

THE VOICE OF PROGRESSIVE MUSIC CULTURE

SPRING 2024

MAGNETIC

MAGAZINE

MY BUD VASE

Doreen Sullivan talks bridging the worlds of cannabis and contemporary art

HERSCHEL'S SPRING 2024 APPAREL

Essential tees, sweats, and hats designed for comfort and exploration.

Interview with

IAN STORM

Upcoming moves for the year.

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ABOUT US

Magnetic Magazine is a publication specializing in music and culture featuring interviews, premieres, mixes, charts, gear reviews, industry news, op-eds, and more.

Magnetic focuses on the cutting edge and is the perfect intersection of electronic, indie, and hip-hop.

Founded in 2011 by BPM Magazine founder/publisher, David Ireland, and editor Rob Simas, Magnetic was designed to move in real-time.

The content is an ever-evolving amalgamation of what our editorial team considers to be fresh, disruptive, and inspiring.

COMMUNICATION IS KEY! - GET IN TOUCH WITH MAGNETIC MAGAZINE

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Magnetic delves deeper into the notions and politics of what modern music has become and what's next. The perfect junction between culture and music, diving into topics such as sustainability, travel, camping, and festival life.

Ezoic

The seasoned voice within these cultures featuring journalists that have been there since the beginning, while also giving fresh perspectives from a new crop of opinion leaders. The future is being written, and Magnetic was created to document it. We'd like it very much if you'd join us. Become part of our dialogue.

Observe.
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POWER PLANT RAVING WITH SOLOMUN ON JUNE 1ST

Not your typical Southern California rave.

BY DANNY KAUFMAN



PRESS PHOTO BY NIELS FREIDEL

This coming June 1st, just outside of Los Angeles, Framework & Solomun will take over an abandoned power plant in Southern California.

Mandalay Generating Station in Oxnard, to be exact. A sprawling, 56-acre power station space on the Pacific Ocean coastline, providing an ideal industrial location to match Solomun's melodic house sounds.

Solomun and Framework share more than a decade of success in collaboratively curating unforgettable musical moments, from the Dynamic label boss performing at Sound Nightclub in 2014, appearing at Shrine Outdoors in 2019 where they debuted a special horizontal layout at the venue, and soundtracking Framework's sold out events at Pershing Square in 2021 and Exposition Park in 2023.

An Immersive Sonic Journey, DJ Paize and Tomm Tainted Drop 'Mental' Read More. Nevertheless, clubs, warehouse venues, and public parks pale in comparison to this upcoming, unprecedented collaboration.

"Framework is a truly long-standing partner. And what's particularly impressive: after all these years, they never tire, but are always on the lookout for exceptional venues to put on a world-class production. We can always rely on that, and that's what makes this partnership so special and so valuable to me" - Solomun

Buy your tickets now over at DICE and plan accordingly:

<https://thisisframework.com/event/solomun/>



PHOTO BY NIELS FREIDEL

STIAN STORM

Ian Storm Talks Releasing Music For Mmw, Starting 2024 Strong, And Upcoming Moves For The Year Ian Storm discusses his strategy for MMW 2024, sharing insights on upcoming releases and his vision for impacting the dance music scene

BY MAGNETIC

As the electronic music landscape continues evolving, artists and labels find innovative ways to stand out and captivate audiences. At the helm of Storm Music Group, Ian Storm is no exception. With the release of the "Miami Music Week Sampler" for 2024 having hit the airwaves just a few weeks ago (linked below), the label has set a new standard in curating compelling compilations that showcase musical prowess and align with the energy and experiences listeners are after.

This strategic move, aimed primarily at DJs and club play, leverages tracks' historical success and potential to become DJ staples, setting a vibrant stage for the year ahead.

In anticipation of Miami Music Week (MMW), a pivotal event in the dance music calendar, Storm has articulated a clear

vision for leveraging the occasion despite not attending in person. By focusing on upcoming critical releases like "Highs and Lows" during MMW, Storm Music Group aims to build momentum that resonates well beyond the event itself. Ian Storm's approach reflects a deep understanding of the dance industry's dynamics, combining strategic release planning with an eye toward unity and togetherness in a divided world.

