



## YOUNGWONDER

By Alissa Hirsh  
Editor in Chief

It's a Friday afternoon in early August and the Young Wonder crew is sitting on senior Eva Dubovoy's porch for an informal and impromptu meeting. Armed with their Mac Books as usual, today Young Wonder is recruiting University of Wisconsin-Madison student Deeno Penava into helping them add a fashion component to the website.

After he excitedly agrees, the conversation shifts to discussing how Young Wonder is hoping to become an LLC (a limited

liability corporation), and other business concepts that I and probably 90 percent of the 17-year old population have absolutely no knowledge of. I try to steer the discussion back towards a topic a can fully comprehend.

"So, what is Young Wonder?" I ask the group.

Dubovoy begins to respond. "Well we're going to try and make it an LLC but-

I cut her off before I lose her completely again.

"No, not from a business perspective. Just plain and simple. What is Young Wonder?"

Dubovoy prepares her answer when Penava jumps in.

"To me, Young Wonder is a

21st century magazine. It's not just *Cosmopolitan*, or *Rolling Stone*, or *Youtube* or *Sports Illustrated*. It's everything."

For those who are unfamiliar with the company, Young Wonder is a website whose official mission is to showcase creative young artists, whether it be musicians, painters, or models. Their posts range from a video interview documenting the work of local artist Ryan Shultz, to a magazine type spread on model Shelby Coleman or graffiti artist Mythe.

But this is not the only thing Young Won-

der has to offer. It boasts a sports column, a newly added fashion section, and maybe their most popular item, the TV episodes that document the lives of the Young Wonder girls: Dubovoy, Chandler Lass, Danielle Alston, and D. So.

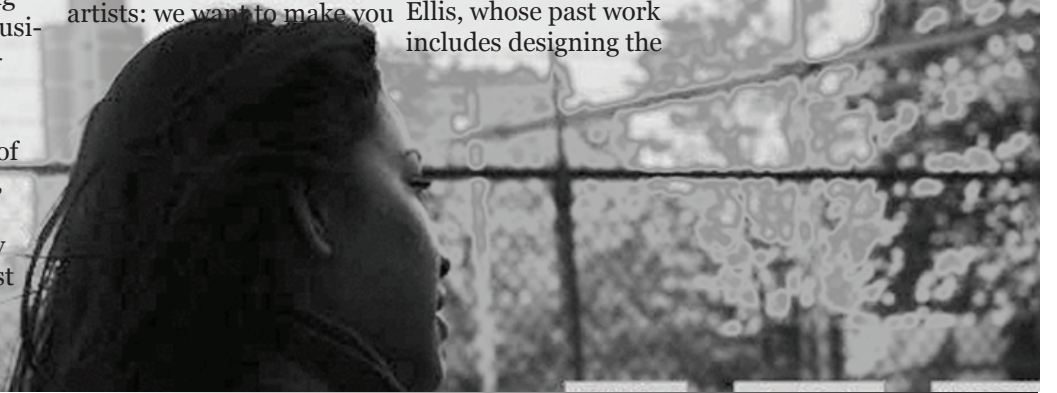
"We try to do everything from a fresh perspective," Dubovoy says. "We use the same strategies for our episodes as the ones we use for our interviews with young artists: we want to make you

feel like you know someone, specifically their cool, intimate parts."

While YW plans to continue to monetize other aspects of the site, in the meantime they are coming out with their own t-shirt line that will promote the Young Wonder brand in an original manner. The shirts were designed by the YW girls themselves, with the help of prominent artist Bailey Ellis, whose past work includes designing the

logo for Columbia College and a logo for hip-hop artist Pharell.

"When people believe in you it's one thing but when people who are already established members of the business tell you that they respect what you're doing, it becomes impossible not to believe it yourself," Dubovoy said.



