

NOOKA PRESS

**Matthew Waldman
info@nookawatch.com
1 212 967 4260**



CIA KINGS REMEMBER DONDI WHITE



69

Dondi White



PLUS: GURU, DJ SHADOW, JUICE



COMMON DUNKS: Chicago is not trying to be left out of the game... ever. So when limited-run Dunkles are dropping left and right, it was time for Common to represent with a signature piece. Common is also making those fresh hats, ya heard? Available exclusively at The Red Lemon Store in Chicago. redlemonstore.com



ITOP: It's not like 3 years ago when you wanted to floss with your iPod on the outside of your clothes. These days, you're better off hiding it from the subway snatchers who have been straight-up grabbing iPods out of peoples' hands lately. Before now, this meant putting it on random and going with the flow, even if your boyfriend loaded up his entire 2 Live Crew collection. Nyko's newest luxury item, the iTop, solves all of these problems. The iTop relocates your most important functions to buttons at the top of the iPod. Now, just reach into your bag and push skip. And it lists for only \$29.99 (we saw it at J&R Music World for \$19.99!). Nyko is all about making your life easier. If you haven't seen them yet, be sure to peep the game controllers with a built in fresh-air hand cooling system. It's available for Playstation2, X-Box, Game Cube and most computer applications. Nyko.com

RULE BY A FOOL: By Louis Berley aka Louis Logic.
I'm not what you'd call a particularly sympathetic person. Well, that is to say, that I'm not in the habit of lending my shoulder for unwarranted tears. Of course, the subjective latitude in determining who can rightfully soak a collarbone through a polar fleece pullover and who's just a whiny bitch is wide enough to drive a herd of fat Americans through. That's why to make things easier, I'm the only person I really feel sorry for. It's a totally functional and convenient system of belief that allows me to sleep like the big baby I am, while making wild blanket judgments about unsuspecting people all over the world. Today's trade is dedicated to the rich. Fuck y'all, by the way.
The funniest thing about my picking these bastards to fuck with is that I don't think I even know anyone who is genuinely rich. As I see it, that's all the more reason to sink my claws into them. I ask myself, "Self, why don't you know anyone who is truly rich?" There probably is a rational explanation, but I don't want to hear it. I'm of the mind that they don't want to know me. Look at it this way: Morons from the middle are perpetually beating at the gates to rich communities looking for a way in, but you don't see a lot of golf carts pulling up in front of tenements honking their silly horns in a desperate plea for a taste of that Hamburger Helper.
It makes sense to me. Poor people want to get rich, and rich people want to stay rich. It's a contradictory dynamic, and disastrous as you may find the idea, a fierce competition. What really bites the Gobsstopper is that we can't both win. You're



not even in a position to make a fair showing. The odds are stacked against ordinary folk like you and I. Money begets money. If you don't have any, you don't make any. The more you have the greater your influence on the rules that govern the system. Ah, but take the red pill and I will show you how deep the rabbit hole goes. As if it isn't enough to navigate the obstacles put in place by unscrupulous hoarders with more resources than they will ever be able to consume, we must also contend with the brainwashed boobs who so vigorously defend this disproportionate distribution of wealth.
I'm not much for conspiracy theory, but where do you think a silly idea like, "Money can't buy happiness" comes from? I love nothing more than getting into flared-nostril debates with deluded imbeciles who insist that rich people have problems too. You idiots speak as if you would know. You guys are to finance what an Uncle Tom is to racism. If I have to endure one more self-righteous religious pontification on the merit of meager existence, I'm gonna start knocking off heirs and heiresses alike. You stupid fundamentalists take your cues from TV personalities with private jets and bulging bankbooks. Is Creflo Dollar ashamed of his affluence? I think not. The motherfucker's last name is Dollar, for Christ's sake! By his own teachings, that guy is going to hordie his ass right into fiery



