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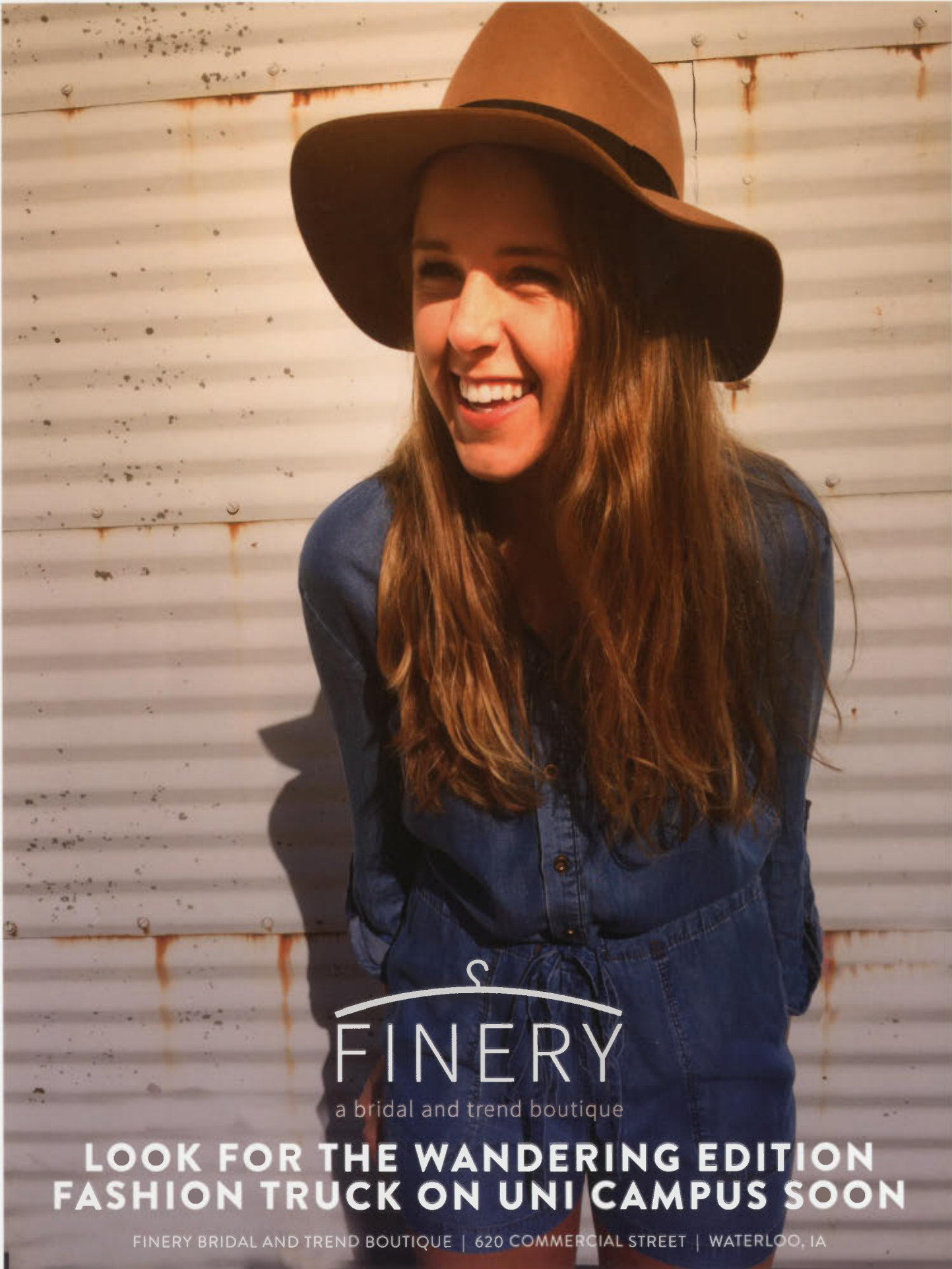
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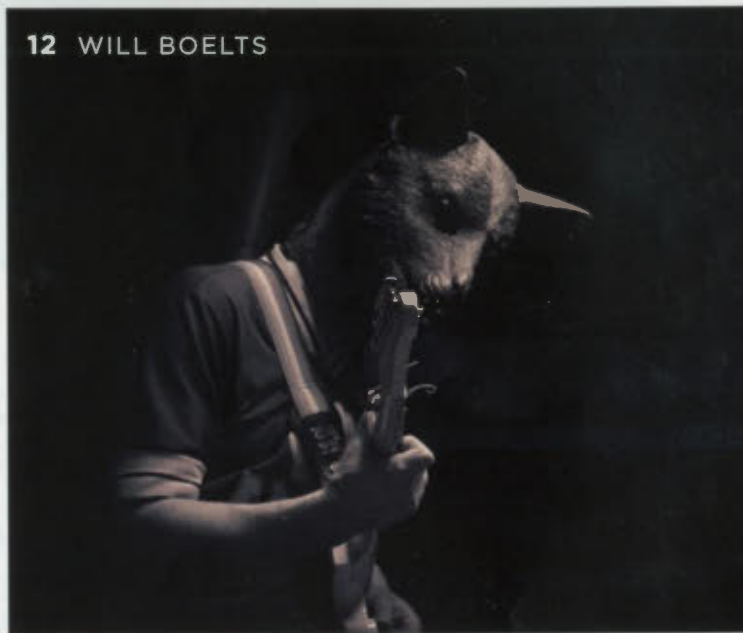


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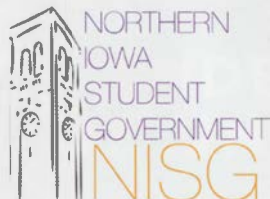
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SPRING EDITION
CAMPUS SOON



EDITOR'S LETTER

This semester has been nothing short of a learning experience for everyone involved with Uprising. I wanted to take a moment to thank everyone for the constant support and appreciation we felt after releasing our first issue this past May. We have learned what it takes to put out a publication, and after all the hard work I couldn't be happier to present you with this issue of Uprising.

We wanted to continue to expand beyond just the focuses of fashion and music, and with that we bring you an interview with a UNI grad and entrepreneur, "The Psychology Behind Color", and a section that looks at all the funny trials and tribulations of being a millennial. And with that, we could not be happier to release to you all the culmination of our hard work. Enjoy!

KARA KEIGAN
EDITOR IN CHIEF



Taking the Leap

An interview with Textiles and Apparel alum and newest entrepreneur

WORDS STACIE KINCADE DESIGN KARA KEIGAN



As graduation dauntingly approaches, anxiety and anticipation become prevalent on campus. After four years of hard work and memories made, it's hard to imagine woes of next week's test no longer being the biggest concern, late nights out on the hill soon becoming a thing of the past, and the idea that you might actually miss living with your clutter-ridden roommates. Students become consumed with the challenges of finishing final projects, making sure graduation requirements are met, and lining up a career after graduation. Needless to say, life after college is heavy on the mind—so where do you even begin?

