

PLAYANESE

Periodical

**The Dirtiest:
Interview with
Grn+Gld's
Master of
Ceremonies**

Something Special

is Coming

Back to the Community

Local Art

Vandy Vong

Ineka Herring

JARGON x OPEK

Nick Eismann

Tosh Demello

Xris Rodriguez

HOW TO START A CULT

WITH MAKEA

SUPERIOR



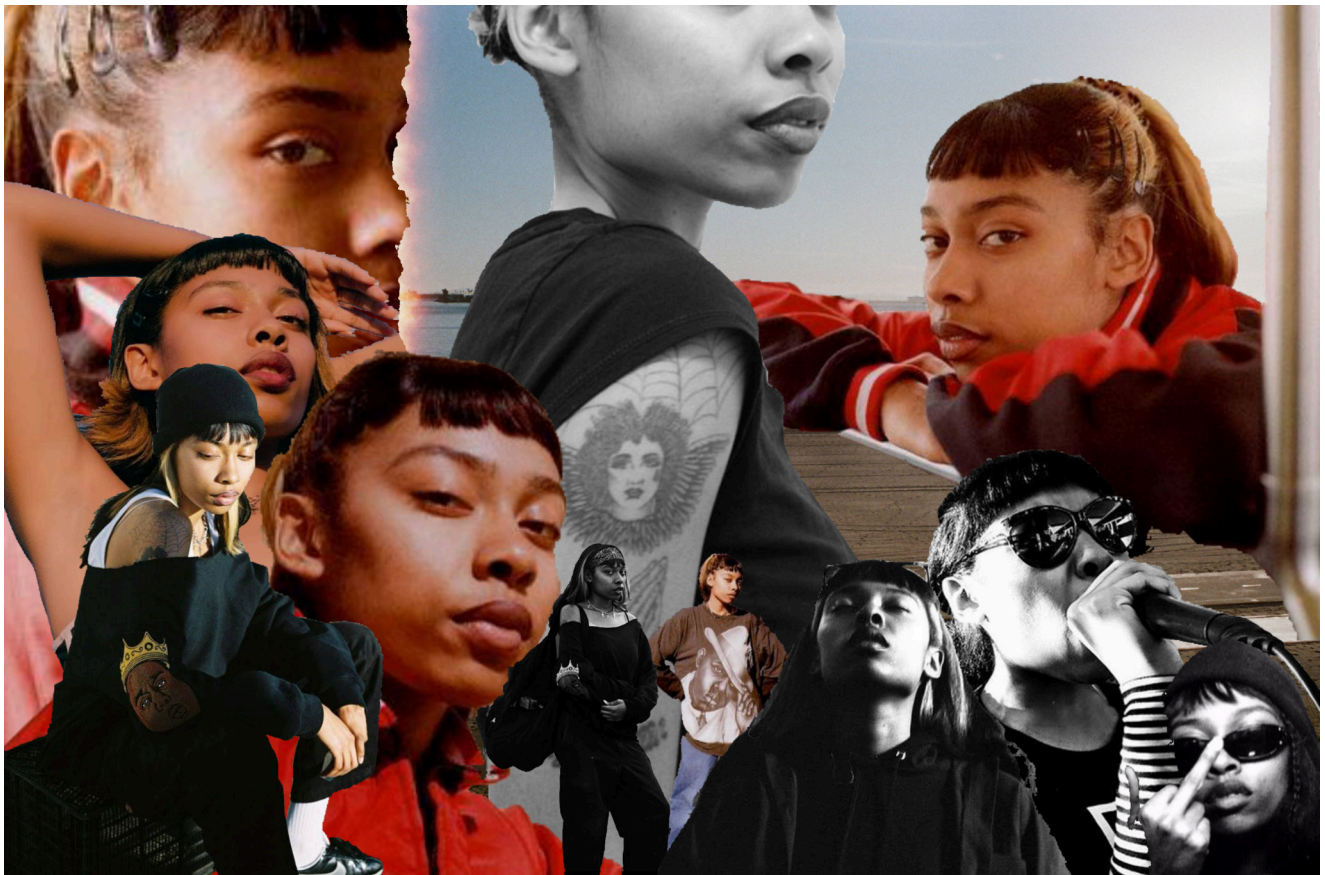
PLAYANESE

Periodical

A Long Beach Publication by Long Beach County in partnership with One Current Ebbing All Nations and Members of the LB Community.

