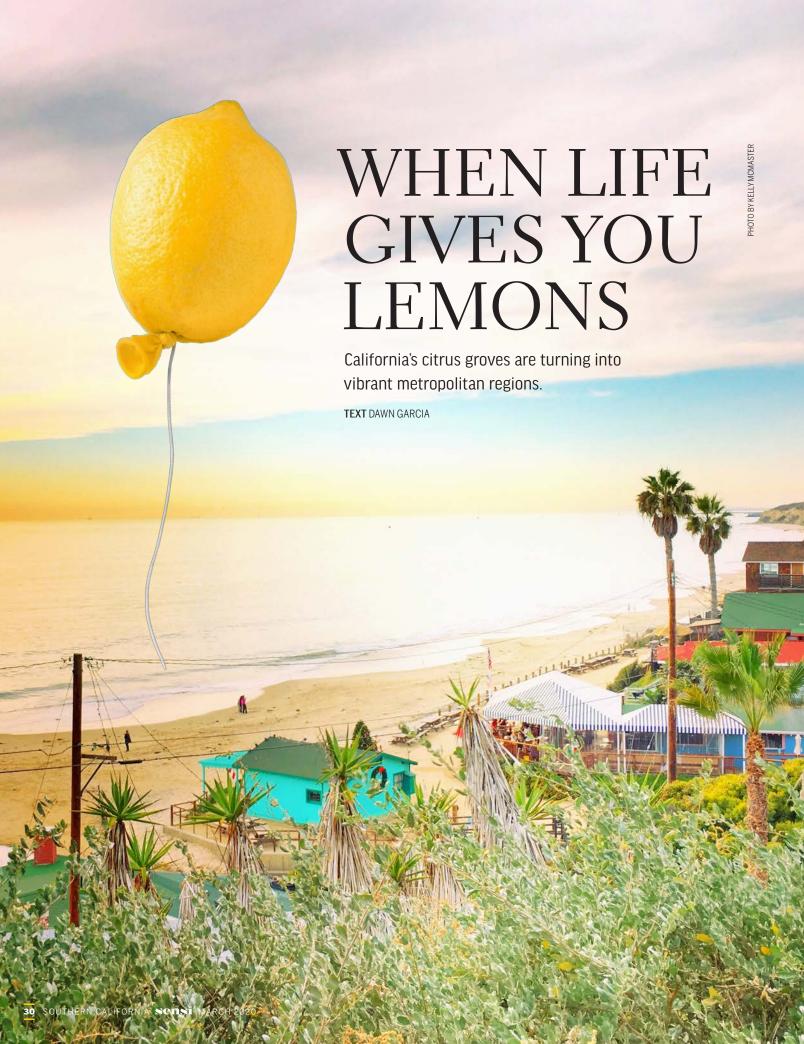
You are the owner of this lifetime and acting as though you do have the power to change things will make all the difference this month. You will get a sign that you are on the right track.

DEC. 22-JAN. 19 CAPRICORN 30

When you focus on one thing at a time, you are a genius. Avoid multitasking this month. Better to spend the time to make sure it's done right the first time.

JAN. 20-FEB. 18 AQUARIUS 🗯

Embrace the high energy of spinning lots of plates right now. You are the chef who has many pots simmering, and it's time to admit that you like it this way. Thrive by making the magic happen with all the resources available to you.





o matter where you stand on the changing world, California is a place that represents approximately one out of every eight American citizens with a population surpassing 40 million. When you look south of Los Angeles to Orange County and San Diego, you'll find regions that have literally made the most of life giving them lemons—and oranges, avocados, blackberries by turning an agricultural community into a thriving metropolis.

THE OC

Starting with humble beginnings, Southern California by every definition is an agricultural region built on dreams and hard work. Orange County is known for citrus orchards and ideal weather for just about anything to grow and thrive. Dating back to 1889, its orange groves have acted as the conduit to a budding economy. However, it was in 1904 when the Pacific Electric Railway expanded to Orange County that the region was declared a desired alternative for the Hollywood elite, and Orange County's appeal grew.

Deemed a weekend retreat and getaway by celebrities, generating new income streams for locals and entrepreneurs willing to call Orange County home, the OC became a California destination. The 1920s were evidence that a short drive from Los Angeles, thanks to the implementation of Highway 101, was just what city folk needed for a quick reprieve. Once Interstate 5 was completed in 1954, the OC was referred to as a bedroom community for those who worked in aerospace and manufacturing, and in 1955,

Disneyland opened to the public, adding to its growth.