NOOKA: We hate to see timepiece design go stale. Unfortunately, there have been few interesting alternatives to the gem encrusted frisbees people have been showing off of late. Nooka has stepped in to fill the void with an updated digital that takes reading the time of day to a new level. Sleek, balanced and remarkably easy to read, the two current Nooka designs are up next, trust us. Rumors of a bejewelled "bling" edition have been floating as well. nookawatch.com

damnation, fat rich belly and all. How can you people not see this? Now that is a question I do want an answer to. Furthermore, I couldn't give the faintest fuck for the quasi-problems of the rich, because I'm not rich, and most of the real problems that chap my ass could easily be solved with an outlandish increase in financial stature.
You know, the most ridiculous thing about my feelings on this subject is that both my distaste and desire are almost oxymoronic, a means to their own end. I'm like Ouroboros, the famed image of the snake digesting itself, mouth-to-tail. If I ever get what I want, I'm going to be one of those perissatodes that make me so sick. Either that makes me a hypocrite, or the smartest living example of irony to walk on two legs. Well, guess what? I can live with that. I'll just buy myself a house with mirrors that have someone else's face in them, so I don't have to see my own shame. Shit, I won't even have to do that, the peasants and serfs living in the shadow of my castle will be all too happy to justify my existence for me. How nice of you guys. Maybe I'll give you all jobs working in my cotton field.

This one is for Basquiat and his tamed loathing of the rich.



WATCH IT, MISTER

Forget the hour hand, minute hand—heck, even the second hand. Nooka watches give us an entirely new way of telling time, forgoing the usual radial dial which caused us all so much distress in grade school (and some of us still today). Designed by creative director, artist, and instructor at both Parsons School of Design and New School University in New York, Matthew Waldman, the patented Nooka watch collection consists of the Nooka Zoo and the Nooka Zot. The Zoo shows the hours in a window, with the minutes in a 59-increment horizontal bar, mirroring how we perceive time—in a linear manner. The Zot shows the hours in a progression of 12 dots, with the minutes again in a horizontal bar. Both are water-resistant, made of stainless steel with LCD displays, a backlight, leather strap, and stainless steel buckles. The Nooka website claims, “Nooka wearers are aware of time faster, and this heightened awareness saves time!”

Nooka Zoo Watch, \$250, www.nookawatch.com



SQUIRRELS BE GONE

Have those darn squirrels stolen your birdfeed again? No worries. Jim Schatz has designed a rodent-proof birdfeeder for Design Within Reach. Its glossy-surfaced egg shape prevents squirrels from getting a grip, but not only that—it's pretty to boot, in three bright colors (aqua, green, yellow). The Egg is handcrafted in ceramic earthenware that's cast, glazed, and fired, and it hangs from a sturdy aluminum cable. The perches are made from weatherproof, spun aluminum. This attractive look on a yard staple provides lots of enjoyment for birds and for humans, and it can be easily disassembled and refilled.

Design Within Reach Egg Birdfeeder, \$128, 800.944.2233, www.dwr.com



3 DISCOBOLO CD TOWER
Enzo Mari, 1993 This noted Italian designer has created a structural, open CD tower that holds up to 117 discs—maximal storage for a seven-inch square space—and allows for easy reading of titles. Made of black-painted steel with a heavy-duty cast-iron base in Italy. 61h x 7w x 7d. Cannot be gift-wrapped. **34469 \$295.00 Members \$265.50**

4 NOOKA® ZOO WATCH
Matthew Waldman, 1997-2004 By exploring a new visual model of telling time that diverges from the standards of analog and digital timepieces, Waldman has created a new graphic expression that reflects the linear fashion of time. It forgoes the radial dial by displaying the progression of minutes in an extending horizontal bar and the hour and seconds in windows. Made of stainless steel with mineral crystal, quartz movement, LCD, and leather strap. Blue backlight, date, water-resistant. Case, 1 1/4" sq. **48108 \$250.00 Members \$225.00**