A Part of the L.E.A.H Publication Program

In Memory of
Leah "GraveDigga" Norwood



Program

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So it's an election year and as I look at my ballot I see a bunch of weak Dems, lousy republicans and people that worked in law enforcement. As for city council, I do see locals running who you should vote for like Sharifa Batts. I don't know what to call it in some districts though, especially in District 2 where Cindy Allen doesn't even show up to debates because she feels like it's a waste of time because her only opp is a lady from Italy named Ketty who some believe to be unhinged... so here's my voter's guide... Stay away from people who would lock you up or support the police, and because the city has been going down the drain, make sure yall get some new people in the city.

What I would like to see is some young locals take these positions. I encourage those who can to gear up for next time around and contact people like us to back you up. Get the word out years in advance through showing face in the community and supporting those who need it.

Playanese people are known for keeping it underground, keeping it street but at some point if we don't engage with these people in local politics and take their jobs, the more they will continue to push us out. Do you wanna live in Hawthorne? Yall wanna move to Modesto?! well, we better start getting a move on things. Study and focus on LOCALISM.

-JackDawg (so called editor).

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NEVER KNOW
WHAT THE CITY
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FULL PAGE OF RESOURCES.**

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**MEDIA. OUR
LIST IS NOT
COMPLETE.
IF YOU KNOW
ABOUT ANY
LOCAL
RESOURCES**

**PLEASE CONTACT US SO WE
CAN ADD IT TO THE
DIRECTORY.**









@_tonemalone

Meet Dirty Merlin. Long Beach's Cyber Punk Hero with solar punk energy. For years Merlin and their crew Grn+Gld have succeeded in creating art and hosting safe spaces for creators in the city of Long Beach and beyond. I met up with them to catch up and talk shop about the city, the scene, and the persona. Skating to the compound hidden in plain sight in the middle of the eastside, we walked to the store to get some brews. On our return I was reminded I was once again in the presence of a wizard when I entered the pad and seen a mix of digital and analog equipment put together like someone who's in contact with a higher power...



@loboincognito

K: Five years ago.. Was it? Did you do hip-hop shows? I remember.

M: We had shows with rappers, producers, hip-hop. Just all types of stuff. Yeah, like beats, rappers, Long Beach DJ pools. Any type, any type of underground electronic or Underground Hip-Hop...

Or any type of stuff like that. I was gonna say I consider all that electronic, because it's made with you know, samples and shit. That's Electronic music to me. It is in my mind, even if there's rappers on it.

K: How do you see yourself as a creative in music? Artist, DJ, Producer.

M: I've made a bunch of stuff over the years. These days I'm mostly interested in rap, rave music, and stuff like that. Dance music... Tech. As a DJ, I DJ open format pretty much every genre. Like I don't usually limit it. When I started off, I was doing vinyl sample beats. I was trying to work with rappers but there was no one around me. So I just ended up making instrumental stuff and then the DJing... The

only way I played was DJing, still couldn't find anybody else that made beats or electronic shit so I had to go to shows with bands and shit and all types of stuff and I would try to DJ shit that, trying to bridge the gap and I just kept finding more stuff I liked and started producing a little bit faster. Some drum and bass, some footwork. Shit, some house shit, techno shit. Everything. And then, As far booking the shows.. I just have been following what I'm interested in, you know.

K: Mm, so that's how you eventually made Grn+Gld? Talk about the crew, if you want. Go back to when you first got to Long Beach and the evolution.

M: Yeah, well, I started it. I don't know how many years before moving to Long Beach, probably like four years before, at least. That's when I was living at a warehouse in Costa Mesa. That's where my parents live. My parents are from Long Beach and I moved back myself..