With graduation lurking in the shadows, I've become increasingly restless over the pressures of finding a career. Although enthusiastic, I can't help but wonder what lies ahead in my future quest for employment. While many students will find careers within the local area, the job market for Textiles and Apparel majors within the Cedar Valley is practically

nonexistent. It's not uncommon to travel half way across the country just to pursue a job interest. With my future in mind, I decided to ask a recent graduate and former classmate how she made the big adjustment into a career and the steps she took to get herself there.

Sierra Ovel is a recent Textiles and Apparel graduate of UNI pursuing big dreams. Currently, she resides in Saugerties, New York, where—until recently—she was working as a technical designer for a baby apparel company called BabyVision. That all changed a few weeks ago when she decided to quit her job at BabyVision, and begin pursuing another interest of hers full-time—jewelry making.

At first glance this might seem like a rash decision to most recent graduates, but Sierra feels this decision was vital to get her jewelry business jumpstarted. "It's always been a struggle of not being able to focus more on my jewelry." Although she claimed she's nervous to be taking

the leap, she's also excited to be pursuing a longtime goal and passion. "I've always had an interest in jewelry. My grandmother would watch us when we were younger and she wore all of these rings. She'd put her hands out and name each gemstone on each of the rings she was wearing—I would then recite them back to her. Something so little as that has always kind of stuck with me. She just loved jewelry and I just caught on to that with her. I've always just been fascinated by it."

Despite jewelry being a longtime passion, I was interested to hear how and when she got started making it. She claims that at first it started as a hobby "I don't remember why, but I was on a big Michaels kick", she says, trying to hold back laughter. She says that she would go into Michaels and pick out different materials—different stones and wires—and create some kind of necklace or ring. Eventually, people began asking her to make different pieces for them. "People started asking me to make them stuff, which is what eventually grew



“At first I was just doing beaded rings and wire wraps. I kept seeing people doing metal and sterling bands, and I kept thinking ‘why can’t I do that, I want to do that.’”



into the Etsy store I have.” In regard to her first pieces she states, “It’s funny because now I look at them and I can’t believe anything ever sold—it definitely had its own look to it.”

Soon after launching her Etsy shop, she began to get serious about jewelry making. “At first I was just doing beaded rings and wire wraps. I kept seeing people doing metal and sterling bands, and I kept thinking ‘why can’t I do that, I want to do that.’” In the winter of 2013, she decided to order herself a soldering machine for Christmas. At first she claims, “A lot of stuff I had no idea how to use—I watched a lot of Youtube videos.”

Not long after, local boutiques soon started selling her pieces. Currently, Sierra’s pieces are being sold at a nearby jewelry boutique in Saugerties, and at Gallery 106 off of Main Street in Cedar Falls. While she enjoys selling her jewelry to existing shops, her main goal is expanding the online presence of her own online business—OvelStone.

Expanding her skill and technique with jewelry have been important factors in growing her jewelry business. Two

summers ago she accepted an internship with Kate Spade and just recently she took on a paid apprenticeship with a local jeweler. During her internship she was able to work with physical pieces of jewelry and even had one of her pieces sent to production. According to Sierra, her favorite part about interning at Kate Spade was the creative energy, “It’s kind of how you would imagine it to be—like when you’re little and you think of what a fashion designer does—they really make the office seem like that. Every thing is super cute; everyone is cheery and making fun stuff. There are just racks and racks of gorgeous, fun clothing with polka dots and different vintage inspirations that Kate Spade does. I think that just being there, in the presence of all that was really my favorite part, but also working with my hands and redoing samples for them.”

Although Sierra’s story is unique, it’s equally applicable to anyone pursuing a career— you have to put yourself out there. When asked what advice she would give to other students seeking similar goals, she said, “You have to have tough skin. Out here there is a huge

community of artists and everyone has the same end goals.” Sierra recently felt this tough love when she didn’t get accepted into an art festival, “It surprised me, but I feel like it was a good thing for me because it made me realize I needed to work harder at it—things aren’t just going to be handed to me.” Overall rejection is all a part of the journey, not everyone is going to like what you put out there. In regard to getting rejected, Sierra states, “If someone wants to be like ‘ew, that’s ugly’, that’s their problem. You should just keep focusing on what you’re doing.”

Ultimately, the world’s a big scary place. You might have your whole life planned out, but these plans (as in Sierra’s case) tend to change—sometimes for the better. So, welcome every opportunity that comes your way; be open to taking a few risks and aim higher for yourself.

Because if you don’t, who will?

To see more of Sierra’s jewelry, check out her website ovelstone.com. Or visit Gallery 106 off of Main Street here in Cedar Falls.

cedar falls brown bottle



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THE PSYCHOLOGY BEHIND COLOR

Do you ever wonder if the color you wear has an impact on your mood, impact, and behavior? Through the use of color psychology these can actually be explained. Understanding the effect of colors may change your perspective on so many things, from advertisements to room decorations to the shade of clothes you wear.

We've all learned in science about Sir Isaac Newton, wavelengths, and the reflection of light into colors. But colors themselves can have more of an affect than we may think. According to the About Psychology website, in ancient cultures, chromo-therapy, or the use of colors to heal, was a common practice. Today it is still used as an alternative or holistic form of treatment. Using this practice, warm colors, like red, orange, and yellow, are thought to stimulate the body and increase circulation and energy levels. Blue is believed to soothe illness and treat pain, while indigo fixes skin problems.

Current color psychologists have differing opinions on the actual impact of colors. They point out that the affects aren't usually long-term, and can't necessarily be proven. But a variety of surprising results do occur from the change in colors. For example, the color blue has unique connotations. Blue is the color most preferred by men, and is often associated with feelings of calmness or serenity. "It makes me feel calm, blue could be associated with water and water is very soothing to me," said, UNI student, Nathan Vannoni.

It is often seen as a sign of reliability and stability, and businesses who want to project these characteristics commonly use blue in their marketing efforts. Research has shown that people in blue rooms are most productive. And finally, the color blue is often thought to be unappetizing to the point that diet experts will sometimes recommend eating off of blue plates to curb one's need to overeat.

Furthermore, the color red has its own associations, too. A 2004 study showed that when two fairly even boxers compete, the one wearing red has a 5% more likely chance to win. This was backed up by similar studies done on the color of soccer teams' jerseys, and poker chips. According to BBC, men wearing red ties in the workplace project authority and dominance. Even more interestingly, a string of experiments have found "men and women are both rated as being more attractive when wearing red compared to other shades".

Whether or not the theories behind color psychology are completely accurate for everyone, the effect of colors on our everyday lives is something to think about. Whether picking out what color tie to wear to an interview, or what hue to use in an advertisement, color choice may be an important factor.