From Santa Ana to San Clemente, the OC encompasses just 948 square miles of terrain, of which 157 square miles are covered in water, making it the smallest Southern California county. Tiny but mighty, the OC has overcome many obstacles, including filing for bankruptcy in 1994 after a \$1.5 billion loss and investment fund meltdown. Still, by 1996, the county was already out of the red and back on track for economic growth.

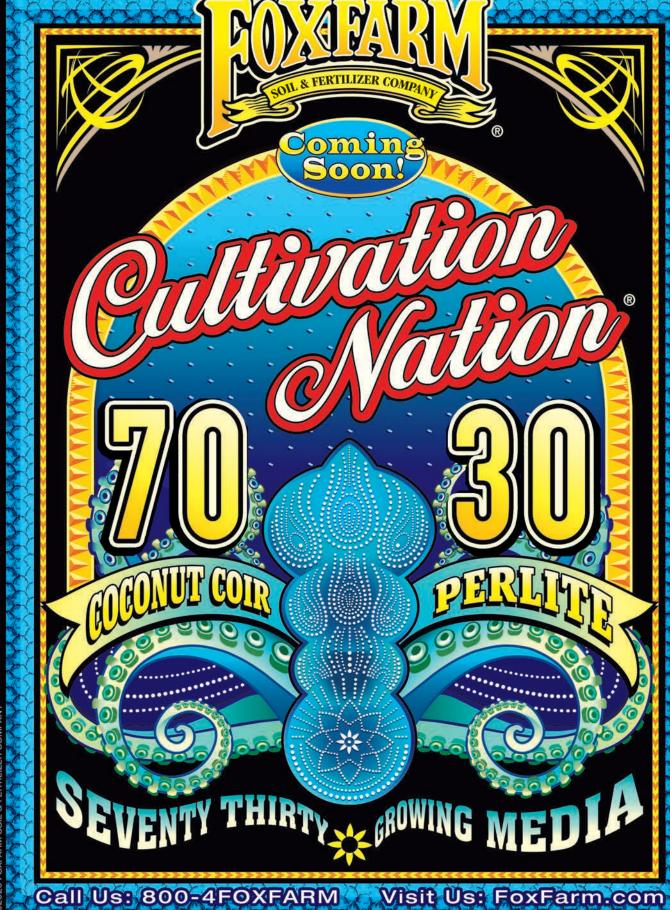
Over the years, much has happened in Orange County, but some of the more notable (and playful) facts about the area are well worth learning about. For starters, some epic movies and bands have derived from the area. Some major Hollywood films were filmed in Crystal Cove, including Treasure Island (1934), Creature from the Black Lagoon (1954), and Beaches (1988). More recently, several blockbusters have been filmed in the OC, including Jerry McGuire (1996), Ocean's Eleven (2001), Catch Me If You Can (2002), Hangover Part III (2013), and American Sniper (2014).

The county is home to Knott's Berry Farm, the Anaheim Ducks, the FivePoint Amphitheater, and Blizzard Entertainment. It has so many hidden gems, including the art and LGBTQ communities of Laguna Beach; high-end shopping in Newport Beach; unique storefronts; art, skate, and surf spots in Huntington Beach; and so much more. And yes, there are still citrus orchards but not as many as the county's namesake would suggest.

OGs OF THE OC

Legendary actors John Wayne, Michelle Pfieffer, Will Farrell, Diane Keaton, Kevin Costner, and Steve Martin as well as iconic athletes, including Kobe Bryant, Magic Johnson, and Tiger Woods, have all called OC home at one time or another.

Bands like Social Distortion, The Offspring, Save Ferris, and Gwen Stefani's No Doubt also started out in Orange County.



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SAN DIEGO

It's said that orange and lemon trees were cultivated in the mission gardens in Baja, California, prior to 1739. When the Franciscans erected their first mission in San Diego in 1769, it's probable that they took the seeds from blooming citrus trees in Baja. The first significant orange orchard planted in California was planted further north in Los Angeles in 1804 because the fathers of the mission prized citrus and believed their orange and lemons were solely intended for those at the missions. Frenchmen Jean Louis Vignes planted a second orchard in Mission San Gabriel, but at that time, the orchards were still cultivated for personal use. But soon the region looked to planting citrus trees with the intention of selling the fruit.