After the warehouse,.. that shit ran out.. I just ended up in Long Beach and some of GRN+GLD ended up coming with me too. I had been to Que Sera before moving here. Back in those days it was like the main spot where you could see shows. I always wanted to play there so I put my name in with Lou until they gave me a date to try it. Ever since then, We've had the night there for six years straight every month. Only thing that stopped us was the lockdown.

K: Lockdown my ass, yall were still going in, facts. GGTV.

M: Hm, yeah that was a time..after the lockdown, now we're just doing quarterly events. It's good to get a reset. Like I was definitely getting burnt out by the end. It's nice to be able to put a little more Focus on shows. To do a little more for artists that we book.

K: Yall still do GGTV?

M: Nope. No. No. I wish, but well that shit.. we did a year straight every week, straight year every week.

K: Keeping the energy alive. That was a big part of lockdown, you know. Just listening, what's going on, be able to cook & communicate with the homies and being like 'oh you're still alive'.



M: We were a little depressed but it's still cool to do something.., everybody was on Zoom, everybody had cameras and stuff and then we kind of just brainstormed the idea and then just figured it out. Just Google. I love Twitch and I've been a huge fan of watching Twitch video games and music stuff on there. So I was, aware of it, but definitely just taught ourselves how to do it. How OBS works, broadcasting, figured out lights. Shane would come in with a green screen, buy some nice ass lights, and then figure out how to do the shade. Got our computer. Yeah, got better and better.

K: I know group economics was a big part of that shit, man. There was a point where I came over here one day, and yall had the whole set up, OUTSIDE.

M: My house was fucking tiny. Did it outside of my house. It was a lot of work booking. Setting it up and breaking it down every single week and switching it back and forth between houses. It probably would've gone longer if we could have just had a studio where we could have it all set up and just turn on the computer, right? And just get ready to go.

K: Do you ever think about bringing that shit back?

M: Actually, I just reposted today cuz we did a festival in April and the fucking lineup of the people

there blew up, fucking touring like non-stop now. So it's really cool looking back. I'm saying because next April will be three years since then, which was nice to think about.

But yeah, it's really cool seeing all the stuff that we've done together. The people on the lineup are touring everywhere now. Fucking dope to see. I just met them from the internet.

Grn+Gld is just not music. It's like a culture it's a way of life. You know.

K: Yall got like all types of people, not just Djs. My god, what's their name... Lobo. Crazy with the 3D renders.

M: Yeah and his photography too, seen it?

K: Haven't seen his photography. Cold as hell though. Whole crew is sick but, what is it to you?

Merlin takes a breath and I laugh..

M: Well it's been a lot of different things over the years that started off just as a way to find some like-minded people, you know. They were down to work, you know and uh, do some underground stuff. But GRN+GLD is a

collective and it's like a mindset. That's not really for me to just define everything about it, but it's definitely anti-authoritarian. Strength through it, very DIY focused, If you want to do something, or you have a vision of something, you should just figure out how to do it and make it happen. Don't worry about fucking up or making mistakes. Make those mistakes and get out there and make it happen. And then you learn along the way. That's how I met everybody through that philosophy, even more great homies outside of that. That's how I met you. That's how I met... Yeah, pretty much all my best friends.



K: You know it's crazy, you really live by that cuz that's every time that we talk and shit especially when i was out of my mind back in the day you'd be like 'chill, bro', and I'll be like, 'what I do?'. I see you three months later like 'I've been chilling, bro' [laughs]. Yeah, man.. just going to that personality and stuff..at the shows, I feel like this is very important. I commend yall for always posting about the shows being safe spaces and then having a separate post later

specifically on the subject.

M: Everybody's learned along the way, yeah, going out of their way before every show to say these are the expectations for our party and this is the standard setting and it's known. Getting ahead on the jump and be like, 'this is what the standards are for being here'.

K: Would you consider yourself cyberpunk?

M: I'm cyberpunk?

K: Yes, bro, you're cyberpunk nigga. Come on, I mean.. Long Beach.. You're the guy, bro.