His insights, shared in this exclusive interview, give new perspectives on the industry's direction for 2024, and a nostalgic yet forward-looking musical style underscores a commitment to innovation and connection in the ever-changing music landscape.

"We pitch our best upcoming releases and our priorities for the summer"



How important is the mmw for new music for artists and labels attending and for the greater industry worldwide?

It's one of the main opportunities to meet up with international partners and discuss potential collaborations. We pitch our best upcoming releases and our priorities for the summer, like, for example, our release Highs and Lows, which is coming out during MMW. ADE, IMS, and MMW are the best-known For The Dance Industry.

You won't be attending mmw, but you're still planning releases and music in anticipation of the event. Can you explain your strategy there?

We are focusing on IMS and ADE this year to be physically present. During MMW, we will have released an MMW sampler and 'Highs and Lows' as our biggest priority track of 2024. We use MMW to put the spotlight on these releases.

What momentum are you hoping to build with your next release that will carry over into the next six months or your career?

As told we planned to release Highs and Lows during MMW to gain momentum for the summer. Following the huge success of 'Run Away' and 'Losing My Religion' we found it's time for an original track that resonates with the widest possible audience.

The Sound of Highs and Lows doesn't resonate only with dance music lovers. Young and old will love the song, but the mainstream audience will also like it because of its sound and theme.

"it's time for an original track that resonates with the widest possible audience"

With everything happening in the world now, where people in many places are more divided than ever, bringing back unity is hugely important. We need to reconnect more than ever to regain that sense of togetherness.

Share some of your big predictions about how the music industry will change throughout 2024 and what you are doing to adapt to these coming changes.

We experience huge influences of the 90's in what's happening with the current musical trend. At this time, the seed was planted for the musical ventures I am currently pursuing. At that time, I was too young to have any impact, and I felt I missed that wave.

Now that the wave is returning, I feel Storm is ready to bring all the creativity and resonate 100% with the coming wave. We come with an

album that will be experienced as a journey through time as it has influences from 80's, 90's, and 2000s sounds.

Can you share any tips or tricks for new producers and djs hitting miami for the first time to ensure they get the most out of the experience?

To get the most out of your time, prepare well, send a list to all your contacts, and organize the meetings well.

Listen to Ian Storm's music here:



"We need to reconnect more than ever to regain that sense of togetherness"





HERSCHEL SUPPLY UNVEILS VERSATILE

SPRING APPAREL LINE 2024

Discover Herschel's Spring 2024 Apparel—essential tees, sweats, and hats designed for comfort and exploration. Shop the timeless collection now.

BY MAGNETIC

Herschel Supply, the esteemed lifestyle brand synonymous with quality backpacks and travel essentials, unveils its latest apparel line for Spring 2024. The collection presents a curated selection of essential t-shirts, coordinated sweatsuits, and hats, all thoughtfully designed with comfort and a laid-back aesthetic at the forefront.

The essence of the Herschel brand — timeless yet modern — is evident in every piece of the new range. These items are not merely seasonal additions but poised to become enduring favorites in any wardrobe. The Spring 2024 line is a nod to the spirit of travel and adventure, infusing classic Herschel styles with fresh hues, patterns, and cuts that embody dynamism and the joy of discovery.

The Spring 2024 apparel line is a testament to Herschel Supply's commitment to blending functionality with style.

Available or purchase online and at selected retailers, the collection offers pieces ranging from \$35 to \$130 USD, ensuring accessibility without compromising on quality.

The accompanying images showcase the versatile nature of the collection, with each piece designed to support a lifestyle on the move. Herschel Supply's Spring 2024 apparel is more than a fashion statement; it's a seamless fusion of utility and style for the forward-thinking traveler.

The Herschel Supply Spring 2024 collection is available now online and in select retailers, ranging for \$35 to \$130 USD.