San Diego was incorporated as an official county of California on March 27, 1850, but it would be decades before the city found its footing. By 1890, San Diego wanted to be known as the Gibraltar of the Pacific, and in the 1920s, it became a thriving naval base and marine base. The US Navy built seven naval bases, making San Diego a pivotal training location during World War I. During World War II, the Pacific Parachute Company, founded by two African Americans, Howard "Skippy" Smith and actor Eddie "Rochester" Anderson of the Jack Benny Show, manufactured military parachutes, contributing to the war effort. The company hired a diverse workforce and was awarded the National Negro Business League's Spaulding Award in 1943. The manufacturing plant

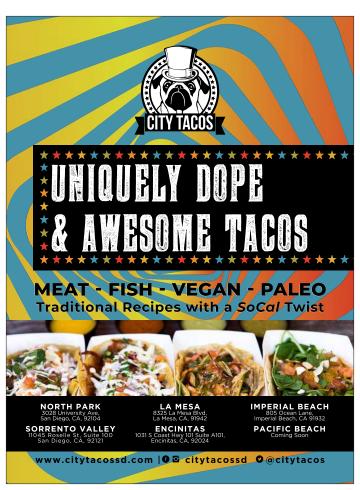
closed down in 1944, but the building still stands today.

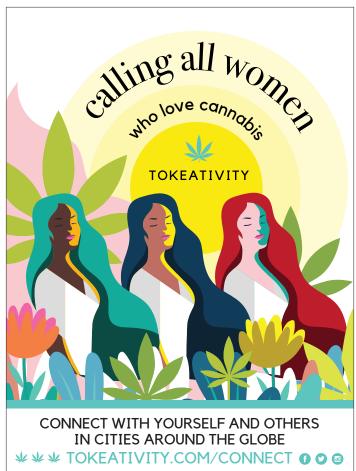
Mission Basilica de Alcala

San Diego hosted two World Fairs in 1915 and 1935 that inevitably led to what is now known as Balboa Park and the San Diego Zoo, both rich in history. Throughout those thriving years, philanthropy and ocean exploration had grown. Sister and brother



Celebrities Cameron Diaz, Nick Cannon, Adam Brody, Mayim Bialik, Adam Driver, Mario Lopez, Pearl Jam's Eddie Vedder, RuPaul, snowboarder Shaun White, and skater Tony Hawk all hail from San Diego.







San Diego is the preferred spot of the neighborhood seals and sea lions that bask in the sun on the beaches of La Jolla Cove.



Ellen and E.W. Scripps opened the world-renowned Scripps Institute of Oceanography in 1903, and to this day it is one of the most recognized research and education institutions of oceanography.

During this time, fishermen realized that there was ample tuna in the surrounding waters, making San Diego the tuna capital of the world from 1910 to the 1970s. Over time, tuna fishing migrated to Mexico. The last cannery in the area closed in 1984, costing the area thousands of jobs, but it wasn't in vain. The area is home to more than 70 large vessels and sixpack charters to choose from and is the world's largest sport fishing

fleet. With year-round fishing, San Diego is one of the best places in the world for catching tuna.

The local economy today is still fueled by the military, but as gentrification took over neighborhoods and the county went through many reinventions, it is to date one of the more diverse areas of California. With a largely Hispanic and Asian population, San Diego is a source of some genuinely exquisite food, is rich in cultural history, and is abundant in things to do.

San Diego is also a progressive place. In 2011, the city hosted the first Pride Parade in the nation to have openly gay active and retired military members marching. The

next year, it honored gay rights activist Harvey Milk by naming a street after him, with the 2012 Pride Parade starting from the newly named street.

San Diego County is home to Sea World, Balboa Park, the Gaslamp Quarter, Point Loma and Cabrillo National Monument, Seaport Village, Carlsbad Fields of Flowers, the USS Midway Aircraft Carrier Museum, Mission Basilica San Diego de Alcala, Old Town, haunted cemeteries, and more. It is also the preferred spot of the neighborhood seals and sea lions that bask in the sun on the beaches of La Jolla Cove. S

Paper-engineering obsessives create the first pop-up book to explore the world of cannabis. TEXT LELAND RUCKER 36 SOUTHERN CALIFORNIA SCIISÍ MARCH 2020

ollaboration is a wonderful thing. When my friend Rosston Meyer told me a few years ago that he was planning a pop-up cannabis book, I thought it sounded like a great idea. I knew Meyer ran an independent publishing house designing popup books in collaboration with artists. Meyer is a designer with a passion for art and pop culture, so I imagined his books were a modern upgrade of the old-school pop-up books I played with as a child—3-D elements and foldouts, tabs to pull and wheels to spinbut with a modern aesthetic that appeals to adults. "A pop-up on pot would be cool to flip through and play with," I remember thinking. "I hope he does it."