M: I guess so I don't know, I don't dress with like fucking cables coming out of my arms and shit but I think. I think everybody.., I don't know, the first music I got into was punk and I'm cheap as fuck, not wasting, recycling and like, trying to get make shit last. I love the technology and using it, or using it in an alternate way. I guess that makes me pretty cyberpunk. So all those things combined, yeah.

K: Cyberpunk is high tech, low society... we live that. It's that combination, you're still analog too. How do you feel about AI art and music?

M: I'm not worried about that shit, you know. We'll see what happens. With new technology, I try not to worry about it too much because I try not to be alarmist about things.. don't want to be one of those.

People that are like, 'oh, this sky's falling'. The printing press used to be the edge of everything. It's a bit scary but also it's brand new to us. The scary part about it, for me is how there's like, the ethical coding and all that and how like the biases of like the person that coded it can be replicated in.

K: True. I always say imma get into coding but I'm bullshittin. I want to though... Yeah besides like what's next for you? Y'all got any shows coming up new projects. I know y'all just drop something too right?

M: Yeah I just dropped a EP. Uh, like a week ago. Dropped a three track EP of some Jersey Club influenced tracks with vocals on hip-hop edit. That's what I did last for the Djs sets.

Really stoked on that, I got a couple more EP's coming out before the end of the year. And then, I think we'll be coming up on our 100th release on Grn+Gld soon.

I think the last one was 94 so, should be hitting our 100th release soon. I don't know what's gonna happen then.

And then we're throwing a warehouse party with homie, BC Rider's crew, he's from Long Beach. So, that's going to be

dope. Three of us and three of them. Yeah. As always, always find more people that live in Long Beach. Even when I go out to LA, I find people that live in Long Beach. You think it's a small city but we are everywhere...

K: I gotta ask every DJ this. How do you feel about everything? How do you feel about local DJs playing local music?

M: That's mandatory. I think you should do whatever the fuck you want when you're playing. Who cares if you're open or closing..



play the set, you want to play fucking blow it up. Depends, what type of DJ? I don't know because it could be like playing an hour set, could be playing all night long, you could be playing in between bands or some shit. If you want DJ's to play your shit and your local, send DJs your tracks. Email me. Yeah, email me dirtymerlin.gng@gmail.com if you want me to play your tracks.

K: Because you are the type of DJ that's going to say, "send me the stems"...

M: Man.. Lets do it...

K: Thanks for taking the time, G. Before I get out of here yall got anything coming out? Anything you're excited for?

M: We're dropping Red Bag as a release coming out on Grn+Gld and it's fucking fire. Release coming up somewhere in the city. And then we're throwing another release party for a vinyl... Most of all, I want to start taking things to the next level. I've been seeing some of the community events, I want to start having block parties and stuff like that so...it's time to start looking at licenses and permits and stuff, you know. Go legit...



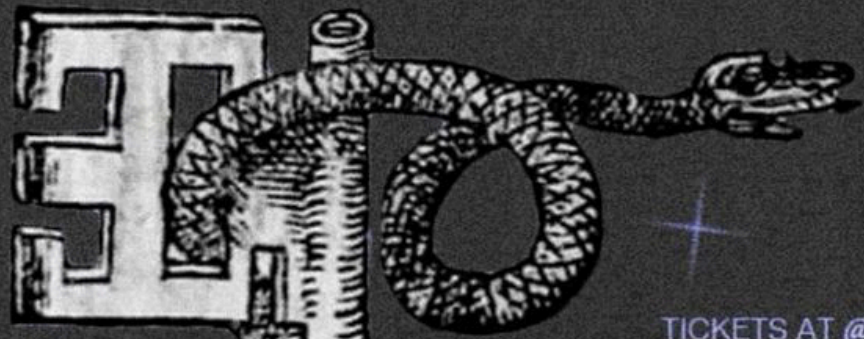
@_tonemalone

And that was it. We sat, smoked a spliff, laughed at some old times pre-covid, and I was on my way. As I came out the compound I remembered where I was, the heart of the eastside. Reflecting on the magical door I just came out of, I wish Merlin the best in the city, life in general. Cleanest dude out, but when you see them in the street, scream "THE DIRTY"!

