

# Snaps

MAKE BEAUTIFUL

JUNE 2012

CLIMAX

One Word That Can  
Change History



Street  
Photography  
Tips by  
Travis  
Jensen

Using a  
Mixtape as  
a pickup line

Cooking  
Mussels in  
Guinness

YOU  
MAKE  
ME  
HAPPY  
WHEN  
SKIES

THE  
DARK  
NIGHT

Eric Victorino battles  
the internet with  
creative expression



SHOT USING AMERICANA LENS / US1776 FILM

In the summer of 2004, I took my first job as a graphic designer: a paid internship at *Telephony* magazine, a trade publication for the telecom sector. It was quite a departure from my days as an art student, and I wasn't necessarily passionate about telecom. Nonetheless, I was working at a magazine. Life was good.

**AFTER A COUPLE YEARS**, I realized working at a magazine is great, but I wanted more creative freedom. I wanted to work on projects that excited me, and that might even make a difference in the world. That's when I decided to start a design studio, Synthetic, with my best friend and fellow art student, Ryan Dorshorst. We had a variety of clients in different industries, and business was great. But when the recession hit, we ran low on cash, credit, and client work. We faced a dilemma: shut down the company, or try something completely new to save it.

Enter Hipstamatic. With less than \$3.00 in our company bank account, it was a labor of love and necessity. We spent many sleepless nights over the course of two months working on it, and on December 9, 2009, Hipstamatic was "Ready For Sale" in the App Store.

Everything changed after we launched Hipstamatic. Synthetic has grown from 2 co-founders to a company with 15 employees, who I'm lucky enough to call my friends. We work from our own custom-built playhouse in San Francisco, California—the Haus of Hipstamatic. And although the company is a lot different now, our goal is simple: make products that inspire us all to take more photographs.

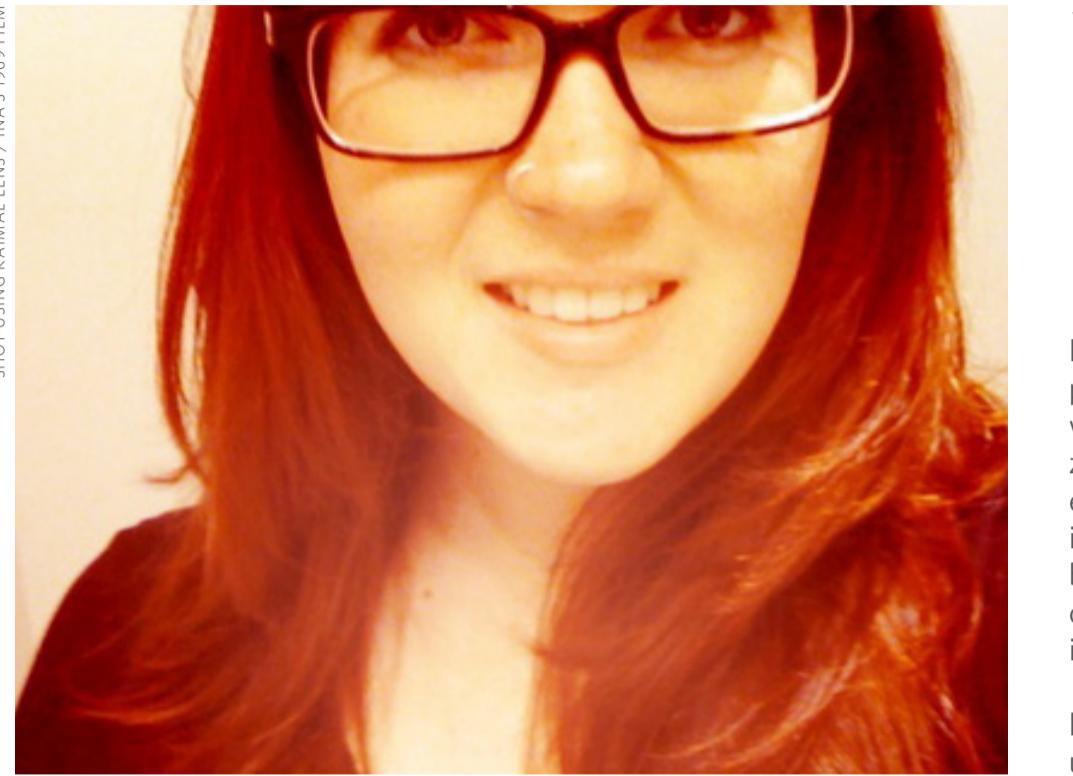
Today, we are introducing a new product to the family, Snap. It's a monthly magazine focused on all the things we care about and love to take pictures of - music, fashion, art, and culture. I've never been more excited in my whole life. Yes, it's a beautiful piece of eye candy, but I'm also really excited for our editorial content. In particular, Climax, which is an exploration of thought about the things that we all think, yet rarely speak about. I'm talking SEX, RELIGION, & POLITICS. It's my hope that the section can help start the conversation.

