



FOREAL YEAR 1

klai

2021-2022

smith



how far have we come?

YEAR 1

We wanted to start this off by just saying thank you to everyone that has given us any sort of support throughout this past year. If you bought a shirt, helped us with a project, liked a picture, or told a friend about FØREAL then you've helped us in ways you probably don't even realize. We've fantasized about starting a clothing brand since we were 15 and we can't believe what we've been able to do and the people we've met or gotten to work with. We hope you guys enjoyed what we've done so far and we can't wait to show you what comes next.

how far will we go?



ADAM KLAICH



AIDAN SMITH

START

2016 - 2020

[written from the
memory
of aidan smith]

FØREAL was conceptualized by Adam and I when we were about 14 years old during our freshman year of high school. We had this tight friend group of maybe seven people and we all became inseparable.

At the time, Adam was starting to get into streetwear and such and he eventually got me hooked on it too. We thought that making clothes for our friend group would be kinda cool. With that in mind, I was into photography and we'd make clothing mockups with pictures that we would take, inside jokes, and anything we thought would have looked cool. Everyday Adam and I would sketch out ideas in our sketch books that we've had since middle school and filled the pages with ideas for t-shirts, shorts, hoodies, car liveries, advertisements, racing sweaters, shoes, socks, etc.

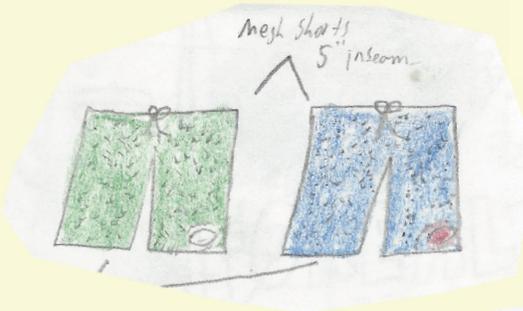
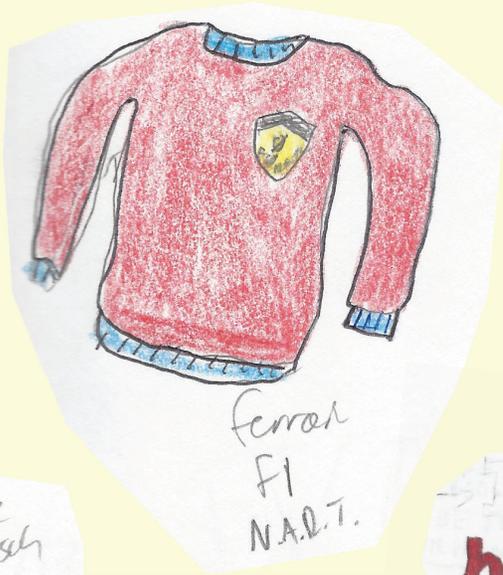
These would usually just end up as mock-ups made in Photoshop and this went on for about three years. We began to expand our ideas outside of clothes for our friend group and into a fully-realized brand.

In 2020, we finally got serious about it. Adam and I just knew we had something that was special and wanted to share it with the world. We also thought it would just be a lot of fun. We weren't too educated on making designs on Illustrator or anything other than rough Photoshop drafts. We had told our friend Charlie Hofferth about FØREAL before and he was really interested in the idea. Once we expressed to him how we wanted to get serious about the brand, he wanted to be a part of it.

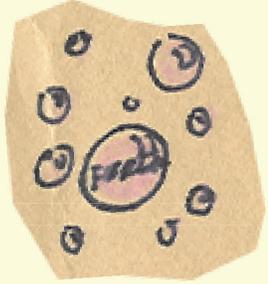
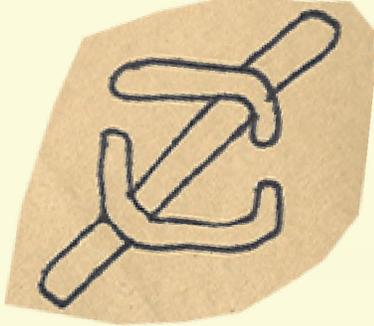
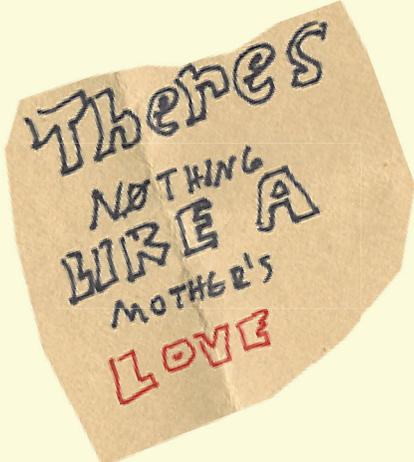
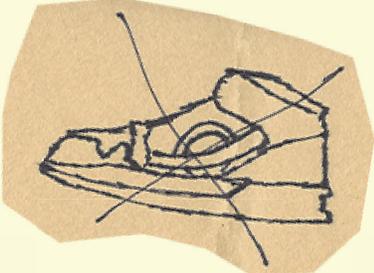
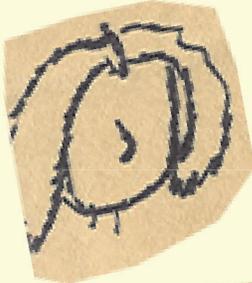
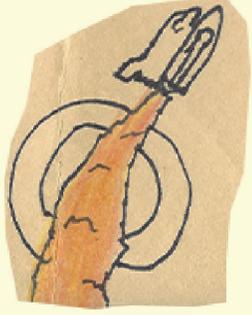
Unfortunately, right when we were getting ideas down for a rollout slated for the summer of 2020, COVID started becoming a worldwide problem and we had to put our ideas on hold. It was disappointing, but looking back on it, we kind of think it was for the best because ideas could develop a bit more as we went off to college. As COVID was dying down, we really just kept track of our ideas and really started meeting to make something real out of them.