SATURDAY MARCH 23

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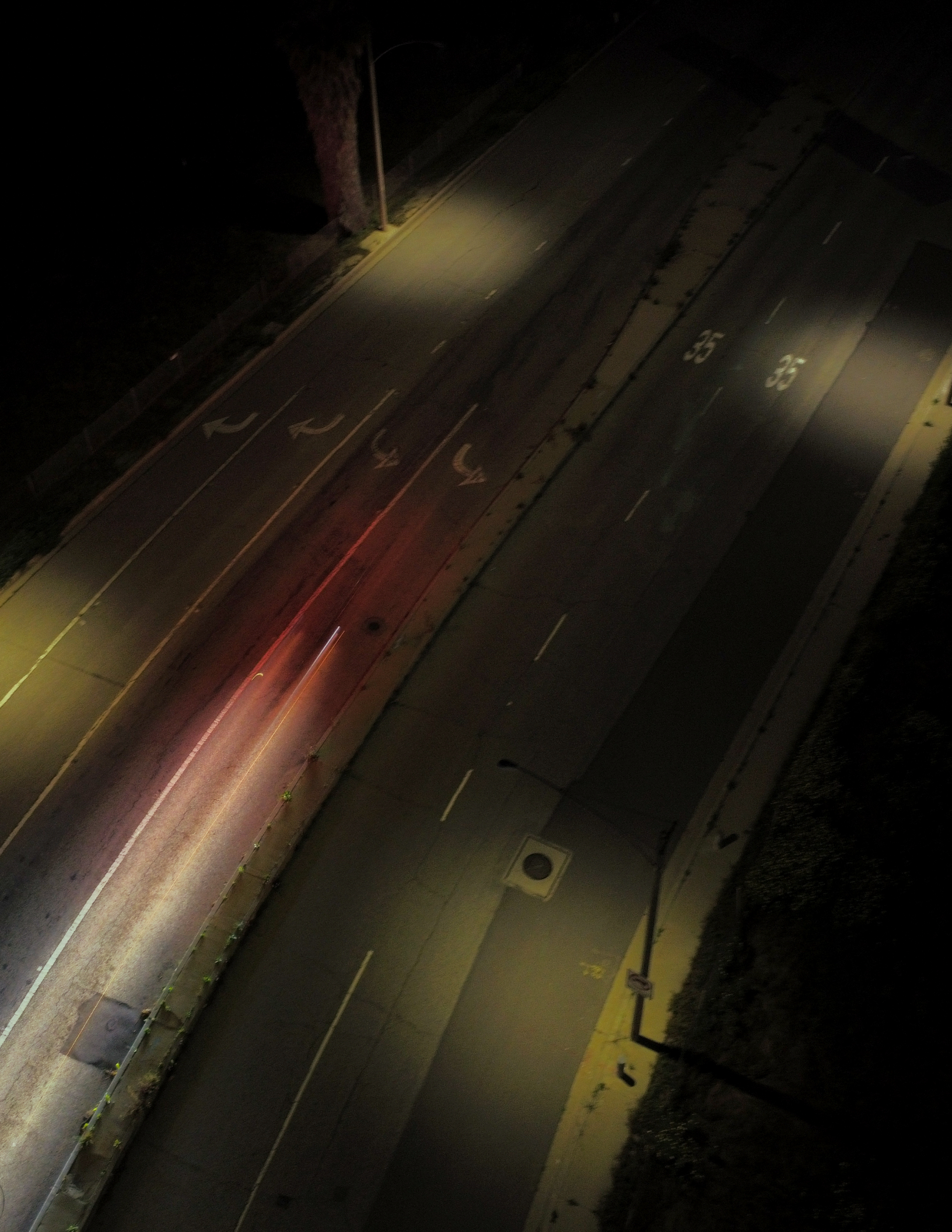
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They are coming back..

