

the
(richie cunning⁶ and fellow young indie legends make the grade)
**young
ones**

INDIE HAS NO AGE.



MAG LEGEND

Independent Lifestyle

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With shoes on both feet and a wonderful sense of self, Una Kim has marched her way into a business that thrives.

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Photographer Trevor Traynor introduces us to his good friend, Richie Cunning... the "beat monster masher".

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With a style that she describes as frank, collaborative, reflective, and results-oriented, Kjerstin Erickson is making a difference in the world.

NEXT LEGENDS • MINDWALK BLVD11

It's hard to go from net start to real world star but Tyler Hudson and his band Mindwalk Blvd. are doing just that.

Cover: Richie Cunning scopes out the scene.
This page: Mindwalk Blvd. waits their turn.



I have a friend named Simon who is 13 years old and is without question one of the coolest people I've ever met. He's a phenomenally talented photographer, painter, musician and all around artistic dynamo. He is also passionate about the ocean and works for the Monterey Bay Aquarium as one of two Explorers, who represent the Aquarium in numerous public appearances intended to highlight the importance of ocean conservation. He's remarkably charming and brilliant and he inspires me constantly. I wish I could be more like him, to be honest. He has no limits, no expectations other than to be happy. He does what he does because it is who he is. He has accomplished more in thirteen years than many people ever

EDITOR'S NOTE

INDIE HAS NO AGE

accomplish in a lifetime and he is my inspiration for the theme of this month's issue.

The youth of today, The Young Ones, are where we focus our energies this month. Each of the people we are highlighting are under the age of 30 and have already done amazing things to enrich the world we live in. They are musicians, artists, philanthropic heavy-hitters, entrepreneurs, and each of them have taken their dream, their vision and brought it to fruition. They have done it on their own terms and will continue to be voices for independent thought, living and creation for generations to come. They are our future and we must pay homage and attention to them, so as not to be left behind in the brilliance of their wake.

Be inspired to your own brilliance, no matter your age or stage in life. Let these men and women, boys and girls, open your eyes and minds to a new way of thinking and creating a life you're proud to live.

Peace,
Amber

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Photography: courtesy of Una Kim

NEXT LEGENDS

UNA KIM

Una Kim is the founder of Keep, a skateboarding-inspired, cruelty-free shoe brand. She is also a prime example of taking what you love most and creating a business around what matters most to you. She is the fearless leader of a brand that keeps on growing and forging a path for female entrepreneurs. With a Princeton B.A. and a Stanford M.B.A., she is poised to turn the fashion industry on its ear by giving the people what they want, on terms that are her own.

Where are you from?

Baltimore, MD

How did you decide on this path/thing?

I worked in marketing, branding and trend forecasting in NYC before heading to get my MBA at Stanford. When I graduated, I already knew I did not want to go back to the world I was working in. I only knew how I wanted to feel, about my life, about my day to day. I can't even articulate that feeling, but I think a lot of it had to do with freedom and lightness and a sense of choice and control. Even when I didn't know exactly what I wanted to do, I knew exactly what I didn't want

to do. I just followed the signs and my decisions fell into place.

How did you start?

The only thing you have to do is make up your mind to fully commit to something. From there it's easy to discover how to set up a business or get something made. Get over your fear of asking questions. There are so many people and resources who can and will help you. The only hard part is battling with yourself. If you commit to the journey, you've made the toughest and most important step.

Where do you look for inspiration?

Every day things. Books, music, films, traveling, meals. Whenever I see something or interact with something that I connect with, I always put a little note in my head to hold onto it. I also think about the things I loved from my childhood. Those things are classic and timeless.

Where is the best place to start?

With yourself. That's the best place to start with anything. Know yourself, know what you like, what makes you feel something, what you connect to, what code you live your life by. If you know those things, you can do anything.

Why don't most people make it?

Shoes are hard to make. They cost money and you can't just do it casually. If you're a big company, you tend to not have any real identity that's meaningful anymore. It's a natural part of the cycle.

How many times have you wanted to quit?

On a light level, every day. On a real, true level, probably only once. That was when we had our first disaster. Once you get through your first true crisis, everything else pales in comparison. It's all about perspective. Since that time, I've had many more difficult periods, but I'm able to deal with them so much better. The bottom line is to ask yourself if what you're doing, from an overall perspective, makes you happy. If it does, you're fine. If it doesn't, start planning on what your next step will be. Do your struggles lead to something better? Or are you just toiling away on the same plane every day? Those are the kind of questions to think about. When I step back, I know about how grateful I am to be doing what I'm doing. I've learned so much about myself and that is priceless.