<https://herschel.com/shop/collections/uniform>





Bella wears the Herschel Novel™ Carry On Duffel and Basic Tee Women's paired with Herschel Heritage™ Hardshell Luggage.



Yaw wears the Herschel Heritage™ Backpack, Basic Hoodie Men's and Classic Sweatshort Men's.



Jomar wears the Gibson Messenger and Cargo Pant, paired with Herschel Heritage™ Hardshell Luggage.

PHOTO COURTESY OF HERSCHEL SUPPLY

PHOTO COURTESY OF HERSCHEL SUPPLY



PHOTO COURTESY OF HERSCHEL SUPPLY



Jade wears the Joana Tote, Field Jacket and Classic Crew Women's.



Jomar wears the Shop Jacket, Storefront Tee Men's and Work Pant. Jade wears the Herschel Retreat™ Backpack, Basic Zip Hoodie Men's, Storefront Tee Women's.

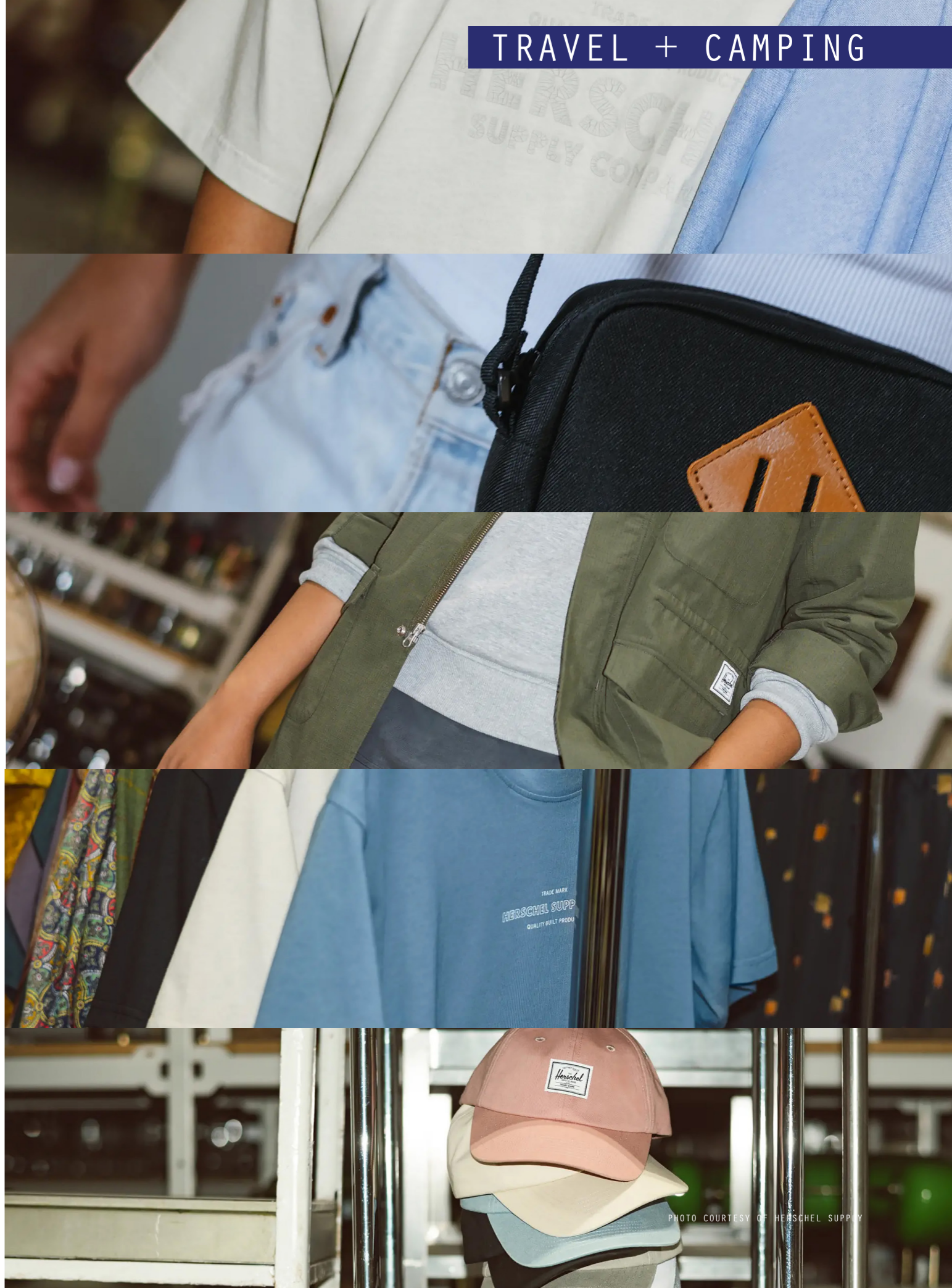
PHOTO COURTESY OF HERSCHEL SUPPLY

SHOP THE LOOK

1. FIELD JACKET \$130, POCKET TEE \$40, CARGO PANTS \$90, WHALER TALL MASH \$30

2. BASIC HOODIE \$85, CLASSIC SWEATPANTS \$85, SETTLEMENT HIP RACK 2L \$40,

3. BASIC CREW \$70, FACULTY TEE \$35, NORMAN STONEWASHED \$40, CLASSIC SWEATHORTS \$65



MY BUD VASE

Get ready to embark on a journey through the intersection of cannabis and contemporary art with Doreen Sullivan, the visionary behind My Bud Vase. Founder Doreen Sullivan talks bridging the worlds of cannabis and contemporary art. Delve into the innovative brand of My Bud Vase as founder Doreen Sullivan shares her journey, the inspiration behind her unique bong designs, and invaluable business advice for navigating the cannabis industry and beyond.

BY CONNOR PHILLIPS

We had the privilege of chatting with this Ultrapreneur and founder, who unveiled the inspiration behind her company, recounting the moment that sparked the idea behind her luxurious vase bongs.

From concealing bongs amidst flower vases to revolutionizing cannabis paraphernalia, Doreen dives into her dedication to reinvention and creativity reflected by her pioneering brand.

Learn how My Bud Vase is reshaping perceptions of cannabis use through artistry, empowerment, and advocacy, while gaining invaluable insights into entrepreneurship in the cannabis industry and beyond.

Check out Magnetic's interview with Doreen below.