Makea

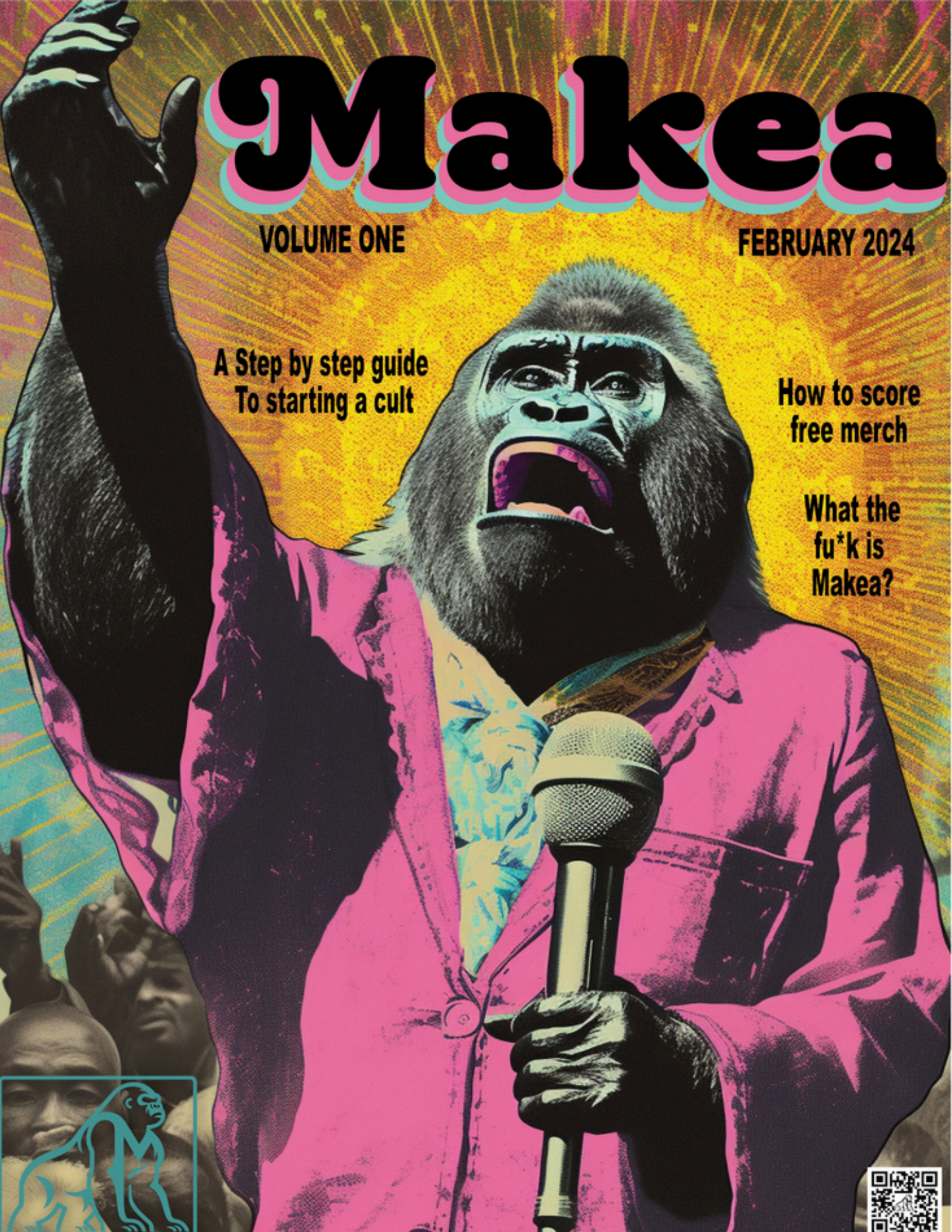
VOLUME ONE

FEBRUARY 2024

A Step by step guide
To starting a cult

How to score
free merch

What the
fu*k is
Makea?



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8 Essential steps to Starting a Cult

(To fund your indie cinema aspirations)



Step 1: Establish a Mystique
First, you'll need a compelling backstory, ideally involving a spiritual awakening during a retrospective of French New Wave cinema. Your followers need to believe that you've found the secret to life in the subtext of a Godard film.

Step 2: The Doctrine of Cinematic Salvation
Develop a doctrine that preaches the sanctity of independent cinema. Your sermons might include rants about the soullessness of blockbuster films and the divine nature of avant-garde movie-making.