COLOR & MEANING

red

Increases heart rate, aggressiveness, anger, passion, energy

orange

Radiates warmth and energy, strong "love" or "hate"

yellow

Enhances concentration and speeds up metabolism

green

Symbolizes nature, can improve vision, easiest on eyes

blue

Peaceful, causes the body to release calming chemicals

purple

Connotes luxury, wealth, sophistication and wisdom

WORDS JULIA SCHMIDT **ARTWORK** SIDNEY BURDS
DESIGN EMILY HODGES

WILL BOELTS

WORDS JOHN & NICK FISHER PHOTOGRAPHY ANNA WIKSTROM
DESIGN EMILY HODGES

Situated along an average residential block on W 6th St. in Cedar Falls is an understated, underground creative space where “prolific” artist, Will Boelts, records his low-fi, 60’s-style emo garage pop in his basement. Boelts has dubbed this “studio” the “crazy girl rock house,” a bit of a misnomer by his own admission.

“I was using Vine one time [on my phone] and it had me click on the location and, out of no where, it said ‘Crazy Girl Rock House,’ so I put that as the location,” Boelts remembered with a laugh. “That just became the name of our house, although it’s so not fitting ... I could never get it to show up again, though, so I guess it’s a magical moment.”

Crazy Girl Rock House also became the name of his fourth album. His fifth and most recent album is called “Convenience Stores Coast to Coast.” It is a divergence from the more punk, grainy and angst-filled sound of albums previous. Its focus is much more reflective lyrically, and more refined musically — as heard in the mastered-quality of the album.

“Mr. Relaxed Fit,” the album’s opener, features a speaker reflecting on a past love:

“I’ll be the first to admit that we’ve surely grown apart / But every night, dear, I beg and I plead and then you walk right back to Mr. Relaxed Fit.” The song, and much of Boelts’ work, is ironic in that it’s all “very blue” (as Boelts puts it) and anxious, but one doesn’t get this sense when talking to him — he is relaxed, almost sarcastic, and speaks in a manner that borders always on the verge of a laugh or a smile from the corner of his mouth.

“Time is literally of the least concern to me,” he jokes when we showed up late for the interview.

This temporal “philosophy” extends to his music, as many of the songs clock in at around two minutes. But Boelts says this is deliberate; catchy, to-the-point songwriting is his goal.

“If songs don’t have riffs, I’m kind of bored,” he says.

He’s particularly proud of his song, “Shampoo,” also off of Convenience Stores — a 1:50 iteration featuring a trippy, sonic, one-lyric chorus spliced between a bouncy, repeated acoustic riff.

“And you know she feels so brand new / And you know she smells like shampoo,” wails Boelts reassuringly in a siren-like manner.

“The chorus is just very visceral to me,” Boelts says of “Shampoo.” “It was one of the few times I created something exactly how I wanted it to be in my head ... And I’ve heard quite a few people say that it’s their favorite as well.”

Will Boelts started playing guitar when he was a junior in high school. He says he’d play riffs of cover songs often; a habit he carried into college when he began recording covers.

He now records all of his original songs in his basement on a plaid couch with a four-track recorder.

“I think one of my biggest challenges is to try to sound professional [with the recording process],” says Boelts. “But that’s also not something I’m particularly interested in pursuing either.”



No matter what you record, there's always a nice layer of ... fuzz to it," he says, beaming when asked about his fondness for the low-fi four-track. "I kinda like that."

He cites Guided by Voices, the Misfits and Elliott Smith as influences, and derives much of his musical approach from them. He remarks that his lyricism is mostly self-inspired.

Much of his creative output occurs in his dingy, put spacious basement. Scattered musical instruments can be found in all corners, including a drum set with T-shirts covering the toms (Boelts says it helps with the sound). He has played live only once, rather reluctantly, this past summer.

"That took a lot of convincing, because I'm always terrified of being in public, much less playing in public," he says with a shy smile.

Perhaps this tendency of secrecy is what produces a rather idiosyncratic practice of self-promotion. Boelts says he will occasionally make routine, clandestine "drops" of his CDs in public places around Cedar Falls. He burns the CDs, pasting the album artwork on by hand and writing the titles, and will leave them throughout local retailers.

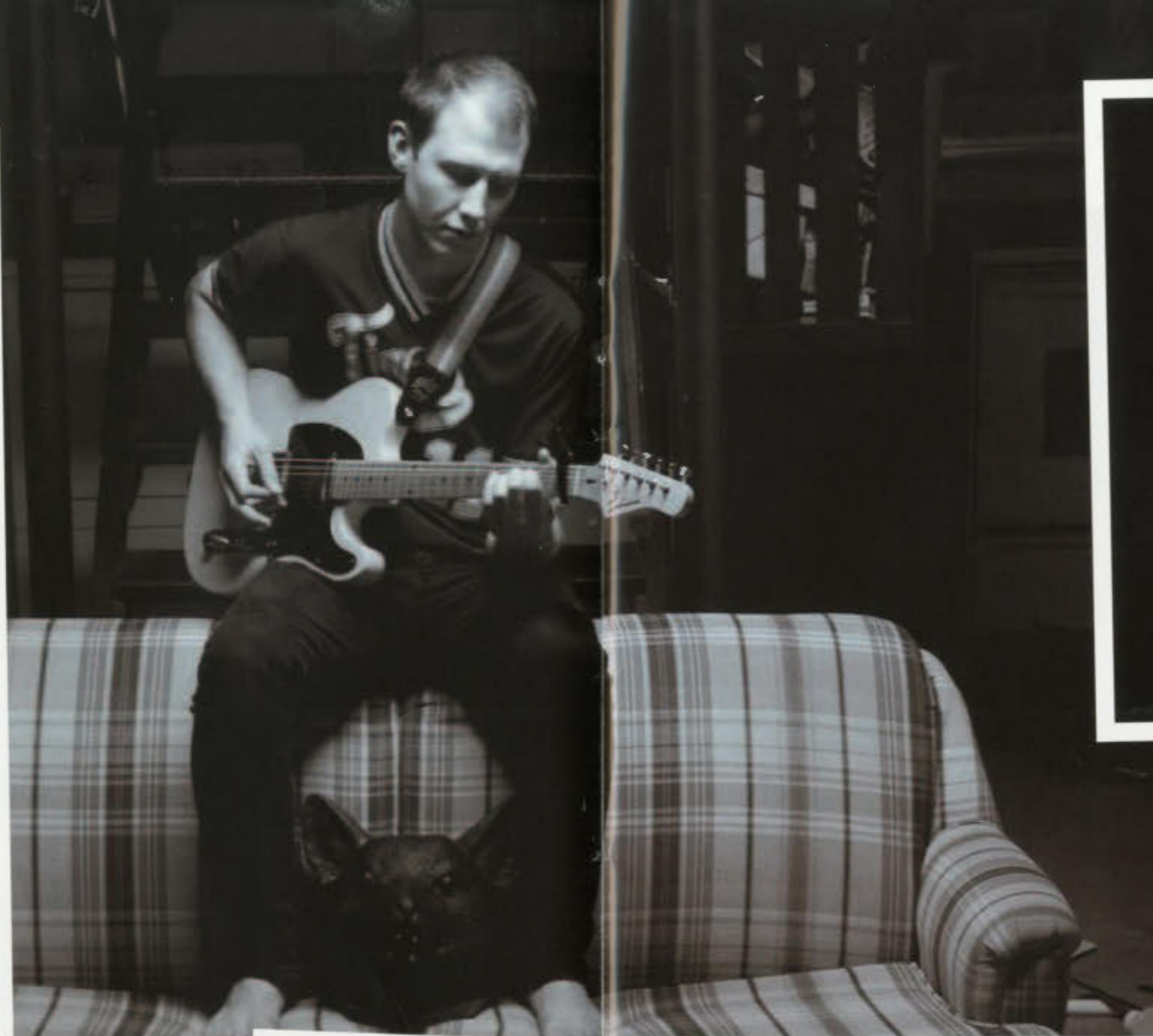
"They sell my CDs without even knowing it ... I go back and they aren't there anymore," says Boelts. He punningly refers to the practice as "Johnny Apple-CDing."