Read the full interview online at www.LEGENDmag.net/unakim





Photography: Trevor Traynor

NEXT LEGENDS

RICHIE CUNNING

The sun of the city, the son of the witty, the master of ceremony science, the beat monster masher, the rec league stomper, the live show flasher, the captain of crunch, the gatling gun tongue.... this *"Night Train"* will deliver your own Frisco kid. I'd like to introduce you to my friend, Richie Cunning! —Trevor Traynor

Where are you from?

I was born and raised in San Francisco and I have no plans of leaving.

Where is your favorite spot on earth?

See above.

Where is the best place to start?

At the beginning.

How did you start?

Well, I suppose "start" can mean a lot of different things. I've been rapping since I was about ten (not that those raps were any good). I started doing shows around 1999 when I was in high school, but I've yet to actually put out an official release. Given the amount of financial success I've had so far, I'm



hoping that I haven't "started" at all yet.

How did you decide on this path/thing?

There was never a time when I made an actual decision. My interest in music, listening to it and making it, just kind of led me here. Whether or not I should do it has never been a question for me. Friends and family telling me to keep it up doesn't hurt though.

What is your style?

I think my style is probably best understood by outlining what is not my style. Songs about fluorescent clothes and shoes that cost more than the rent are not my style. Songs about metaphysical metaphors and spiritual lyricals are not my style. Songs about "swag" and a bunch of grown men drinking champagne together are not my style.

Where do you look for inspiration?

I think inspiration is everywhere if you got your eyes open. Mine mostly comes from my city. I do a lot of late night headphone trooping by myself and that's when I always feel the most ready to make something hot. Other music is a pretty good source of inspiration too. If I hear another rapper or producer who I think is really dope, I try to step it up to stay on top of my game. If I hear another rapper or producer

that I think is garbage, I try to step it up to distance myself from that noise.

Who influences you?

Aside from my own squad, some of my biggest influences, in no particular order, are Redman, Boot Camp, Wu Tang, Just Blaze, Tribe, De La, KRS, Nas, Jay, Cam'ron, Big L, Pep Love, Marvin Gaye, and the list goes on...

What is your formula?

Acquire target. Destroy target.

Who is on your team?

Rec-League forever. My team is deep. Rob Rush, Cumulus AKA Q'm, Grip Grand, Haji P, Proe, No Wonder, DJ M.F. Shalem, Bob Clean, Buzzerbeater, Rusty Bravo, etc. Ain't nobody deep as the team. Go to www.routinefly.com for all our exploits including tons of videos, free music, blogs, shirts, and other such delights.

Who have you enlisted for help?

Many great folks have provided with me help over the years. Check 'em out. DJ Kevvy Kev of The Drum, KZSU 90.1 FM every Sunday from 6pm to 9pm. Trevor Traynor, photographer extraordinaire, www.trevortraynor.com. The good folks at Ankh Marketing, www.myspace.com/ankhmarketing. That should do for now.

Who do you call family?

All the folks mentioned in the above two questions, and all the folks that I share deoxyribonucleic acid with.

What makes you good?

I think what makes me good is the amount of time that I spend on my music. I work really hard to make my beats sound the way I want them to sound and I spend a lot of time fine-tuning my verses. I'm generally not impressed by people who boast about the speed of their production. I don't want to hear a song you made in 20 minutes or an album you made in a week. Get a grip.

Why should we care?

I don't think I appreciate your tone.

How many times have you wanted to quit?

Nope.

How do you pay your bills?

Barely.

Why do you do what you do?

Somebody's gotta do it.

What is your end goal?

There are a lot of different outcomes I can imagine

that would be great, but all I honestly want is to be able to pay my bills without having a regular job. To be able to wake up every day and work on music without worrying about where the rent is gonna come from this month. That would be more than enough for me to proclaim that I have won.

Why are you independent?

Mostly because no one has presented me with an alternative yet... (wink)... (elbow)... (second wink)

Why don't most people make it?

I think that depends on your definition of "making it". If you're talking about national or international fame, you have to get everything absolutely right (product, promo, tour, etc.) just to get to the point where it becomes a lottery. A lot of people don't get that far. Also, the majority of people who make music are not very good at making music. That doesn't help either.

How do you become legendary?

Ok, see first of all, you gotta find you one of them swords that's all stuck in a big ol' rock. Then, all you gotta do is pull that bugga out. You're welcome.



Photography: David Walker

NEXT LEGENDS

KJERSTIN ERICKSON

At 24 years old, Kjerstin Erickson is making a huge difference in the world. She is a Student at Stanford University and she is also the Founder and Executive Director of FORGE, an organization that helps African refugees reclaim their lives. She started the organization when she was 20 years old, with little more than a dream and has since implemented over 60 community development projects that have served more than 70,000 refugees in four refugee camps in Zambia & Botswana. FORGE has become an official Operating Partner of the United Nations refugee agency (UNHCR) and works in Zambia, hand-in-hand with refugees from the Democratic Republic of Congo, Angola, Rwanda, Burundi and Sudan.