"I went into panic mode to hide my bong because I was in a prohibition state"



PHOTO BY HIGH HERSTORY

What inspired the creation of My bud vase, and how did your 'hide the bong dance' moment lead to this innovative concept?

I have hidden my consumption my entire life. One late afternoon in August 2015, I was seshing after a long tedious work day, and right after I cleared my bowl, there was a heavy knock on my door. I went into panic mode to hide my bong because I was in a prohibition state and I wasn't expecting anyone.

It is what I refer to as my final "Hide the Bong" dance because I ran around in circles trying to figure out where to hide my piece. Then I saw all of these flower vases on my kitchen counter... so I quickly rearranged them around my bong to hid it and sprayed Lysol to cover any smells.

I opened the door to a carpenter saying hey can I get into your attic to check on the roof? I let him in while my heart was pounding out of my chest. When he left, I went over to my floral fortress. It was such synergy that my bong was hidden next to a vase that was shaped like a bong.

"I saw all of these flower vases on my kitchen counter... so I quickly rearranged them around my bong"



PHOTO BY HIGH HERSTORY



PHOTO BY HIGH HERSTORY

That's when I had the Ah-HA moment. The very next day, I started collecting vases to figure out how to make them into beautiful and functional smoking devices.

As an ultrapreneur with a background in entertainment marketing, how has your creative journey influenced the unique positioning of My bud vase in the cannabis industry?

My background has helped me manufacture, brand, market, and position My Bud Vase in every way imaginable. Starting with product development, I am known in the entertainment marketing world for making things that have never been made before.

From the brand that is recognizable and super easy to work with, to the marketing where each release is treated like a movie

launch and each vase is a leading lady, I love it all.

I have spent 35 years successfully helping companies positioning their products and services. So now, I am basically my own client and can apply all that I have learned to my own creations.