**OLD SKETCHES BY ADAM KLAICH AND AIDAN SMITH
CIRCA. 2017-2022**



OLD SKETCHES BY ADAM KLAICH AND AIDAN SMITH
CIRCA. 2017-2020



Q: What was your childhood dream?

“Definitely to play in the MLB. I wanted to attend LSU and play baseball there and then get drafted by the Chicago Cubs.” - Steven B. (friend)

“I wanted to be a vetrenarian because I’ve always loved animals. As I got older I realized that a veterrarian’s job is to help only the sick animals and it’s not all about petting cute puppies, so I put that dream to the side.” -Marley A. (Aidan’s girlfriend)

“I don’t know if it counts but an inventor. I just wanted to make stuff. I thought it was really cool on TV. I saw those YouTube channels that made stuff like taser nerf guns and I thought that was tight.” -Caeden T. (friend)

“I didn’t really have one. I guess to kinda be like my mom. -Alayna E. (friend)”

**“I wanted to be an artist. I wanted to draw. I always wanted to be a drawer.”
-Noel F. (friend)**

“Originally I wanted to be a forest ranger. That came and went. Then I wanted to be a doctor. Then, I decided I needed to be a lawyer and that was a great decision.” -Steven D. (professor at Indiana University)

“I wanted to be a pilot. Still do, I just can’t accomplish it like I could have when I was younger. I could fly anywhere, do anything, be anywhere, and not have to be at one place at one time.” -Josh Z. (friend)

GLOBE TEE

JULY 24th

\$23

[written from the
memory
of adam klaich]

The Globe Tee was our first real try at a clothing brand that actually stuck. We started really making an effort probably around November 2020 and at that point it was us and our good friend Charlie Hofferth. We were all in different places (West Lafayette, Bloomington, and Munster, Indiana) which forced us to have weekly Discord or Zoom calls that usually lasted until probably 3 in the morning. COVID was also still a pretty big thing and there was nothing better to do. These meetings would usually consist of us throwing around ideas for an hour or two, another hour worrying about money, and maybe one or two more hours were spent actually building on ideas and making what seemed to be a solid plan. All of it was pretty loose and all over the place and I remember thinking: oh this will be just another good try. None of us knew what we were really doing. We didn't have any experience running or marketing a business and we were really just kids with Adobe Suite saying: "what if?"

There were a lot of early ideas, which have and will probably continue to make their way to the surface, that we thought could be "the one," but eventually we thought the Globe logo would be a clean and simple design to start off with. It's really just a parody of some

trucking company's logo that Aidan saw while driving sometime in the summer of 2019, but nevertheless, we love it and still think it's tight. Originally, we only wanted to make around 10 or 12 shirts because we questioned who would actually buy one and we laugh now because somehow that number climbed to 44.

When Aidan and I got home from school, we all decided we wanted to make an ad or commercial for the shirt rather than just throwing it on a model and saying "here it is."

Around late June is when we really started to take pictures and film stuff. It sounds kinda corny, but when making the ads we wanted to build our own little world or image that just had mood that balanced maturity and, I guess, a sense of childhood fun or just that mentality. We were on edge for most of the production as we felt we had little time and none of us had ever really put the spotlight on ourselves. Everything was filmed or taken in probably two weeks; Charlie and I were working full time, Aidan left for Denmark shortly after we started filming and it was really all planned on the spot or shortly before. That

whole week was just rushing,

stressing, and throwing things together, but honestly we were pretty satisfied with how it all turned out.