"[It all began because] I had a ton of extra CDs. And I don't know anybody ... So I just starting hiding them around town," he says.

The practice has even led to an angry response from the Cedar Falls Public Library; they recently asked him via email to "please stop" leaving his CDs there.

"Honestly, my biggest goal in life is to have my own Wikipedia page," Boelts says when asked about his musical progression.

Will Boelts' music can be found at: willboelts.bandcamp.com. If anyone is interested in creating a Wikipedia page for Will, contact him at: boeltsw@uni.edu.





URBAN DAYS

PHOTOGRAPHY KEVIN WIGGINS



SWEATER BY AMERICAN EAGLE
JACKET FROM ARMY SURPLUS
SHOES FROM BUCKLE



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THE BLACK HOLE

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WORDS JOHN & NICK FISHER PHOTOGRAPHY ANNA WIKSTROM
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"IT WENT UP QUICK, IT WAS JUST PAPER MACHE. IT BURNED ABOUT AS MUCH AS YOU'D EXPECT A GIANT PAPER MACHE PENIS TO BURN. THEY SPENT OVER 20 MINUTES PROPPING IT UP IN THE FIRE PIT AND THEN IT WAS GONE PRETTY QUICKLY."

For Mason Wise, Zach Fuller and the rest of the occupants of a prominent Cedar Falls house venue dubbed "The Black Hole," the ceremonial burning of a 10-foot tall paper mache Minion penis isn't too far into the realm of the extraordinary. The burning was an experimental art performance by artists Ben Uhl and Nick Hall, and is derived from the characters in the film series *Despicable Me*. Some who know the film might question whether the proportions add up, but the realism didn't matter to the gang; what mattered was the sense of community.

"The house is a safe space. We like to be politically correct for the most part, we just want anyone to feel welcome," says Wise. "It's not like someone is going to be offering drugs to your six-year-old brother. We want people to come out and experience the messages that punk rock has to offer."

The Black Hole, located in a remote area north of Cedar Falls (Wise asked that we keep the address secret), is in many ways your typical ranch-style home with olive green siding. The home's side entrance is used to access the music space.



When we arrive, a barely legible message is scrawled crudely on the cracked concrete (presumably using a "snake," the fireworks one might have found entertaining as a child). The message reads: "The Black Hole [arrow pointing towards the house]: Music at 6 [p.m.]."

However, on this particular Tuesday night, the first band didn't arrive until 7:30 p.m., and music didn't start until after 8 p.m.

"The shows usually always start around 7:30 and 8. We have to put earlier on the flyers because the laws of punk rock time were established long before we were born," Wise explains with a laugh. "A lot of people want to be cool and they don't want to see the first band, so they won't show up right away. We say the shows start at 6, and then the people will show up later ... We judge by attendance, and whenever we feel like there is a decent crowd, we will start the show."

There is a clear respect for the performers at the Black Hole. Attendees are asked to pay a cover of \$5, which is then given to the bands.

While we are there, Wise and Fuller set a new precedent: "If you don't have your money, you must take a lap!"

Those without the required dough must jog around the premises, down the long driveway that runs adjacent to the house for some 300 yards or more, and jog back. But Wise and Fuller aren't particularly stringent with their enforcement of this new rule.

A stairway greets us as we enter, leading down to a rather expansive basement. When the music starts, the darkness (as black as you'd expect a black hole to be) is cut through by multiple black lights and a lone, austere yellow light that hangs above the performance space.

There are multitudinous messages written in neon paint markers; philosophies of life and punk rock, band tags, and jokes:

"IF EVERYTHING IS TERRIBLE, THEN NOTHIN IS..." reads one of dozens, if not hundreds of messages.

The tenants at the Black Hole hosted their first house show in August of 2014.

UPRISING: What was the first show like and how have things evolved at the Black Hole since?

MASON: The first show we had here was also a jungle juice party. A metal band from Colorado came by and played. They were vegan and straight-edge, which is pretty funny but they still enjoyed the party atmosphere, I felt like. We did that as a way to try and get more people to come out, people that wouldn't normally just be interested in the music. It turned out pretty well, we had a bonfire and a lot of people ended up coming out and enjoying the spot. We have a lot of space out here and you can kind of do whatever you want. Since then, I don't know if I'd say the scene has grown tremendously, but there are a lot of different people coming to shows now...

UPRISING: What made you decide: "Yeah, let's host shows at this house?"

MASON: I guess there just wasn't too much of a music scene here for the type of music we like. It was a lot of hardcore punk type stuff, and we wanted to create a place where different genres of music can play and still have a punk influence. I was really influenced in my life by punk music. The political side of it spoke to me; the idea of not just following conformity ... like, being an individual. I wanted to create a space like that for me and for my own life and give something to Cedar Falls.

Cedar Falls, historically, has played host to a thriving underground scene. The Black Hole has emerged only in recent years as one of the final house venues in an underground scene known as the Cedar Valley DIY music scene (CVDIY).

Jake Henry, a UNI student who helps book shows for CVDIY, can attest to the storied history of the scene.

A venue known as the Boat House, which used to sit just across the Cedar River until it was destroyed in the floods of 2008, hosted punk rock history in its heyday; Green Day and Black Flag were just a few to grace its stage.

As for the history of CVDIY, Henry remembers at 14 attending wild shows in a house located at 1108 Main St. (now colloquially and nostalgically referred to as the "1108 house"). That venue closed its doors in the spring of 2012.