Step 3: Holy Symbols and Rituals
Create symbols from film paraphernalia. A sacred clapperboard, perhaps? Rituals might include synchronized screenings at the hour when the sun sets just so against the screen—also known as the Golden Hour of Cinematic Truth.

Step 4: The Sacred Text
Pen a holy book filled with cryptic film theories and commentary that only your inner circle can interpret. The more obscure, the better. Think of it as your own personal Cahiers du Cinema.

Disclaimer: This article is a work of satire and is intended for entertainment purposes only. Names, characters, businesses, places, events, locales, and incidents are either the products of the author's imagination or used in a fictitious manner. Any resemblance to actual persons, living or dead, or actual events is purely coincidental. This article is not intended to convey real events or to reflect the genuine conduct of the persons, entities, or situations discussed.



8 ESSENTIAL STEPS TO STARTING A CULT

(To fund your indie cinema aspirations)

PT. 2

Step 5: The Promise of Exclusive Content
Promise your followers an exclusive look at the 'Director's Cut' of life. The 'Special Features' section might promise behind-the-scenes glimpses of the afterlife-or at least some deleted scenes.

Step 6: The Tithe System
Introduce a tithing system where donations are directly proportional to one's commitment to the cause. The more they give, the closer they are to the 'Producer' credit in the sky.

Step 7: The Gathering
Hold film festivals in remote, hard-to-reach locations. The difficulty of the pilgrimage will only enhance the devotion of your followers.

Step 8: The Prophecy
Finally, prophesize a grand event-'The Ultimate Screening'-where only the truest believers will witness the unreleased masterpiece that guarantees their cinematic salvation.

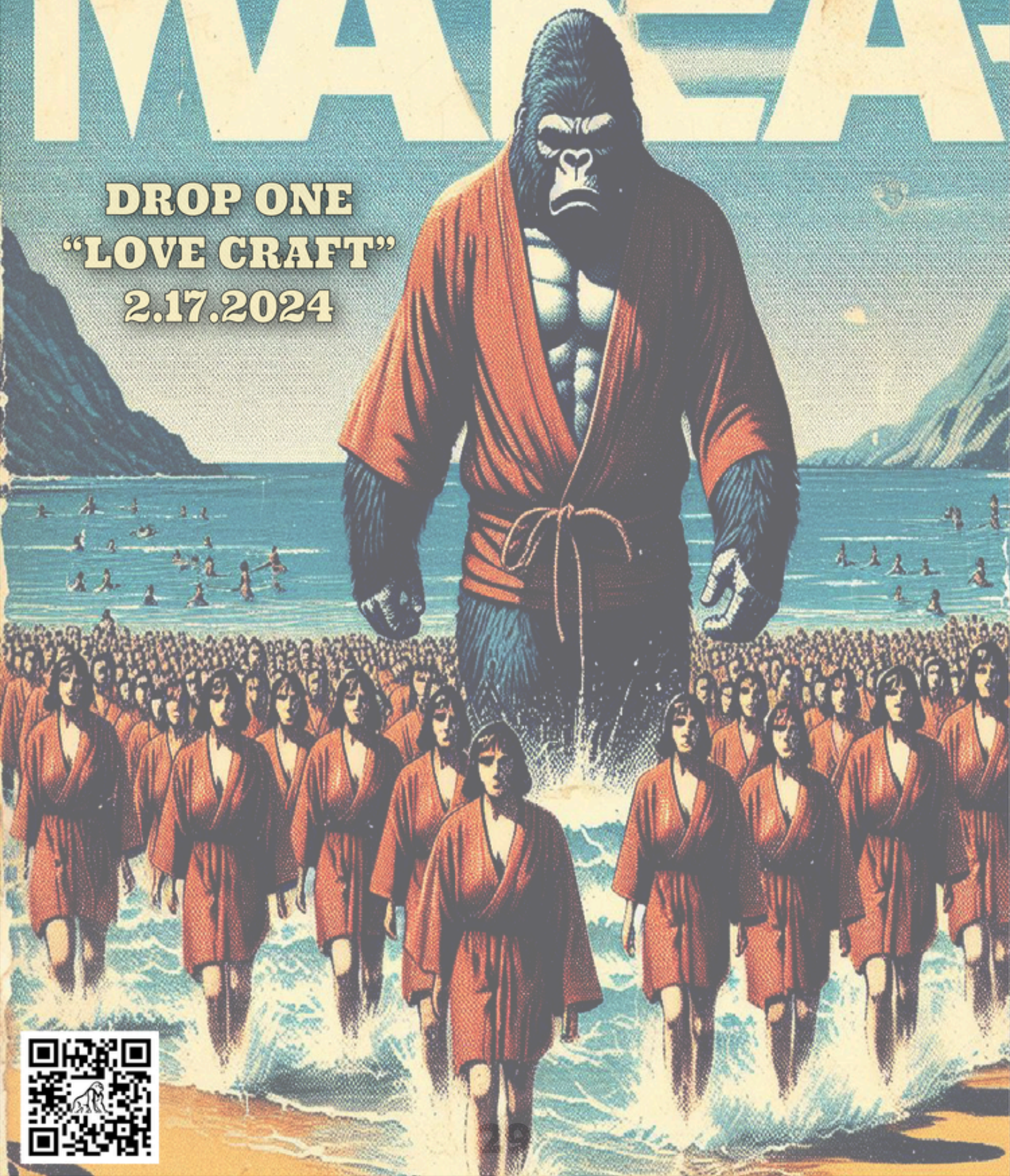
With these steps, you'll have a cult following and a steady flow of income to fund your indie film projects. Remember, in the terrifying world of cult-cinema, every tithing is a ticket, and every follower is a potential film critic. Amen, and pass the popcorn.