A few years later, Meyer came around to show me a physical mock-up of his pot-themed popup, which he'd titled Dimensional Cannabis. What he showed me was a modern art form I wasn't aware existed. Yes, the book featured 3-D elements and foldouts, with tabs to pull and wheels to spin, but what I had pictured was similar only in concept. These were intricate and elaborate kinetic paper sculptures that painted a picture and brought it to life. I was blown away. So, when he asked if I'd be interested in writing the words to go on the pages before me, I signed on immediately.

Altogether, Dimensional Cannabis took more than three years to complete, with a total of nine people contributing to the final product published by Poposition Press, Meyer's independent publishing house. A small press, Poposition designs, publishes,

and distributes limited-edition pop-up books that feature artists or subjects that Meyer finds of deep personal interest. He got started in the genre in 2013, when he started working on a collaboration with Jim Mahfood, a comic book creator known as Food One. The resulting *Pop-Up Funk* features Mahfood's diverse designs transformed into interactive three-dimensional pop-ups. The limited-edition run of 100 copies were all constructed by hand.

Since then, Poposition has worked with a number of contemporary artists to publish titles like Triad by cute-culture artist Junko Mizuno and Necronomicon by macabre master Skinner.

Meyer has been fascinated by pop-up books since he was a kid, and in 2013, he began concentrating on paper engineering and book production. "After making a couple books focused on just artists, I thought that creating a popup book about cannabis would be a good idea," he says. "There's nothing else like it in the market, and there's an audience for adultthemed pop-up books."

For Dimensional Cannabis, Meyer collaborated with Mike Giant, a renowned American illustrator, graffiti writer, tattooer, and artist. Giant's medium of choice is a Sharpie, and Giant's detailed line work is instantly recognizable. An avid proponent of cannabis, Giant illustrated the entire Dimensional Cannabis book.

Giant and Meyer met at a weekly open studio Giant hosted in Boulder. "When the idea of doing a pop-up book about cannabis came up, he asked if I would illustrate it," Giant says. "I've been an

advocate for cannabis use for decades, so it didn't take long for me to agree to work on the project."

Meyer began by sending Giant reference materials to visualize. "I'd get it drawn out, hand it off, and get some more stuff to illustrate," Giant says. "He'd send me previews of the finished pages as we went. It was really cool to see my line drawings colored and cut to shape. That process went on for months and months until everything for the book was accounted for."

The process of making pop-up books is called "paper engineering." I love obsessives, and the engineers who put this book together, make no mistake, are the ones who spend endless hours figuring out the tiniest details of the folds and materials necessary so that water pipe emerges every time you open the paraphernalia page.

"David Carter and I started talking about the idea a couple years prior to actually starting on the book," Meyer says. "The initial concepts for each spread were figured out, and a different paper-engineer peer was asked to design each spread so that the book had variation throughout."

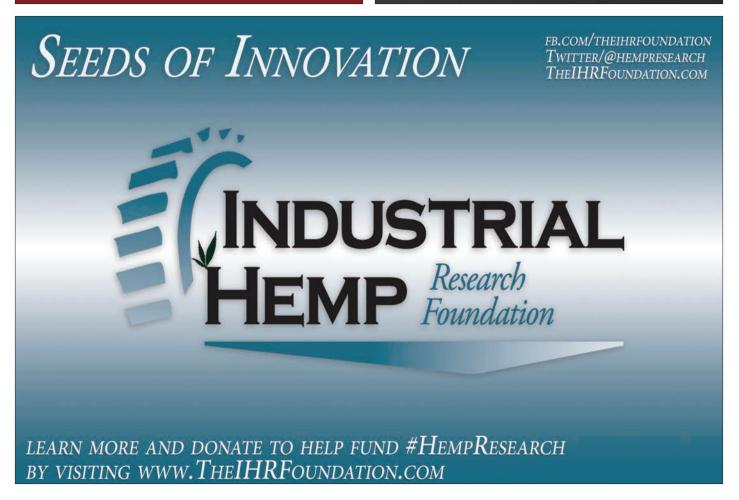
Dimensional Cannabis is divided into six pages, or spreads, covering the cannabis plant's biology, medical properties, cultivation, history, and influence on popular culture. The paraphernalia page features many items we associate with cannabis consumption over the years in America, from rolling papers and pipes to vaporizers, dabs, and concentrates—and that foot-long bong that miraculously appears as you turn the page.