Venues such as the Rat's Nest, run by CVDIY's Oliver Weilein, popped up at this time and were vibrant for a while, but

“

WE WANTED TO CREATE A PLACE WHERE DIFFERENT GENRES OF MUSIC CAN PLAY AND STILL HAVE A PUNK INFLUENCE.

”

eventually died out. When Jake Henry speaks of the experience at the Rat's Nest and other underground venues, his voice is impassioned; he grins and his eyes widen like Boris Karloff when he sees the first surge of life strike his monster. Henry sits forward in his seat for the first time during the interview.

HENRY: That place [the Rat's Nest] was absolutely disgusting. It was a complete shit hole. The living room is where they used to have shows, but it was the most fun ever. I spent all my time at the Rat's Nest the summer after I graduated high school ... A really gnarly band from Pennsylvania called Black Mask once played there. This was a Halloween show. It was the loudest show I had ever been to. Utter chaos. 60 people packed the living room, and another 30 or so in the kitchen and back porch.

I think in that atmosphere you really see the forefront of these bands' creative endeavors. You can see them up on a stage, and put on a pedestal like that... bands may like playing on stage more than in living rooms and basements, but I feel like when you are inches away from the person who is screaming in your face... that's when it is real. That's something that has always appealed to me about hardcore — how intimate it was. I don't know.

Henry says CVDIY emerged in 2012 via Facebook, and was spearheaded by Matt Free, Henry's bandmate in his band Growing Cold. Henry's been a part of the scene ever since, and



though he can't say where it's headed, he knows where it's been. And he sees a noticeable change from the days of old.

UPRISING: Where do you see the scene headed? Is there a progression? Where would you like to see it go, and what will it take to get there?

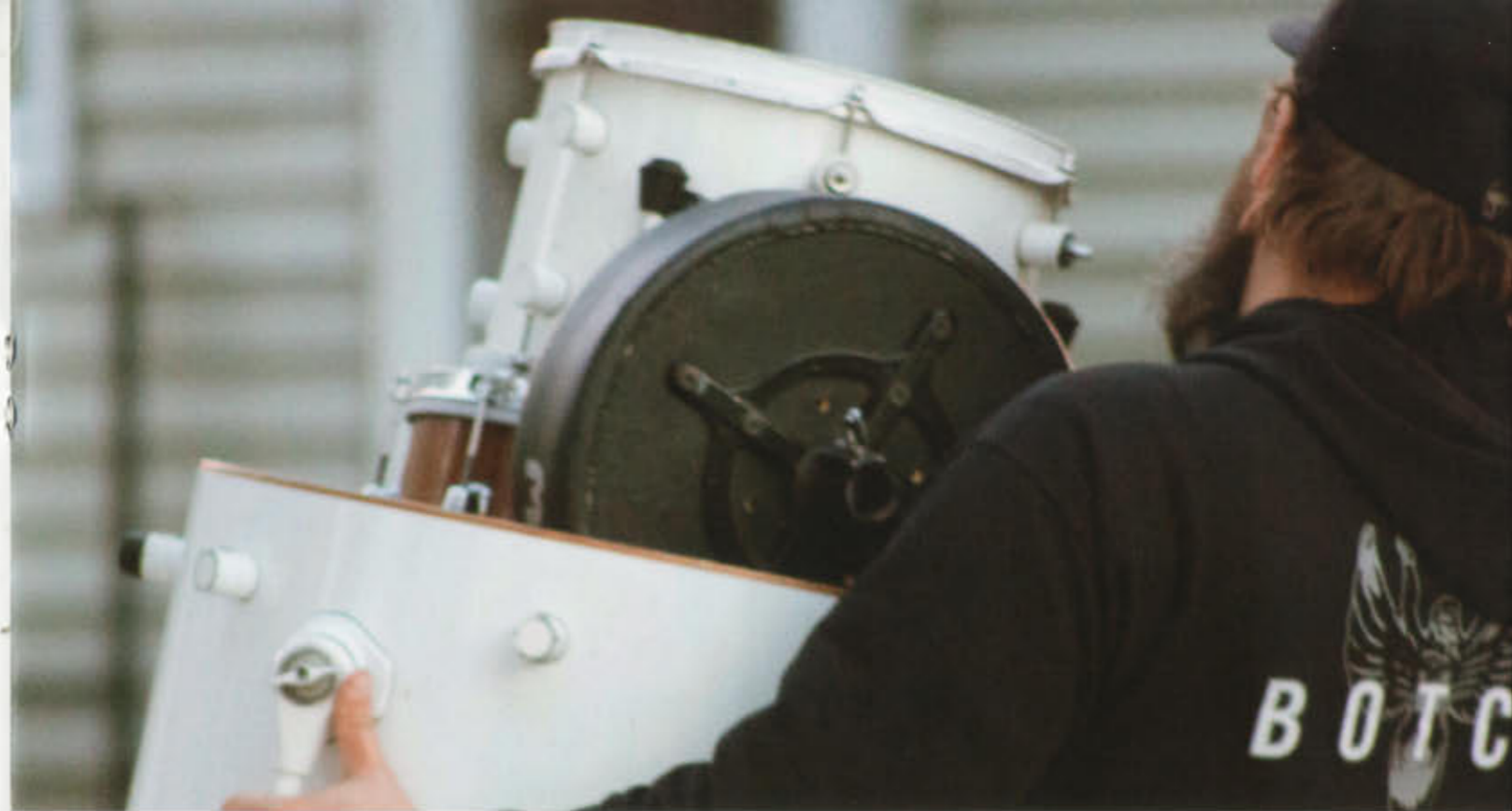
HENRY: There is this band called Modern Life is War from Marshalltown, and they are probably in the top five biggest hardcore bands of all time, in my opinion. They are on Deathwish Records, which is one of the biggest hardcore labels. They wrote a song called "First and Ellen," which is about a house that was down the street from Music Station on First [Street] and Ellen [Street], called the FUK Garage. People walk by it and drive by it every day, and see hardcore history.

I was never old enough at the time to go to shows there, but there are videotapes of Modern Life is War playing there. They have this song where there's a line that says "Fuck the glory days"... everyone who is older will tell you the scene was better when they were a part of it, you know? That's not the general attitude of people who don't go to shows here anymore. It is

of a couple people, but that's their opinion. They may have enjoyed the bands more that played during that time, but the scene is different. It's by no means worse, we have more people who are stoked on going to shows. We have people who go to every show. A scene's not dead if people are at every show, no matter what people say. It's CVDIY, it's not Iowa Hardcore anymore. Iowa Hardcore is still prevalent, but it's still CVDIY. The scene has fluctuated in and out.

The Black Hole, in particular, doesn't specialize in any genre. Tonight's show features Oliver Weilein on solo acoustic guitar; Ben Uhl, a comedian dressed in tin foil whose act almost exclusively focuses on condemning technology, follows. Wise and Fuller' band Rabble Rouser, a punk band, performs as well. Other nights include hip hop performers.