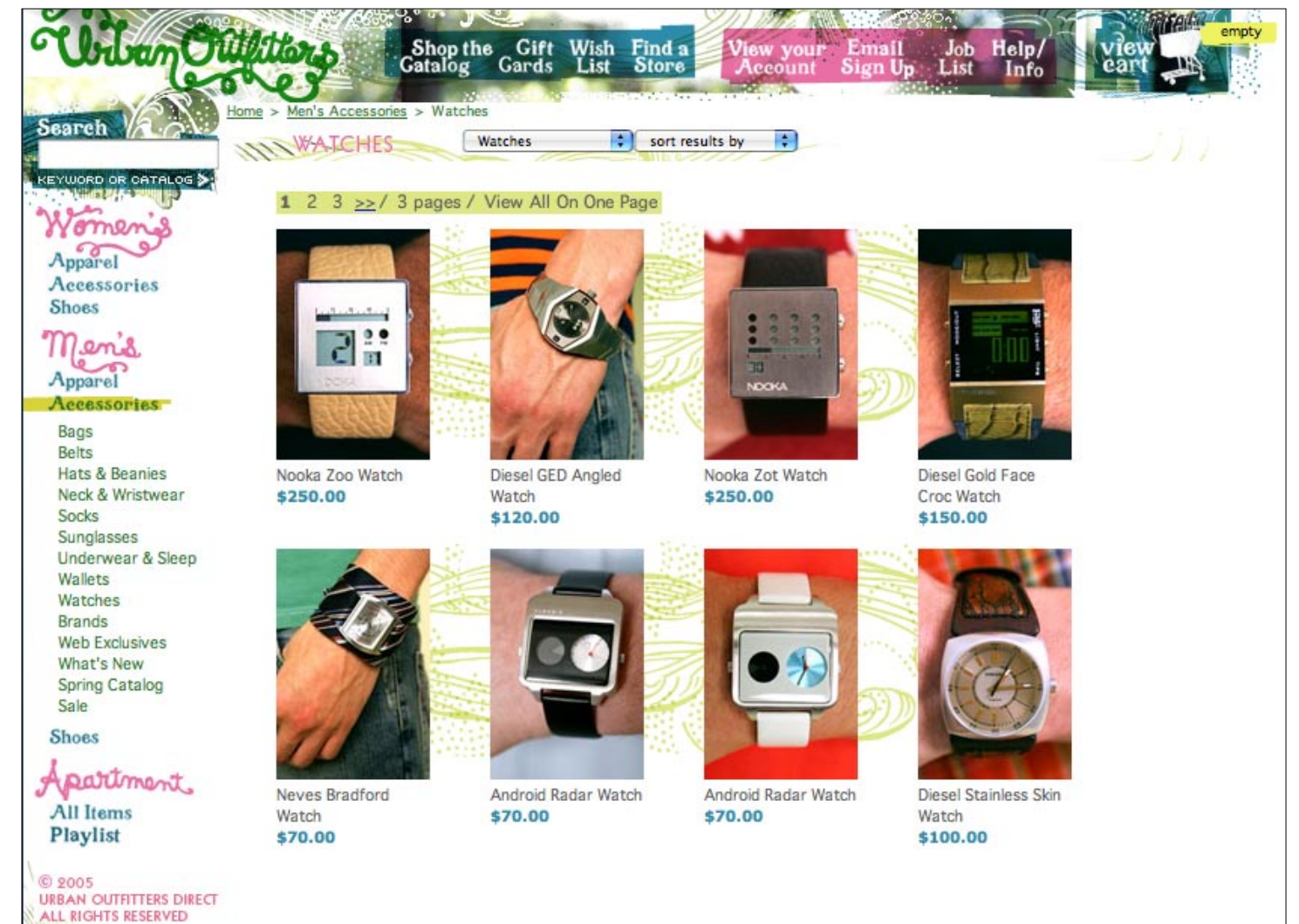
5 TRIPPOD CLOCK
George Nelson, 1947 Nelson's first desktop design was in production for only a few years into the mid-fifties. This reissue from the Vitra Design Museum is produced to the exact specifications of the original. Made in Poland of brass, acrylic, and glass, and updated with a precision quartz movement. AA battery included. 6 1/2h x 4 1/2w x 3"d. **51697 \$275.00 Members \$247.50**

6 NEOPRENE LAPTOP BRIEFCASE
Tony Lu, 2000 Superior protection for your laptop and standard-size files in a clean, modern design. Made of lightweight, water-resistant neoprene with removable foam computer sleeve that fits up to a 15" screen laptop. Removable shoulder strap with swivel hooks and cotton web handles make it easy to carry. Inner mesh pockets keep small items and peripherals neatly organized. May be hand-washed. 10w x 11h x 3 1/4"d. **MOMA EXCLUSIVE 53628 \$170.00 Members \$63.00**

7 MAGNETIC CUPBOARD WALL ORGANIZER
Gwen Weinberg and Gabrielle Lewis, 2004 This multifunctional organizer includes six powerful magnets to hold notes, tickets, photos, bills, or mementos. Made of powder-coated galvanized steel, it has a removable ABS plastic cup to hold brushes, pens, or tools, a shelf with integrated letter slot, and three handy hooks. Hardware for wall mounting included. 8h x 20w x 4"d. **53730 Wall Organizer \$38.00 Members \$34.20**