We hope you love reading this magazine as much as we loved bringing it together.

LUCAS ALLEN BUICK  
CO-FOUNDER AND CEO OF HIPSTAMATIC

lucas@snapm.ag





We're launching a magazine. We're launching a magazine. Omigod.

**IF I HAD A NICKEL** for every time that thought popped in my brain, I could buy Condé Nast's whole portfolio. The prospect of creating a magazine from scratch is daunting, yes—but it's also exciting as hell. Everything we do at Hipstamatic is powered by passion, but Snap has already become our baby, our labor of love. We've thrown ourselves into this project, and cradling that iPad in my hands is the best feeling in the world.

Snap was born of a desire to share what we love. It's a place to showcase the beauty around us, through our eyes and yours. That's why this inaugural issue is called *Make Beautiful*: it's the Hipstamatic mission, and we're constantly inspired by those shaping a better and more beautiful world. The people in this edition of Snap are some of our favorite creators—they span industries and mediums, continents and languages, philosophies and backgrounds. Whatever their motivations, they're driven to create. And we think that's fucking awesome.

The real beauty of it is that we're all creators. So send your rockin' photos, your letters, your two cents, to submissions@snapm.ag. Show us how you're making beautiful.

And the journey begins: welcome to Snap.

Keep snappin',

KATIE CARROLL  
THE EDITOR AT SNAP

[katie@snapm.ag](mailto:katie@snapm.ag)



JUNE 2012



SHOT USING AMERICANA LENS / BIGUP FILM

# 56

COVER STORY

## THE DARK NIGHT

Interview with The Limousines lead man, Eric Victorino about his banishment from Etsy.com

COVER PHOTO BY LAURA POLKUS  
INTERVIEW BY MOLLI SULLIVAN

50

## POST NO THRILLS

Interview with The Limousines lead man, Eric Victorino about his banishment from Etsy.com

70

## INKED

A look behind the guys at Seventh Son Tattoos in San Francisco's SoMa neighborhood.

80

## MAKE BEAUTIFUL

Nine Hipstamatic photographer's where asked one simple question, "How do you #MakeBeautiful?"

### COVER

Backyard at Eric & Sarah's Los Gatos, CA home using Americana Lens and Freedom Film.





SHOT USING LUCAS AB2 LENS / DC FILM

**OBSSESSED**

Coachella shot during the heat of weekend #2 using the Lucas AB lens with DC film.

- 2** OPENING REMARKS
- 4** EDITORS LETTER

**8 CULTURED**

Street Photography Tips by Travis Jensen  
Ear Lube : Making a mixtape  
Rocking A Red Lip  
Smorgasbord: Mussels in Guinness

**20 HIP-STOP... SYDNEY**

Adventures in Hipstaland, Burma

**30 OBSESSED**

iSEE: The Eyes of VII  
The Voice  
Mad About Tie Clips  
Park After Dark

**36 SLASH**

Hipster Coffee  
The Romper  
"Bitch"  
Tricker Bands

**20 CLIMAX**

Words Will Never Hurt Me

**90 SITUATION**

Around The World in 80 Dishes  
Coachella Weekend One  
Coachella Weekend Two

**94 LENSED**

Adler Lens



## CONTRIBUTORS



## CULTURED

Enjoying the finer things in life isn't about caviar and champaign—though a bottomless mimosa brunch never hurts. Living fine is about focusing on the details. Everyone loves a friend that can shop, cook, and dress like a champion. Making your friend's rage with FoMo (feelings of missing out) is making your cultured lifestyle look effortless.



ALL PHOTOS SHOT USING JOHN S LENS / BLACK &amp; WHITE SUPERGRAIN FILM



## *I See Black & White People*

Balls. That's what it takes to shoot great street photography. San Francisco's Travis Jensen certainly has them, and he has some advice for how to develop your own photography moxie.