I remember the night before the shirts were set to release, I was up around 12:30 at night checking to make sure our website (www.foreal.world, you should really go check it out) was working properly just to find out it couldn't actually sell any products, collect any money, or do anything we actually needed it to do. I had to work at 5 a.m. the next morning, Aidan was still in Denmark, and the only thing Charlie and I could really think of was selling them through Instagram DM's and collecting the money through Venmo and Paypal.

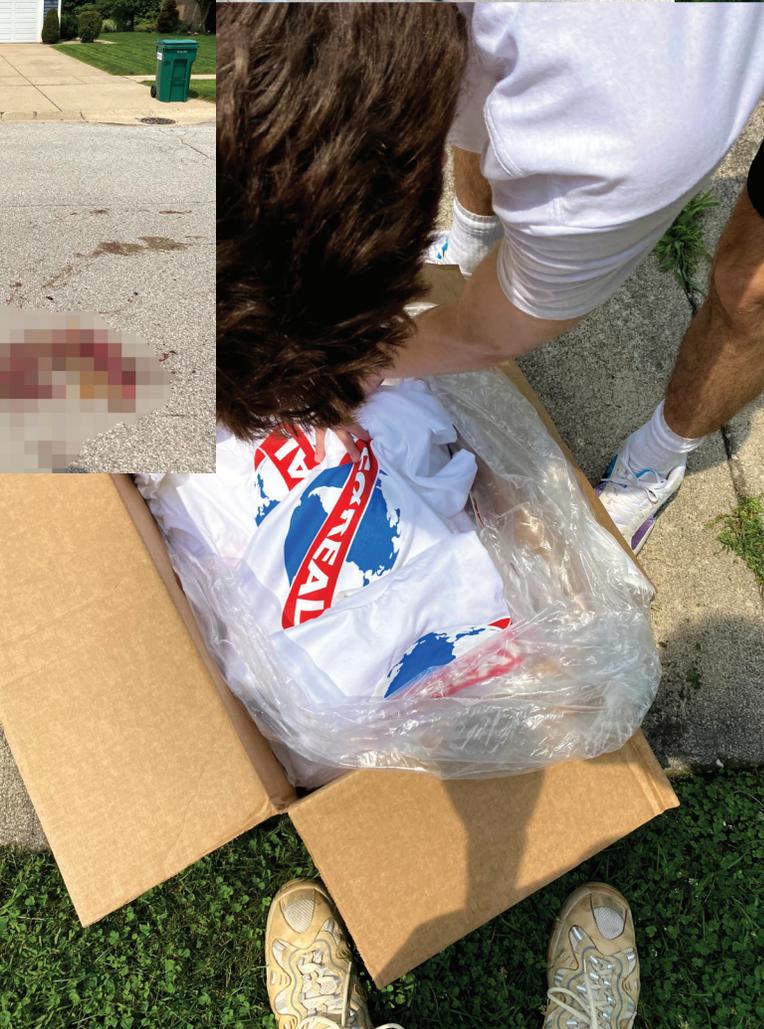
I had no confidence going into the next morning and still couldn't reach Aidan as I later found he was lost in the city of Amsterdam after getting separated from a bike tour while throwing up with a hangover. Things actually went pretty well and we sold everything in less than 48 hours. That weekend completely blew all our expectations and really made us excited for what was to come as so many doors in windows sat open in front of us.

Charlie departed on good terms from FØREAL in August 2021 and of course Aidan and I went back to school at Indiana University and Purdue University placing us some 80 miles away from each other once again.