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MAKEA

DROP ONE
"LOVE CRAFT"
2.17.2024



WHAT THE FU*K IS MAKEA?

What the fu*k is Makea? Pt.1

In the vibrant heart of Long Beach, a trailblazing brand named Makea is changing the game in the film industry, led by a truly unique and remarkable leader – Primo, a real, walking, talking filmmaking gorilla. Far from being a figment of imagination, Primo is as real as they come, embodying the spirit of creativity and resilience. He's a tangible, dynamic force at Makea, seamlessly blending the extraordinary into the everyday fabric of guerrilla filmmaking and innovative marketing.

Primo's leadership is central to Makea's groundbreaking approach to promoting "The Guys Make a Movie." Challenging traditional marketing norms, Makea offers clothing for free, adopting a 'Pay What You Want, Just Pay Shipping' model. This initiative goes beyond mere transactions; it's about fostering a community, united in their eagerness for the film's release.

The bi-monthly limited edition apparel releases, under Primo's direction, feature unique designs on hats, hoodies, and more. Each item, once sold, becomes a part of Makea's exclusive legacy, never to be recreated.

Makea's distinction in the industry is its innovative approach to film promotion, a first of its kind. Led by Primo, the real-life gorilla with a knack for guerilla marketing, Makea redefines traditional promotional strategies. The brand, though not traditionally personified, is marked by a collective spirit of boldness and ingenuity.



What the fu*k is Makea Pt2

More than a clothing line or a clever marketing scheme, Makea is the precursor to an unmatched film experience. The film itself is the culmination of this innovative campaign. The goal is to build a dedicated community that will not only rally behind "The Guys Make a Movie" but also passionately support future cinematic endeavors.

Makea's tribute to its Long Beach origins is reflected in its frequent "POUND CITY" references, which tie the local identity to the gorilla theme. This acknowledgment goes beyond geography; it's an integral part of Makea's character, merging local pride with its overarching story.

Makea isn't merely selling products; it's spearheading a movement. Each limited edition release is more than an offering of apparel; it's an open invitation to join a journey, a story, a community that cherishes creativity, exclusivity, and the indomitable spirit of indie filmmaking. As Makea gears up for its grand reveal, the buzz is not just about the upcoming products; it's about who's ready to join this extraordinary journey.



@LBMAKEA