## Web Wars: Google+ Plans to +1 Facebook

By Mike Rowen  
Focus Editor

While Facebook has been the primary social networking service since its launch in February 2004, the multi-million dollar corporation now faces competition from possibly its only other threat on the internet - Google. In an attempt to further expand their almost limitless territory on the web, or perhaps secure the final piece of our souls by abducting the remaining 10 minutes of the day not spent on a Google service, Google launched a social network site known as Google+ in late June. Google+ offers a variety of enhancements to the services offered by Facebook, primarily boasting "Circles." Rather than giving everyone equal access to the content you post, Circles allows you to hide various aspects of

your profile from people in a specific group, allowing users to separate their socialization with friends, family, work associates, and other groups. These circles can also be isolated on Google+'s version of the news feed, allowing you to view content from one circle at a time. Additionally, Google+ boasts an aesthetically pleasing photo viewer which creates a collage of the recent photos posted by your friends. On the instant-socialization front, the site also offers a "Hangouts" allowing up to 10 people to text and video chat at one time. Various other small features are peppered throughout, including the ability to "+1" a website or someone's post (a variation of the "Like" button) but the general feel of the site is very familiar to Facebook's user interface.

Although Google+ is conceptually sound and perhaps even bound to take over the social networking scene, many

consider it momentarily a failure. This conclusion lies primarily in the fact that, as with various other Google projects unveiled in the past, Google+ has received not nearly enough publicity and its limited invite-only registration system leaves the user feeling like they were invited to an upscale party only to arrive and found that no one else they know, or want to know for that matter, was invited. However, even though Google has implemented the invite only registration system for now, the site has grown to an impressive 25 million users in only two months, according to a recent article in the *Washington Post*. The article also notes that it took Facebook three years to reach the same milestone. However, the site still has a long way to go to match Facebook's 750 million person userbase, an achievement noted in *USA Today* earlier this year.

## Small turnout, but big fun

By Brett Nagel  
Verve Editor

The crowd was depressingly tiny at Milwaukee's Summerfest Marcus amphitheater last Tuesday, August 23, but fortunately the three members of blink-182 chose not to make an asinine comment about it, and instead went the route of cracking jokes about smoking weed in the venue and having sex with each other in between playing somewhat-old cheesy hits like "Always" and "Feeling This". Two years after reuniting, the band, including bassist Mark Hoppus, guitarist Tom Delonge, and drummer Travis Barker have gone on tour to promote their much-awaited next studio album, *Neighborhoods*.

For the past two months blink has been touring with My Chemical Romance, a strange choice until you consider that the band has toured with Angels and Airwaves in the past, Tom Delonge's side-project after leaving blink in 2005. They consistently relied on their music and attitude to make the show great instead of strange light shows and effects like their opener. If any of the (now 30-something) boys were exhausted after all this touring, you couldn't tell. They played with an unmistakable energy that the small crowd loved, complete with grown men shoving each other and anyone around them in the pit and college-age girls cat-calling Delonge during any even slightly quiet moment.

The band opened with "First Date," a definite contributing factor to their hey-day in the early 2000s. They ended up playing a 90 minute set, including 3 new tracks and "Happy Holidays, You Bastard", something Hoppus assured wasn't even on the setlist was just for "us". I had been to the Chicago show the weekend before and they didn't play that, so I brought myself to believe them. Mind you, these three new songs all sounded entirely the same, but I don't think too many fans were expecting some sort of masterpiece after 14 years of being together, four years of being apart, and five side-projects among them later.

It was undoubtedly Barker who stole the show. After drumming for years before blink and collaborating with The Aquabats, +44, and Box Car Racer, the guy really has talent. It was hard to take your eyes off him, providing most of the muscle for the set with his amazingly timed rolls and fills. He was able to show off his skills with a four-minute solo floating above the crowd in a moving access ramp, Tommy Lee-style.

Nobody knows juvenile like these guys. The entire set was peppered with crass jokes among Hoppus and Delonge, even including a joke about Hoppus being so talented he was approached by John Lennon's ghost backstage and was asked if he "needed any help." This joke was not at all well received and even Barker, who never seemed to direct his attention away from his kit, looked surprised. Nonetheless, the crowd quickly forgot about this once the band launched into a deafening performance of the early 00's hit, "The Rock Show".

Underneath the middle-school attitude, however, there seemed to be some genuine love shared on stage between DeLonge and his bandmates. The guys constantly hugged and made shout-outs for each other while performing their 16-track set.

blink-182 is not a band to take seriously, and hopefully (especially now in 2011) they're aware of this. But their music is definitely a lot of nostalgic fun and even after over a decade of performing they still have an amazing stage presence and really know how to please a crowd.

Their sixth-studio album, *Neighborhoods*, releases Sept. 27.

## NORTH STAR

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