"Shows here have always been pretty diverse," Wise says. "We want people to experience different kinds of music; mixed genre shows. I tell people who never come out to shows to come out because a lot of the music that is played in the alternative scene is more genuine. Sometimes people lose money going on tour, but they do it because they love it."



Bands from all across the nation and beyond have played in the basement of the remote venue; from New Jersey, Colorado, Virginia, Florida, and even Canada and Scotland.

"A lot of bands that come through tell us that this house is so much cleaner than the other house shows they play at," Wise remarks with a smirk. "We try to keep it pretty clean and decorate it with weird stuff."

"There has definitely been a lot of people that have tried to capture the scene in various places, but here it is just really interesting... like who would have thought Cedar Falls was a place where something like this happens," Henry says.

FOR INFORMATION ON UPCOMING SHOWS,
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THE BEAUTY EDIT

WORDS BY STACIE KINCADE, EMILY GASSMANN & KARA KEIGAN

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GET A CRISP, WIND-BLOWN LOOK BY ADDING
ANY BRIGHT BLUSH TO YOUR CHEEKBONES.
KEEP OTHER MAKEUP SIMPLE WHILE
MAKING A BOLD COLOR STATEMENT.



THE EASE
OF THE STICK
MAKES IT A
BREEZE TO APPLY
ON THE GO

THE FORMULA IS
PRACTICALLY WEIGHLESS
AND ADDS THE PERFECT
AMOUNT OF COLOR

REVLON CREAM BLUSH
IN CORAL REEF \$13.99

MAYBELLINE DREAM BOUNCY
IN HOT TAMALE \$6.44

MAYBELLINE MAST GLAZE
IN PINK FEVER \$8.49

BOLD BROWS

BUSHY, FACE DEFINING, CARA DELEVIGNE
BROWS ARE EVERYTHING THIS SEASON.
ADD SOME BOLD COLOR AND SHAPE WITH A
PENCIL OR GEL.



THE PENCIL ADDS DEPTH, WHILE THE GEL
KEEPS EVERYTHING IN PLACE

SKIP THE FEAR OF DRAWING IN BROWS WITH A GEL THAT
ADDS COLOR AND KEEPS THEM IN PLACE



WITH THE FINE TIP OF THIS PENCIL
IT IS EASY TO CONTROL THE DEFINITION

REVLON BROW FANTASY DUO \$7.99

NYX MICRO BROW PENCIL \$9.99

NYX TINTED BROW MASCARA \$6.99



Boudoir Reverie

PHOTOGRAPHY BY KARA KEIGAN



FUR FROM SALVATION ARMY
BODYSUIT FROM ASOS



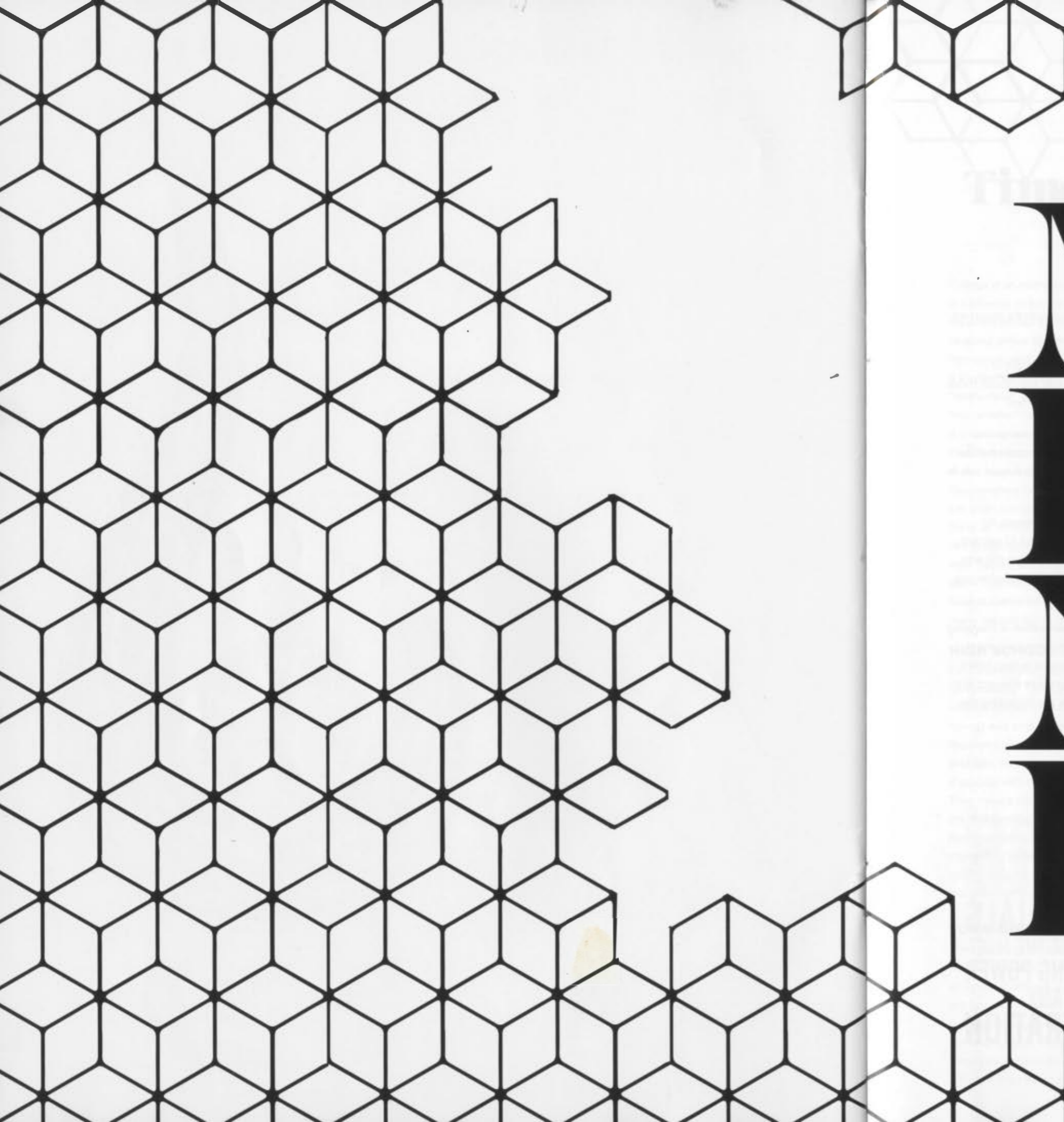


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MIL LEN NIA LS

Millennials Making an Impact

WORDS BY JULIA SCHMIDT DESIGN BY EMILLY HODGES

The millennial generation is a term referring to the current generation of people ages 18-24. Most people that are attending the University of Northern Iowa fall into that category, and they are not alone.