One spread opens to the full plant, with information on its

LEFT: Dimensional Cannabis includes six pop-up pages, including this colorful, meditating figure that dominates the medical spread. It was designed by Isabel Uria.









Left: The paraphernalia spread shows the many ways people consume cannabis, and includes many items, including a clear, acetate bong, rolling papers, and a vaporizer. It was produced by Ray Marshall, who, Meyer says, "basically knocked it out of the park on his first version."

Below: Well-known illustrator Mike Giant provided the cover, with Kevin Steele providing the coloring for the book's six pop-up spreads

ful, meditating figure with text about the healing properties of cannabis. One page is dedicated to its cultivation possibilities, basic genetics, and the differences between indoor and outdoor growing.

The history spread takes us back to the beginnings of the curious and long-standing connection between humans and cannabis. Engineer Simon Arizpe had worked with Meyer before and jumped at the chance to work on that one. "I wanted it to be Eurasian-centric as the viewer opens the page, showing the early uses

viewer engages with the pop-up, cannabis's use in the new world spreads across the page," he adds. "We decided [to focus] on moments in time that were either politically relevant, like weed legalization, or culturally significant, like Reefer Madness."

Arizpe feels like the entire project is an example of what can be done working with talented people outside the traditional publishing engine. "Rosston came up with an idea that has a big following and made it happen," he says. "It is pretty exciting when people can do that out of nothing."





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For Meyer, who says he likes a good sativa when he's working, the project was a labor of love that spans all his areas of interest. "Not only was this a great experience putting together such a unique book, but having different paper

engineers work on each spread made this a real collaboration," he says. "There have only been a couple pop-up books produced with a roster of engineers. Dimensional Cannabis is for cannabis lovers and pop-up book collectors alike." **S**

POP-UPGRADE

If the book alone isn't enough to decorate your coffee table, Poposition Press offers two more ordering tiers, complete with extra merch to maximize your enjoyment.

The Collector's Edition (\$240) includes an enhanced pop-up book with gold-foil case wrap, a foil-stamped slipcase, The Good Stuff enamel pin, and a Hemp art print on hemp paper.

The Connoisseur Edition (\$420) comes with a wooden laser-etched slipcover, two sets of enamel pins, a Dope art print, and a Gramps art print, both on hemp paper.

> Meyer originally conceived a scene showing people looking at the book, which morphed into a celebration of the universality of the plant in many cultures and people throughout history.

THE

Lyfting Of

The third annual Lyft Lounge kicks off the Sundance Film Festival.

TEXT DAWN GARCIA

Every year the world watches as independent films and new and notable filmmakers on the rise make their film debuts at the world-renowned Sundance Film Festival. This year, Sundance partnered with the Lyft Lounge for the third year to bring visitors a unique escape amid the snowy weather. Featuring multiple panel discussions with filmmakers, including the cast of Dinner in America, Time, and Promising Young Woman, the event offered the opportunity to experience community and inspiration.

In the throes of the festival, the lounge kicked off with The Atlantic Filmmaker Chat, moderated by the magazine's executive editor, Adrienne LaFrance. The presentation featured Garrett Bradley, the upand-coming director of the documentary Time, and Mike Masserman, head of social impact at Lyft. The film looks at the problematic rise of over-incarceration. Later that day, Dinner in America director Pat Healy and cast members Kyle Gallner, Emily Skeggs, Griffin Gluck, Lea Thompson, Adam Carter Rehmeier, and Mary Lynn Rajskub rode VIP to the festival with Lyft. Dinner in America tells the story of on-the-lam punk-rocker Simon and obsessed-with-his-band misfit Patty—and their unexpected love story as they journey through decaying Midwestern suburbs. Celebrating the after party in the Lyft