8 ROBI DESK LAMP
Gaga Cauchols, 2004 Employing an innovative magnetic clutch that allows the arm to be fully extended without the need for springs or cables, Cauchols creates a compact lamp that can be positioned and repositioned without ever losing its tension. Long-lasting, energy-efficient 35-watt halogen bulb (included) produces clean, white light that reduces eye fatigue. Made of high-impact ABS. 22h x 4w x 4"d. **53718 \$80.00 Members \$72.00**

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OFF-LOAD

Half of all working Americans complain of back pain each year. But until doctors can prescribe servants, bags will still need to be carried. The "Omega LS" from Adidas is a smart solution. Ergonomically designed with **shoulder-blade and lumbar cushions**, it has a carbon-fiber frame that subtly arches to lift the pack's weight away from the body and distribute the load across the back. The elastic shoulder-strap suspension adapts to your burden, minimizing the dig-in effect felt with most bags. \$180, 800-966-7697 and adidas.com for store info.

Win It
See p. 146

News to use. Things to know, do, covet, get.

GOT A SEC?

You'll need a few to figure out the time on this watch. The "Zot" shows **hours as dots and minutes as bars**. (Seconds are numbers.) If orange isn't your thing, the leather strap also comes in black, blue, and beige. \$250, nookawatch.com.

THIN IS IN

Newly pared-down tube TVs are poised to take on flat-panel sets. The 30-inch Samsung SlimFit HDTV (left) is only 15.5 inches deep—that's 30 percent thinner than the CRTs of yesteryear, and the price is half that of an equivalent LCD model. \$1,199, product samsung.com.

200 million

nonvirtual dollars are gambled in online poker games every day. Now you can ante up via Web-enabled cell phone. Download a version of Texas Hold 'Em from pokerroom.com and start dialing for ducats.

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Meet Carolyn Kepcher
Experience the Mini Cooper

ELEMENTS OF STYLE

FUN WATCHES: DESIGN AND FUNCTION ON THE CUTTING EDGE

News flash — technology is not just for nerds anymore. If you haven't already jumped feet first into the latest trends, now is the time (pardon the pun). Take a look at the present and future for the latest in fun, wrist fashion. These unique watches re-define "necessity" and make being "on-the-go" easier. They are the perfect accessories for anyone who is into gadgets, creativity and not always looking like a geek because of it.

WRISTWATCH TELEVISION www.hammacher.com

Tired of missing the game or don't want to listen to it on the radio? This is the solution. From the catalog of all things innovative and imaginative, the 1 1/2-inch color digital monitor fits around your wrist with a nylon band and has a headphone antenna. It picks up UHF and VHF signals and comes with a docking station that extends viewing power (up to three hours). Priced at \$199.95, the wristwatch television is available at Hammacher Schlemmer.

nTREN MP3 WATCH www.ntrensound.com

Awarded for excellence at the 2005 Consumer Electronics Show, this stylish and functional mp3 watch is water resistant and has USB data storage, a rechargeable battery and plays, fully charged, for 10 hours. It is compatible with Windows 98SE operating systems and higher. The watch is available in stainless steel or leather band, and 128MB or 256MB flash memory/mp3 storage. Prices range from \$179-\$299 depending on style and memory.