With numbers nearing 77 million, the millennials currently make up about 1/4 of the United States' population. Their numbers are larger than that of the Baby Boom population, and nearly three times that of Generation X, which preceded the millennials.

So, with all those people, it's no surprise that they are having an equally massive impact on the commercial industry, popular culture, technology, and societal trends in America.

The typical stereotype is that many millennials are just poor college, or recently graduated, students. But that is not the case. Shockingly, they wield 1.3 trillion dollars annually in the American economy, according to the Boston Consulting Group.

What are millennials buying with that money? The top five most bought brands are Nike, Apple, Samsung, Sony, and Walmart.

With four out of five of the most popular brands being technology-related, it brings up questions about how widespread the millennial generation's impact is in this area. While walking outside one can't

help but notice the amount of young people completely absorbed in their cell phones.

It should come as no surprise that more than 85 percent of millennials in the U.S. own smart phones, and that they touch those phones on average 45 times a day, according to Nielsen.

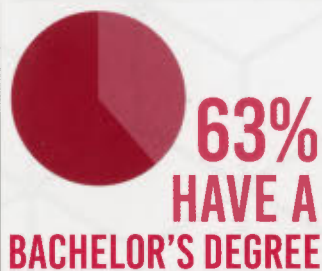
This abundance of technology is changing the way that young people connect with each other. Unlike in the generations before them, technology and social media play the arguably largest role in how the millennials connect with one another.

The Pew Research Center found that of online millennials, 87 percent use Facebook, 53 percent use Instagram, and 37 percent use Twitter. Having social media outlets is also changing the way this generation get jobs, with five out of six millennials connecting with companies through these networks.

Whether they realize it or not, the millennial generation is changing the face of America. Every thing they do is affecting the current and future social, political, and cultural atmosphere in the United States. So, next time you buy something in a store or connect with someone on your smart phone, remember you are impacting the world more than you may think.



1/4 OF THE POPULATION
ARE MILLENNIALS



40 MILLION \approx THE
WORK PLACE

2018
MILLENNIALS
WILL HAVE THE MOST
SPENDING POWER
OUT OF ANY
GENERATION

Times, They Are A Changin'

WORDS BY MOLLY WALLESER & JULIA SCHMIDT

DESIGN BY EMILLY HODGES

College is an interesting time in life. It is supposed to be one of the greatest experiences, but somehow also the most stressful. While somehow managing bills, homework, and a social life all at once, a student sometimes tries to manage a "relationship" as well. However, the term "relationship" has lost its original meaning. It should be easy, right? Two people have mutual feelings and they date. Unfortunately that is most typically not the case. Relationships today --to say the least--are just plain complicated. There is no such thing as "straight forward". There are forms of the dating scene today that did not all exist twenty years ago. It has become a game that multiple University of Northern Iowa students have participated in, but many are still trying to figure out the rules.

HIGH SCHOOL SWEETHEARTS

First there is the "High School Sweethearts". Lines are not as blurry when it comes to this couple. They are honest and straightforward with their feelings toward one another. If there is a problem, they are more willing to address it quickly with the help of communication. They have a life planned out after college and are basically just going with the flow. According to an anonymous UNI student, "The label is very important in this relationship." It reinforces intentions and the commitment.

LONG DISTANCE LOVERS

The next form of relationship is the "Long Distance Lovers". This couple makes dating all kinds of difficult. The two students are forced to live two different lives with technology being the only form of communication. They have to somehow magically contribute equally to these two different lives they seem to be living. The

life through the phone connected to the lover on the other end, and the life they see every time they look up from the device. A fellow UNI student says, "In my long distance relationship, we held off on putting a 'label' on things because of the distance." This is just the beginning of where labels become an issue.

IT'S COMPLICATED DUO

Then there is the "It's Complicated Duo", which seems to be most familiar on college campuses. This couple has nightmares about the word "official". This relationship goes through a series of stages that are--ironically-- just plain complicated. This is where everything about the college aged generation becomes weird. The stages of this tedious process begins with, "just friends". This is where two people ultimately decide if there is a romantic connection between them. Pretty simple, right? But then many people experience a stage a bit more confusing. This is called having "a thing". This is the universal term for, "What the hell is going on?" Every college student reading this probably knows exactly what the term refers to, but can anyone really effectively define it? Is it daily back-and-forth texting with no real depth or label? Exclusively nonexclusive? This stage could last for weeks--or even months-- and potentially never go anywhere. It consists of tiptoeing around the honest feelings, or therefore lack of. If ones lucky enough to cross this invisible line to the next stage, it does not necessarily get easier. This stage is becoming "official." This defines two people as exclusive. If not careful, media has the ability make things complicated. People find out who said what and when and all of a sudden it is a world of hurt.

FRIENDS WITH BENEFITS

Finally there is the self-labeled "Friends with Benefits", similar to the well-known rom-com featuring Justin Timberlake and Mila Kunis. This couple refuses to put any label on what they really are, instead preferring to just live in the moment and see what happens. They met through their same friend groups, and enjoy doing everyday things together, like homework, eating, going out on the weekends, and spending a lot of time with one another. Sounds kind of like a relationship? Don't be fooled. This couple won't put a title on what they are because they "aren't trying to rush into anything too fast and are just trying to take it slow". But they avoid the topic of the big "next step" and "haven't really talked about things that much". So where is this couple going in the future? It remains as much of a question mark to outsiders as it does to the ones actually in the relationship, but they definitely enjoy spending time together and their feelings seem to be more than that of just friends. It is pretty apparent that labels scare the college generation out of relationships. Why be committed when one can hookup on Tinder with no strings attached? And for those that have crossed that looming barrier of commitment, social media plays a big role in how they stay connected. Without cell phones and texting, many of our featured couples probably wouldn't still be together.

No matter what the relationship status, the dating styles and terms of today's generation have completely transformed from all those before us. Is it for better or worse? Who knows, but my grandma definitely wouldn't approve.

THE DATING GAME

WORDS BY STACIE KINCADE

Does anyone ever wonder whatever happened to good old-fashioned dating? When dating someone meant spending time with another person without surrendering to being “exclusive” or “Facebook official”, but just having that other person as company. As Millennials, we’ve been conditioned to communicate with people through the gaze of a screen. It’s no longer clear to us what someone actually means based on the words they say or in this case, type. And that’s just one piece of the puzzle—dating has become a confusing realm of “just talking”, “friends with benefits”, “things” and “it’s complicated.” We claim we hate the unknown, confusing trials we put ourselves through, but yet here we are participating in what has become the most competitive game alive.

All this dating talk had us wondering—what do the students at UNI think? So we asked. Here’s what they had to say.

WHAT IS YOUR RELATIONSHIP STATUS, AND HOW WOULD YOU DEFINE IT?