LYFT LOUNGE AT SUNDANCE FILM FESTIVAL

WHERE: PARK CITY, UTAH

WHEN: JANUARY 24

PHOTOS: TASOS KATOPODIS/GETTY IMAGES





















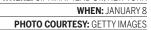




VAPE CARTS



THE NATIONAL BOARD OF REVIEW **ANNUAL AWARDS GALA** WHERE: CIPRIANI 42ND ST., NEW YORK

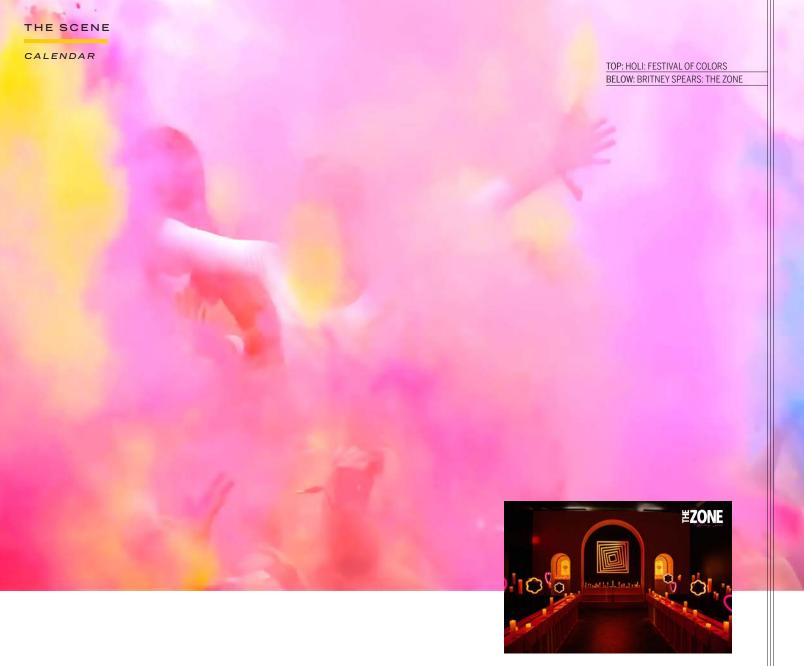




Annual Accolades

During the peak of awards season, the National Board of Review honored the best and brightest of cinema, including 1917, Knives Out, Richard Jewell, Maiden, Parasite, Queen & Slim, Uncut Gems, The Irishman, Once Upon a Time in Hollywood, Judy, Sama, Just Mercy, and How To Train Your Dragon: The Hidden World. Emceed by Wille Geist, the event featured an impressive lineup of famous faces, but there was no shortage of the call for unity among the diverse crowd and incredibly accomplished talent gathered together in a single room.





On the Calendar

The promise of spring is in the air.

TEXT ELI DUPIN AND DAWN GARCIA

Southern California is known for its gorgeous sunshine and beautiful terrain. It's also known for cultural diversity and inclusion, and this month, we are rising up from the cold front and opening our arms to the promise of warmth. To quote American author James M. Cain, "We only have two kinds of weather in California, magnificent and unusual."

Volta by Cirque du Soleil

Now through April 19 OC Fair & Events, Costa Mesa

\$70-\$285

cirquedusoleil.com

Britney Spears: The Zone

Now through April 26 6310 W. 3rd St., Mid-Wilshire \$60-\$65

britneythezone.com @britneythezone

It's Britney, bitch! Relive your favorite

moments with a truly epic experience at the Britney Spears Zone in Los Angeles. A nod to every great Britney song and music video, this multiple dimension immersive experience invites visitors to play in several interactive rooms that span the pop icon's musical career. "This one-of-a-kind exhibit...promises

TOP LEFT: TRANSGENDER VISIBILITY DAY TOP RIGHT: OC WINE FEST BOTTOM: BEYOND WONDERLAND



CALENDAR

THE SCENE

to immerse fans in the life and legacy of the star," according to the official site. Don a Burmese python, do a danceoff with Britney, and be prepared to feel anything but toxic.

California CBA Globe Awards

Mar. 5, 6-11 p.m. Hollywood Palladium, Hollywood cannabisadvising.com

The CBA Business Awards is a ceremony honoring those in the cannabis industry bringing progress and innovation worthy of recognition and esteemed accolades.

Holi: Festival of Colors

Mar. 7, 11 a.m.-5 p.m. La Palma Park, Anaheim \$10

ourindianculture.com

Holi is a popular ancient Hindu festival of colors, emotions, and happiness that celebrates the arrival of spring and the victory of good over evil. Each color represents every occasion, moment, and celebration in your life.