Where are you from?

I currently live in Oakland, which I consider to be San Francisco's better half.

How did you start?

I was 20 years old and just completing my third trip to the African continent. It struck me that I had the power to contribute to alleviating the

unnecessary suffering in refugee camps, and just possibly to play a role in reversing the destructive cycle of war and poverty in Africa. I was old enough to know it was important and possible, but too young to understand how hard it would be. I was just naive enough.

Why do you do what you do?

Everyone who has traveled to Africa has a story about their first trip and how it affected them. My first experience in Kenya in 2000 was no different: crippled beggars, distended bellies, children walking miles only to arrive at schools with no supplies. Realizing the extent to which everything I would ever achieve in life was just as much a product of my circumstances and society as it was any of my own doing, how could I ever be comfortable pursuing “success” for my own? In a world without equal opportunity, the achievements of the lucky become irrelevant.

Why are you independent?

Ever since I was a little girl, I’ve had a strong rebellious streak in me. I’ve never been good at conforming to systems that I didn’t understand and practices I didn’t believe in. It’s been a blessing and a curse.

What is your end goal?

I envision a world in which post-conflict communities are empowered to come together to create bottom-up solutions to their greatest collective challenges. By actively uniting to restore economic and social stability in the aftermath of war, these communities take charge of their own destinies rather than waiting for ever-elusive top-down services. In this way, they play a central role in restoring peace and security to their regions and continents, proving that peace and collaboration is more socially and economically profitable than war and chaos.

What do you see as the future of philanthropy?

My hope is that philanthropy will shift from focusing on the desires and passions of the donors to the desires and passions of the beneficiaries. I look forward to a day when bottom-up development is more celebrated than top-down philanthropy.

Read the full interview online at www.LEGENDmag.net/kjerstinErickson





Photography: courtesy of Mindwalk Blvd

NEXT LEGENDS

MINDWALK BLVD.

A few months ago, there was a viral video floating around the web, which followed a remarkable drumming prodigy as he grew through the years. The video started when he was just two years old and ended when he was 14 and rocking out with his band. That kid was Tyler Hudson and that band is Mindwalk Blvd. Together with Jordan Ferreira and Mike Avakian, these three young Bostonians are making a name for themselves as a hard hitting progressive rock band. Their eyes are on the prize and while they may be musical geniuses, its nice to know they're still just kids who love to rock!

Where are you from?

Bean Town

Where is your favorite spot on earth?

Jordan—It changes, sometimes it's a bathroom, and sometimes it's my studio

Mike—California, where the grass is green and the girls are pretty

How did you start?

Jordan—I picked up a really old acoustic guitar that

I forgot I had...

Mike—Because of my love for music, and my sisters hatred of me playing with toy guns when I was 6.

How did you decide on this path/thing?

Jordan—I guess I'm just interested in things that are unusual and interesting, and making noise with wood and little wires sounded interesting to me.

Mike—Because there was great opportunities for me, and now I'm having a blast writing music with my best friends so it's all good.

What is your style?

Jordan—3 button suit.

Mike—Rocker kid.

Tyler—Ramen Noodles.

Who influences you?

Jordan—Darren Aronofsky, Thomas Pridgen, Gary Oldman, Shawn Lane, Guthrie Govan, Paul Thomas Anderson, Bumblefoot, Howard Benson—anyone who has integrity and something to say.

Mike—People like Mike Patton or cool bands like Protest the Hero and Coheed and Cambria.

Tyler—Mike Mangini, Mike Portnoy, Neil Peart, Thomas Pridgen, Bill Bruford"

Where do you look for inspiration?

Jordan—In as many places I can. In the worlds of films, books, and music. My whole day is sort of modeled after the way a serious actor's day is.

Mike—In a lot of different places... like my dad's dresser.

What is your formula?

Baby Milk

Where is the best place to start?

Jordan—The bottom I think.. the top is a great place to start too but it's easy to take shit for granted.

Mike—At the beginning, you can't rush things.

Tyler—From the bottom.

How do you pay your bills?

Jordan—Well I don't quite have any bills yet... but

this music thing is how I'll pay my bills in a few years

Mike—With my parents checkbook.

What is your end goal?

Jordan—To make a living out of music, and to be around really special people.

Mike—To be doing this as a living. If I'm a musician for the rest of my life and it's all I'm doing then I've reached my goal.

How do you become legendary?

Jordan—By never stopping. Staying at the top of your game and not being an asshole.

Mike—By doing something you love and making it so unbelievable that it becomes legendary.

Why should we care?

Jordan—I saw an interview with Omar From the Mars Volta, and someone asked him this question and he said something like "We're like herpes, we'll be around for a while so you should check us out" I thought that was a good answer, and I'd like to pretend I said it first.