“I have a person of interest, that’s as far as that goes. I’m still getting to know that person, we’re in that stage. Some people just kind of jump into things and I would just rather full circle before I start dating anyone.” —Weston, 21

“Complicated—it’s not really serious, we’re talking now. So, I guess I have a ‘thing’. I think anything is complicated because you don’t know if they’re talking to other people. I told him ‘I don’t care if you’re talking to other people, but I’m only ‘talking’ to you’. I think all ‘things’ are

complicated because you don’t have the label and you’re both unsure.” —Callie, 20

DO YOU THINK TECHNOLOGY PLAYS A BIG ROLE WITHIN DATING?

“I think it really affects it. It’s a good thing to meet people with, like Facebook for example, but I think it’s bad because you don’t really know how that person is in person. You can text, but you never really know how that person is until you talk to them face to face.” —Callie, 20

“I think it helps connect a lot of people, which is great because I think a lot of people wouldn’t be able to connect without it. At the same time I think it takes away from a lot of the social skills needed to carry on a conversation. I’m an impromptu kind of person and it really shows when you’re trying to have a conversation and they can’t keep one. You know they’re not bored or trying to be like that, they just can’t keep a good conversation—I try to avoid that. I’d rather talk on the phone anytime.” —Weston, 21

DO YOU USE TINDER FOR DATING OR HOOKING UP?

“Neither. It’s more of a joke. I kind of just swipe right on everything. I don’t use it to talk to anyone, just out of boredom.” —Kevin, 20

“I really don’t use it for either, I just do it when I’m bored.” —Greg, 20

“Neither one. I have it, but I’ve only gotten on it about twice—I’ve never met someone that I’ve seen on there.” —Callie, 20

“Neither. Just to see who thinks I’m cute.

Out of boredom basically.” —Weston, 21

“Hooking up (starts laughing)” —Samantha, 21

HAVE YOU HAD ANY SUCCESS WITH IT?

“I mean sometimes you’ll find out somebody thinks you’re attractive, so that will lead you to go talk to them more, but that’s as far as success goes in that aspect.” —Weston, 21

“I haven’t really tried to.” —Greg, 20

“Yeah I mean, it was also an ego booster to match with a hot guy, and I don’t know it’s like a guarantee the first time you hang out with them, somebody is going to get naked.” —Samantha, 21

HOW DO YOU THINK DIFFERENT DATING LABELS ARE DEFINED NOW IN COMPARISON TO HOW THEY USED TO BE?

“It seems like everyone’s just talking to everybody—no one is actually dating. It also seems like if you are talking to someone and they start talking to someone else, you get mad because you maybe thought you were something. Basically, if it’s not put on social media that you’re dating, you’re not actually dating.” —Greg, 20

“I feel like there are so many different labels in comparison to what it used to be. I think a big part of it has to do with what’s portrayed through the movies and how social media has become such a big deal. No one ever seems to know.” —Jen, 23

WHAT IS YOUR MOST AWKWARD

DATING STORY?

"I went out on a date at Huhut. After dinner, we went back to his place and he threw up. It was pretty embarrassing for him." —Lisa, 20

"Oh man, I don't know, I guess I've been blessed with pretty good dates for the most part. I mean, the most awkward thing I can think of would be going up and talking to someone I matched with on Tinder and then being asked by someone how we met. It's just awkward because everyone makes that assumption that it's just for hookups." —Weston, 21

"I met a guy at a party once and we exchanged numbers. A couple of days later he texted me to hangout and watch a movie, but when I got over there he was laying in his bed naked—so I left." —Jen, 23

"I guess one time on Tinder there was this girl that wanted to date, like right away. I had talked to her for maybe a week and she just wanted to start dating. It wasn't really awkward for me, just strange." —Greg, 20

"I went on a double date with a friend once. I was talking to two girls at the time and he (my friend) thought it would be funny to call one of them (to meet me) while I was meeting the other girl at the mall. I pretty much got dumped by both of girls—lost both options." —Kevin, 20

"Actually, a couple weeks ago I had this guy over, we were kind of talking. I live with a few other girls and one of their friends was also over that night. The next day when he left the girl that was over told me that he had been talking to another one of her friends and it was kind of serious, So that was kinda awkward." —Rebecca, 20

WHERE DO YOU SEE YOURSELF MEETING SOMEONE YOU WOULD**POTENTIALLY DATE?**

"Wrigley Field. I'm a big Cubs fan. I see my wife being in the bleachers at Wrigley Field." —Ben, 21

"Church—probably not a bar. I need to start going to church." —Kevin, 20

"Most likely in college. I'm involved in a few different clubs, so probably something like that." —Lisa, 20

"Not at a bar. That's one of the most common misconceptions. I don't go to bars to pickup girls. I would say volunteer opportunities or community events—that's the type of girl I'm looking for. Facilitated events that surround an interest of mine that we both have in common." —Weston, 21

"Maybe work? I would say class, but you don't really get to talk to people as much there. Definitely not at the bars. I see a lot of cute guys at the bars, but I feel like just because we're meeting at the bars it's already implied that nothing is going to happen." —Callie, 20

"I'm on the track team, so maybe there or through the church I go to." —Greg, 20

"Possibly a bar or an extracurricular activity we have a similar interest in. I wouldn't be opposed to meeting someone at a bar. Definitely not class." —Jen, 23

DESCRIBE YOUR TYPE.

"Cute, athletic, nice and trustworthy." —Kevin, 20

"Someone who I can see a family with in the future—goal oriented, caring, trustworthy." —Katie, 20

"Ha, tall, dark and handsome! Someone who is motivated, smart, encouraging and funny." —Lisa, 20

"Nice, sweet, caring. She has to be cute and like sports a little bit too." —Ben, 21

"I like really good guys, that's why it's so hard in college. They have to be going somewhere in life—knowing where they want to be or passionate about something. I hate cocky guys. I feel like there is a strong difference between being cocky and having confidence. As far as looks go, I like tall guys. I'm really short, so everyone's always like 'he's short, you should talk to him' but I don't know, I don't like short guys. Also, I like straight teeth; a nice smile." —Callie, 20

"Tall. Attractive. Ha, they have to have a nice collarbone. Being smart is a plus! I also like people that are close with their family." —Jen, 23

"Very motivated and driven. Someone that just appreciates the things that I do; I love making money. Essentially, I don't think that people are necessarily supposed to be together forever, but I do believe that someone can make me the best person I am. Someone that can push me to be the best person I can be and that I can do that for as well. That's what I'm looking for." —Weston, 21

"Athletic. Religious. Someone with a country background because that's the kind of background I come from." —Greg, 20



WILDFIRE

PHOTOGRAPHY BY TYLER GRIMM & KARA KEIGAN



JACKET FROM MISS WONDERFUL
SKIRT FROM GOODWILL





JACKET FROM MISS WONDERFUL
PANTS FROM AMERICAN EAGLE
BOOTS FROM STEVE MADDEN







Uprising