OC Advertising Federation Awards

Mar. 12, 5:30–10 p.m. Fashion Island Hotel, **Newport Beach** \$125

Tickets on Eventbrite

Melanie Martinez, K-12 Tour

Mar. 17, 7 p.m. House of Blues, Anaheim \$36

houseofblues.com/anaheim

Beyond Wonderland

Mar. 20-21, 5 p.m. National Orange Show Event Center, San Bernardino \$49-\$249

beyondwonderland.com

Escape the mundane and enter Wonderland, where characters come to life, fantastical animals roam, music calls you to entire multidimensional environments, and whimsical color and lights are on display. Meet Alice, the Queen, Formal Foxes, Leopard Ladies, and other wonderful eccentricities.

Flower Flow Yoga

Mar. 22, 8:15 a.m. The Flower Fields, Carlsbad \$25-\$40

theflowerfields.com

Transgender Day of Visibility

Mar. 28, 11 a.m.-3 p.m. Heritage Park, Oceanside genderadvocacyproject.org

OC Wine Fest

Mar. 28-29, 1-5 p.m. A Stone's Throw Winery, San Juan Capistrano ocwinefest.com





Bridging Nations Through Cannabis

Ikänik Farms is changing the cannabis landscape.

few years ago, to get good pharmaceutical grade cannabis, you resorted to asking a friend of a friend—or that one guy everyone knew had the primo stuff. We also knew if anyone had recently been on a trip to Latin America, they were coming back with stories of the best green they'd ever had. Now that it is legal(ish), cannabis companies are expanding into international territory.

It can be a daunting endeavor, but progressive and forward-thinking company Ikänik, founded by Brian Baca, is opening new doors.

The name *lkänik* is inspired by the idea of becoming iconic in a nontraditional sense, through a nontraditional business, working outside of social norms. While the brand grows flower, its expansion into pharmaceutical cultivation is groundbreaking in terms of thinking outside the box. "We

realized the positive impact we could make if we were able to help those in need remove their prescription dependencies—which sadly many people around the world are suffering fromand help them be active in their lives again...without meds," Baca says.

Recently announcing the expansion of its medical division, Pideka SAS in Bogota, Colombia, Baca and Borja Sanz de Madrid, president of Ikänik International, have a lot to get excited

about. "There were a few catalysts that drove the Colombian direction. In the fall of 2018, it became evident that uniformity in municipal acceptance and implementation of cannabis policy was far from a reality," Baca says. "We are trying to build an accelerated model in what I would call an 'unnatural market,' for both brand growth and overall business efficiency."

Baca explains that local government impedances and delays inevitably cripple the growth of the industry through forced inefficiencies and broken business fundamentals, inclusive of overpriced assets and of a tax structure that is the antithesis of fostering industry growth. "It became clear we needed to reposition geographically; ensuring capital and asset efficiency along with contiguous market access was at the forefront of our thought process. The repositioning would enable us to accelerate our long-term plan of supporting the pharmaceutical industry, which requires the highest quality of finished product."

After visiting several Latin American countries in search of the right opportunity, Baca and his team met the staff of Pideka (which they later acquired). This led to the company's international business model. "Cultivating in Colombia provides access to the international marketplace and ability to scale our pharmaceutical model efficiently on forward contracts, mitigating risk for our investors, while growing a fundamentally sound business," says Baca. "With over 1,200 hectares available, we aim to continue scaling with purpose and growing demand. We will be entering the market with manufactured, finished ingredient for the pharmaceutical industry."

Ikänik International met all cannabis quality standards set forth by the Council of Europe, allowing it to grow

development and distribution partnerships later this year.

lkänik is also conscious of the carbon footprint associated with cannabis and has a plan in place to lower its impact. The Colombia location will manage energy and water consumption through select lighting and fertigation processes, minimizing waste, and implementing a vertical model to maximize output.

lkänik has also partnered with artist Mikey Page to create its brand art. When Baca was introduced to Page through his marketing director Brent Futagaki, the two just vibed. "He was all smiles and created mind-bending art and was naturally aligned with the company vision," Baca says. "When you're building a brand, it's important for the ethos and message to be conveyed to the consumer through branding, and Mikey does a great job."