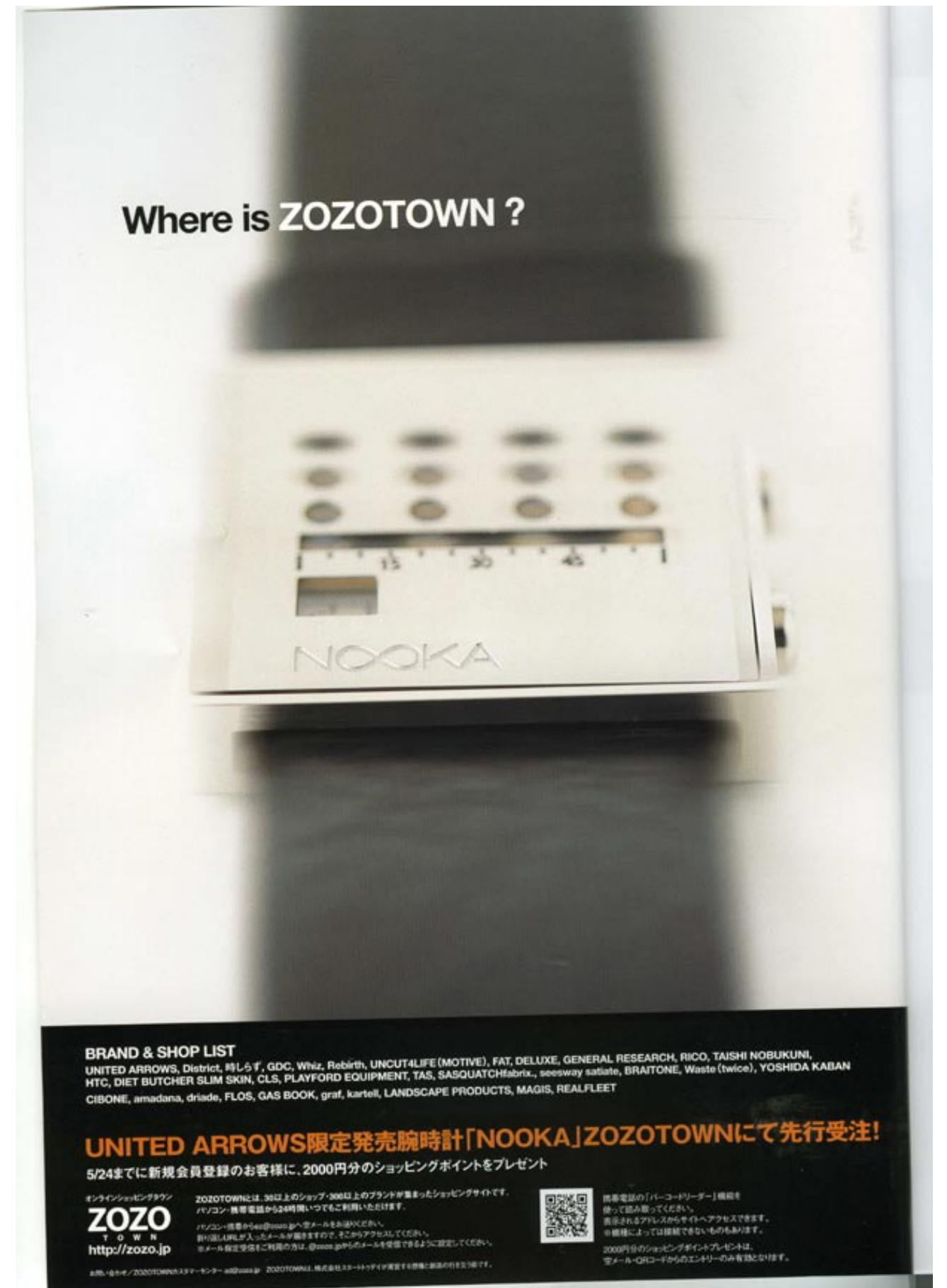
SUUNTO n6HR www.suunto.com

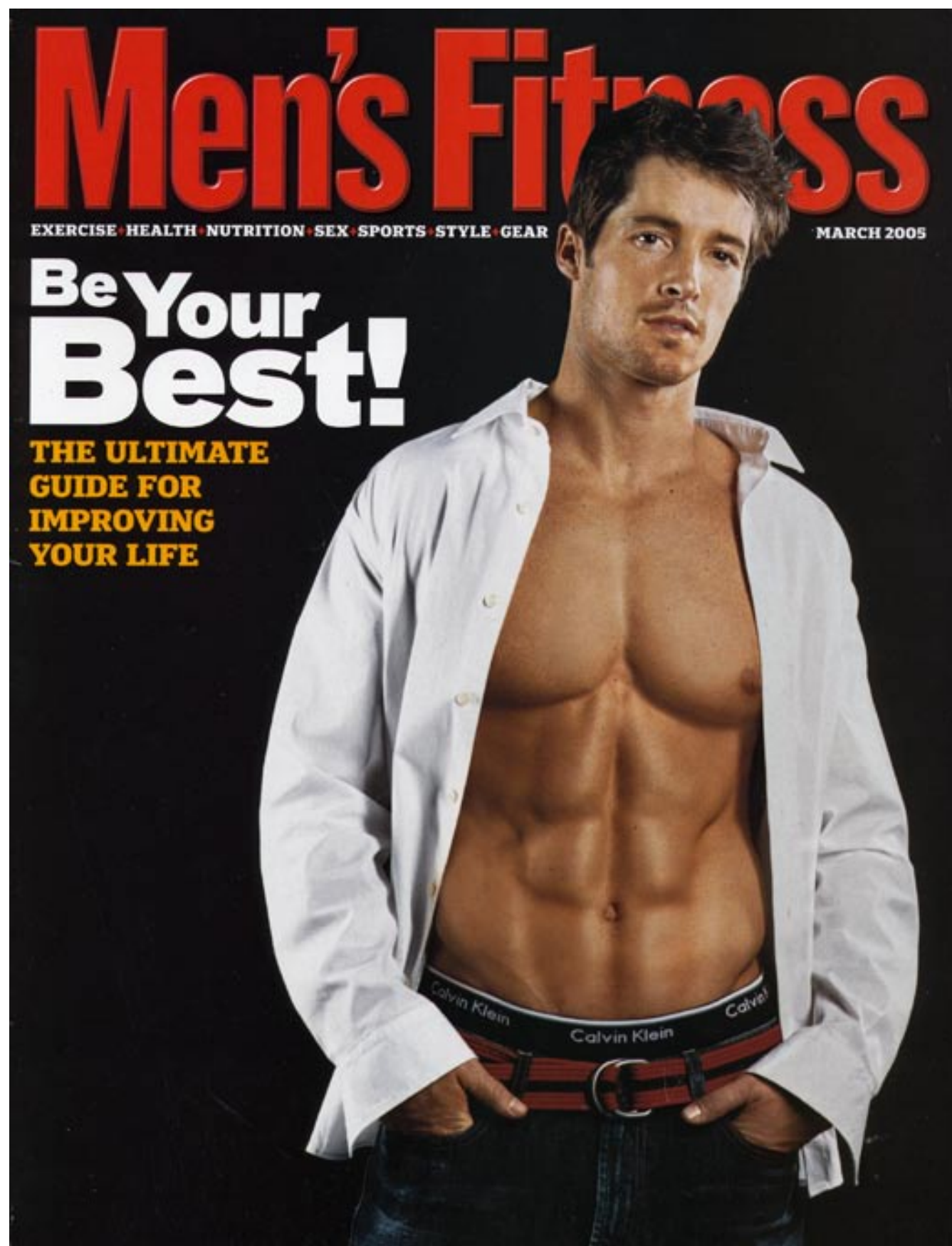
The n6HR is the ultimate sport training watch with a twist. Not only is it a water resistant stopwatch with a heart rate monitor, multiple timers, multiple faces and a navigation menu, it also has a backlight, holds 20 logs for training, and includes training software, a USB charger and MSN Direct service (for a separate fee). Suggested retail price is \$399.

NOOKA ZOT AND ZOO www.nookawatch.com

Be one of the first and few to get one. The Matthew Waldman-designed Zot and Zoo are modern art for your wrist. The stainless steel, square-faced timepieces are waterproof, have an LCD display and a backlight. On the Zot, the hours are expressed as a series of 12 dots and the small window alternates between date and seconds, while the Zoo expresses hours in a large window and seconds in a smaller window. Both display minutes as a horizontal bar, representing the linear concept of time. Only 1,000 of each will be made. They are priced at \$250 and watchbands are available in four colors (black, beige, moon blue and orange).







perfect fit

style • grooming • clothing

edited by kimberly kelly
photography by patrick giardino
still lifes by alex cao

Center, TAG Heuer Link Automatic Chrono, \$2,495; 9 o'clock, Longines Rose Gold Evidenza, \$5,650; 10 o'clock, Ebel Tarawa Gents, \$3,250; 11 o'clock, Concord Bennington, \$990; 12 o'clock, Rado Original, \$1,150; 1 o'clock, Movado Vizio Sport, \$1,150; 2 o'clock, Omega Seamaster, \$2,895; 3 o'clock, ESQ Venture, \$275; 4 o'clock, Bulova, \$250; 5 o'clock, Oris TT1 Diver's Titan, \$1,075; 6 o'clock, Roger Dubus Aquamare, \$14,950; 7 o'clock, Swatch Paparazzi, \$150; 8 o'clock, Nooka Zot, \$250

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The Wrist Watch Review

1/14/2005

An Interview with Nooka's Matthew Waldman

Filed under: [General Interviews](#) — john @ 1:34 pm

We sent some e-questions to Nooka designer Matthew Waldman and were very pleased with his quirky, yet piquant, responses.