What do you believe sets your brand apart and makes it a go-to choice for celebrities and cannabis enthusiasts alike?

I believe that it boils down to three things:

1. It is beautiful in the home
2. It is discreet when necessary
3. It is clever and designed to entertain

How do you balance the functional aspects of a smoking accessory with the aesthetic appeal, ensuring each My bud vase is a

piece of art and home decor?

I achieve this by starting with the objective, that first and foremost it is actually art and home decor. Regarding the functionality, I make sure that the downstem is low to the bottom or bent if need be, and that the additional aesthetics increase value and functionality to the smoking experience.

This is where I am excited to evolve and expand the product line because I just love adding the extra value of the custom pokers and the decorative accoutrements.

Could you share more about the thought process behind forging each one-of-a-kind designs, like the Mermaid or TocaCabana bong, and the significance of adding meaningful accessories to each piece?

Absolutely and I love the way you say "meaningful accessories" ~ Our mermaid vase (ok, bong) was inspired by Yemaya, The Mother Goddess of the Ocean. Her history is rich in West African culture and she is revered for having strong and protective



Miley Cyrus Flaunts New Bong On Instagram, Thanks Snoop Dogg For Pot

Snoop Dogg's Merry Jane company just gifted Miley Cyrus a new bong, and the singer-actress couldn't be happier.



energy.

I imported Cowrie shells directly from Africa and tied them with Hemp rope to protect the plant and the vase while honoring the goddess and sharing her story. As a product developer, I live to dive into the history and artisans of a particular culture to discover and incorporate accessories that

"One of the biggest honors we have at My Bud Vase is when celebrities gift our products"

are authentic and meaningful, beautiful and functional.

Your journey from repurposing vintage vases to creating nature collection is so inspiring and remarkable! What challenges did you face in carving out new category in the male-dominated cannabis industry, and how did you overcome them?

At this point, I finally feel like the challenges have strengthened me and my company, but it didn't always feel this way. Part of the acceptance in this space comes because my products are quality, and men really appreciate things that are well-made. Also, I bring women into the male dominated industry which I know is a universal goal.

I am also very open about how women think and what they value. I try to share this with the men in this industry to help us all work together to normalize consumption and end

prohibition.

Celebrities like Miley Cyrus, Martha

Stewart, and others have endorsed My bud vase. How do these celebrity connections contribute to the brand's popularity and impact? How do you typically get in contact with these A-listers?

That entertainment marketing background that you referred to earlier helps me create moments where my vases can get noticed by celebrities.

My agency was always hired to get press for feature films and new entertainment licenses, so I know how to get noticed. I get out and about and support celebrity encounters, gifting my vases to people that gift celebrities. Fortunately, they love them too!

One of the biggest honors we have at My Bud Vase is when celebrities gift our products to their friends and loved ones. It just goes to show you that the market (of Cannabis Consumers) needs a paradigm shift in paraphernalia.

You have emphasized the importance of storytelling in product marketing. How do you ensure that each My bud vase carries a rich narrative, adding value beyond its structural purpose?

I start with what inspires me. My brand's three keywords are Artistry, Inspiration, and Evolution. When I am designing a new product, it has to inspire me in a way that I cannot stop thinking about it.

I just got back from sourcing in Mexico and I started my journey by strolling through the village streets seeing what stood out



"Hummingbirds started appearing everywhere, which to me is a sign from the universe"

PHOTO BY HIGH HERSTORY

"I am known in the entertainment marketing world for making things that have never been made before"



PHOTO BY MY BUD VASE.COM

to me, what whispered to my soul. I came upon a vendor that had these beautiful intricate beaded creations and there was a hummingbird that I could not take my eyes off.

I bought it. I held it. I looked at it from every angle. I googled Hummingbirds and Mexican culture, as a result the floodgates of creativity opened. Then hummingbirds started appearing everywhere, which to me is a sign from the universe that there is a story here and I am supposed to create it.