Ikänik International is doing things differently, opening new revenue streams, smarter pharmaceutical alter-

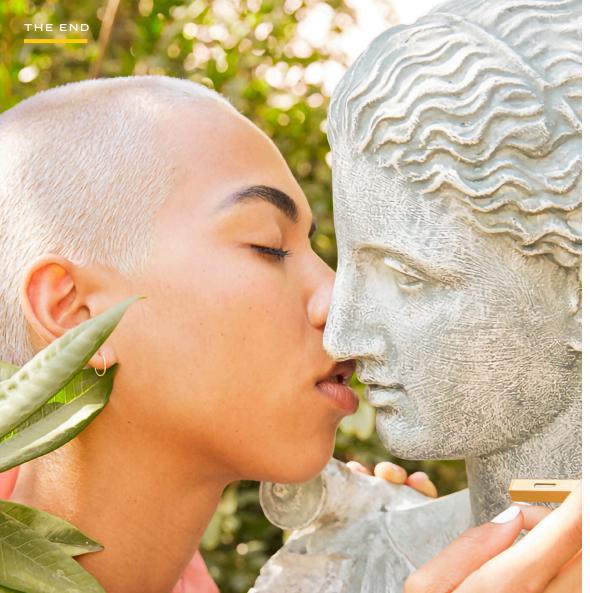
natives, and making sure consumers have the cleanest, highest quality canna-medicine they can access. Creating a dynamic portfolio rooted in health and wellness, sports medicine, pharmaceutical demand, and an undeniable passion and commitment to supporting the industry, their business model is poised to be iconic.

"The company leadership brings decades of expertise in R&D, cultivation, retail, branding, and corporate finance with the ambition to build the nation's most epic vertically integrated seedto-sale, MNO (multinational operator). Ikänik's operations are currently located in California and in Colombia, through its Pideka operations.

Ikänik Farms / Ikänik International

Seed-to-Sale Multinational Pharmaceutical Cannabis Operator ikanikfarms.com





MORE INFO

Resito besito.la @hesito la

LEFT: Image that appears on limited edition 4/20 Besito merch. RIGHT: Founder Maggie Connors

tender collections."

The brand also stands on the side of social justice and has aligned itself with the fight for equality, criminal justice, and the ongoing scientific research of cannabis. Besito has partnered with Equity First Alliance, a nonprofit that's working toward repairing these harms. As of September 2019, the company has committed to donating a percentage of all profits to help support EFA's mission for automated expungement and easily accessible health, employment, and legal resources for those in need of restorative services. "We love to bring people together and honor a community at the heart of the cannabis industry and its history of advocacy," Connors says. S

Little Kisses

Besito celebrates a year of 4/20s.

TEXT ELI DUPIN

Maggie Connors and her Los Angeles-based company Besito are sharing some specialty merch for the high holiday. "To celebrate 12 months of 4/20s, we launched our Besito apparel collection on 1/4/2020, and we're doing monthly drops all year," Connors says.

The name Besito means "little kiss" in Spanish,

inspired by Connors's Cuban heritage and the Latinx culture of LA. "I started Besito with the intention of creating a product [that was] good for beginners and experienced consumers looking for a lower dose," Connors says. "The 2:1 ratio gives you a 'little kiss' of THC to make brunch a little

more fun or family gatherings more tolerable, while keeping you in control of your high."

This month's product release will be a custom brass pin with the signature Besito "B." "We love the renaissance of enamel pins, and this design, inspired by our vaporizer, is especially cute for bud-



PHOTOS BY JIMMY MARBLE





HELMAND VALLEY GROWERS COMPANY

HVGC strains are cherry picked by Special Operations Veterans specifically to improve symptoms of PTSD. In order to meet our strict standard of quality, we use only the highest quality cannabis oil and CCell cartridges for a safe, solvent and pesticide free experience. Only the best to accomplish the mission at hand.







AFGHANIMAL

Afghanimal is a classic heavy hitting indica. It's a cross between Afghani and Animal Cookies and lends users heavy physical effects well suited for pain relief, relaxation, and sleep.

PURPLE

An indica dominant hybrid that provides both physical and mental relaxation. Perfect for anxiety relief and as a sleep aid.

Sour Diesel

An invigorating sativa strain with a diesel like aroma. Fast acting, energizing, and dreamy, Sour Diesel is sure to put you in a calm, euphoric mental state. Great for stress relief and depression.

#CDPH-10002204









White Labeling Licensed Entities Only



Manufacturing From Seed To Package



THC Infused Baking Ingredients



Custom Vape Flavoring



Live Resin Infusions