John Biggs: Tell me about yourself?

Matthew Waldman: 5'8" tall in the US and 174 tall everywhere else, so I guess I'm a bimetric native New Yorker. I'm a Pisces, born year of the snake, which makes me astrologically inclined to be artistic, psychic, and a bit obsessive/compulsive - which is perfect for a designer always looking to make the world more aesthetically pleasing.

JB: Why were you in Japan?

MW: Interesting question. I was a small child in the late 60s and early 70s, a time when children in books, TV, and magazines were blond [at least the popular ones]. At school here in NYC, there were very few blondes, but they were inevitably popular regardless of how dull their personalities were. I should also mention that I was the shortest boy in my class until 5th grade. This all had the effect of making me feeling as if I was not American. I developed a distorted self-image of being foreign.



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The Wrist Watch Review / January 14 2005



|| PREFIX ||

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SWEET THINGS

YOU SPENT ALL OF DECEMBER BUYING PRESENTS FOR OTHER PEOPLE. TYRA BANGS SHOWS YOU SIX WAYS TO TREAT YOURSELF.

- 1. Triple 5 Soul bags** (butterfly canvas reversible tote, \$56; lime baby bag, \$44) Cure your winter blues with a SoCo lime shot...or a more liver-friendly lime corduroy purse. Should you, like us, need to carry your entire existence around with you, make it cute with Triple 5's butterfly-embazoned satchel. www.triple5soul.com
- 2. Freebord** (\$179) Off-season snowboarders are flocking to this skateboard-like tool, which allows you to ride the pavement like you would a slope. Bindings and the balls to ride this thing sold separately. www.freebord.com
- 3. Nooka Zot Watch** (\$250) Matthew Waldman designed this limited edition watch (only 1,000 made) for techno fiends and brushed aluminum fans everywhere. www.nookawatch.com
- 4. Prix Des Nations t-shirts** (\$60) Adrian Nyman—who runs NC Clothing, as well as designing for Stereo, Popwar and Black Label—serves up something fancy for dirtbags to wear on dates, mixing up a chaotic bag of heraldic overtones, offset printing and hot-as-hell colorways. www.prixdesnations.com
- 5. DNM Industria Studio One bag** (\$130) From the forests of Nottingham, England comes this stoic carry-all, which beats the Jack Spade man-purse any day. www.dnmindustria.com
- 6. Snowboard by Jeenyus** (\$499) Finally, a snowboard graphic that will look just as good lying around your house in the off-season. Delphi Collective serves up this one for Jeenyus, sticking to a simple palette of wood grain and candy pink and then serving up a sheet of decals for you to slap on the board. One for the man who's not afraid to admit he had a sticker collection. www.jeenyus.com

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September 2005 Vol. 5 No. 8



Caron Paris

An oldie, but a goody, Pour Un Homme from Caron was introduced over 70 years ago, but guys (and girls) still love this classic French scent. In fact, it's so well received that Caron super-sized it; it's the only cologne available in a 750 ml magnum-sized bottle. 87288.CARON. \$190



Converse

Not just Chuck Taylors anymore, Converse has gone wild and added a pseudo-dress shoe to their fall collection. This Italian leather slip-on almost looks grown-up, but the OTR Lo IV still sports a tennis shoe sole, keeping it all about old school Converse comfort. www.converse.com. \$85



Nooka

You might have to learn to tell time all over again when you buy one of the limited edition Zoo watches from Nooka, but this conversation piece is worth the confusion. There are still 60 minutes in an hour, but this stainless steel face shows the time fly in a very different way. www.nookawatch.com. \$250



Medium

Born from one of the coolest shoe companies out there, the Medium Deployment Duffel bag is a must-have for gym/work/travel. Designed to be used and abused, you can be sure this ultra-utilitarian, nylon sack will survive your daily load even when you can't. www.mediumdesigngroup.com. \$120

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