So yes, one of our new pieces will be inspired by the phenomenal hummingbird (You heard it here first. I will most likely name it Colibri and have all the elements come from artisans in Mexico. From now until it launches, I will be open to discovering everything I can about this tiny little spirit animal and how I can transfer that goodness and energy into the final product.

Shopping around and getting physical samples are key aspects of your product development process. How do these practices contribute to the foundation and quality of My bud vase?

I cannot stress this enough – if you are developing products, you have to have physical samples and you need to "gather" these elements in order for them to build on each other.

I hate seeing lines of merchandise that are a waste of money because they were all developed online or through a product portal. The hand, the feel, the colors, the smells, the senses are what should be considered. You cannot experience senses fully on a screen.

I want to make a side note that I am in the process of launching a Master Class in Product Development because developing products is an art that ties into our senses.

More on this later, but the bottom line is that it is better to grab any physical samples when you see them and they inspire you.

This is to try to describe them later when explaining to someone how great that item felt when you had it in your hands.

Regarding your dedication to ending cannabis prohibition, how does My bud vase contribute to the mission, and what steps do you take to raise awareness and funds for essential cannabis causes?

We always use our platform to raise awareness and funds to help other brands and initiatives. We also contribute by our products changing home consumption rituals and our marketing showing how beautiful and normal this lifestyle can actually be.

With your strong focus on authenticity, how do you maintain a personal connection with your customers? How does it make you feel when a customer speaks to the happiness that purchasing a My bud vase has brought them?

My personal phone number is on my website. If there is a problem or concern I want to be the first to know. Customers are shocked when they ask is this customer service for My Bud Vase, and I'm like... "Yes this is Doreen."

I know I cannot do this forever but every call (which is only about 6-8 a month) teaches me something I need to know and gives me an opportunity to make a difference in someone's experience with my brand and mission. Also, I am on my Instagram often and I get such great comments in my DMs, which never fails to make my day.

If you could only pick three, what are your favorite vases that you have ever designed, and why?

This is the hardest question to ask a mother because I love them all so much and all for different reasons.

1. *Aurora* ~ she was our first signature piece and she launched on my birthday in 2017 in NYC and the Empire State Building was lit in the exact same colors that night.

2. *Stardust* ~ she stopped people in their tracks from day one, and she shines so bright.

3. *TocaCabana* ~ she is masterpiece on every level. The size, the drippy glazed colors, the Toucan, the Greenery, the Logo



1. Aurora



3. TocaCabana



2. Stardust



PHOTO BY HIGH HERSTORY

Bracelet, the Topper.

(But wait, what about Vamp and Lotus and Love Bud and Coyote, and the list goes on...)

Outside of My bud vase, what is a personal objective you have or something you would love to experience for this first time in 2024?

Dating again. I have been too busy and I feel like I have missed out on a social life over the past few years.

Looking ahead, what exciting developments can we expect from My Bud Vase, and how do you envision the brand's role in shaping the future of cannabis consumption?

Doreen Sullivan: There are so many new things in development that will focus on the growing Cannabis Lifestyle as it relates to home consumption.

The shift is happening and new trends are coming as consumers move towards healthier mindful choices. We want to help pioneer these shifts with our products and our marketing.

Thank you Magnetic Magazine for such great questions and I hope your readers are inspired and will follow our journey @mybudvase.com and @doreen_sullivan_

With love from Doreen




CANNABIS

Twelve interesting facts about cannabis you probably didn't know

1. Cannabis is 2,500 years old.
2. Only Female cannabis plants get you high.
3. There are about 100 cannabinoids in the marijuana plant. Bob
4. Marley was buried with marijuana.
5. Morocco is the largest producer of marijuana in the world.
6. Washington is the first united state to legalize recreational cannabis.
7. Chocolate effects can be the same marijuana effects.
8. There are 1,200 slang words for cannabis.
9. 420 (pronounced "four-twenty") is a code term for consuming cannabis.
10. George Washington was a grower.
11. Shakespeare Smoked Weed
12. Cannabis Can Be Used In Construction





“Yes, It’s Herschel
Softshell Luggage”.

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