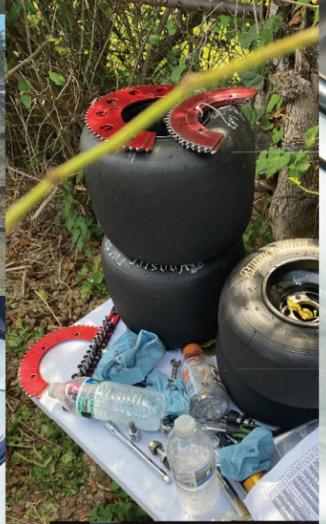












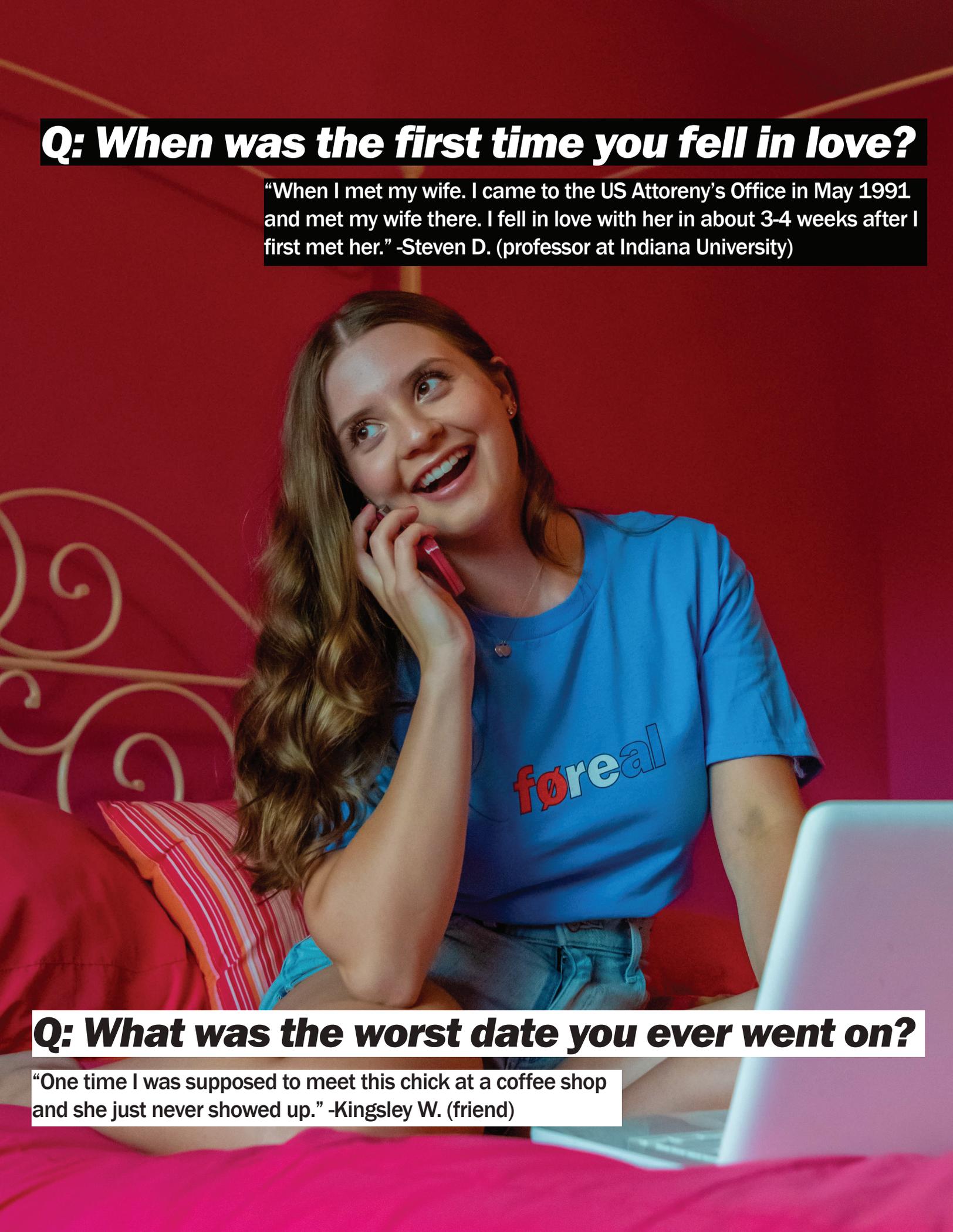


Q: When was the first time you fell in love?

“Probably like this summer (2022) honestly. I fell in love backpacking across Europe with this Italian guy.” - Marty A. (member of the band Fore-daze)

Q: What was the worst date you ever went on?

“Bowling. I got fucking crushed. She was like scoring strikes and spares man and I was getting like, 2’s and 3’s bro. I was just getting humiliated out there. -Max V. (stranger)”



Q: When was the first time you fell in love?

“When I met my wife. I came to the US Attoreny’s Office in May 1991 and met my wife there. I fell in love with her in about 3-4 weeks after I first met her.” -Steven D. (professor at Indiana University)

Q: What was the worst date you ever went on?

“One time I was supposed to meet this chick at a coffee shop and she just never showed up.” -Kingsley W. (friend)



Q: When was the first time you fell in love?

“When it was already too late. I took them for granted and by the time I realized I loved them they were gone. [It] made me focus on being a better partner in the future.” -Carlo C. (friend)

Q: What was the worst date you ever went on?

“First time meeting the guy and he begged me to come visit his grandpa 3 hours away the next day because he wanted to marry me.” -Sarah W. (friend)

Q: What was the worst date you ever went on?

“[It] was with a guy that was a few years older than me. He showed me a Carpool Karaoke video and he warned me that he might cry during it, and then he did.” -Arina T. (stranger)

Q: When was the first time you fell in love?

“I don't think I've ever actually been in love with someone. I think I've had the idea I was in love with someone but I think that was also just being young and stupid and a girl I liked happened to like me back.” -Roman G. (friend)

VARSITY SWEATSHIRT

JANUARY 1st

\$38

[written from the
memory
of aidan smith]

The Varsity Sweatshirt was another idea that we pulled from the archive simply because we wanted to do a sweatshirt for winter. Originally, it was a gray crewneck with loud, neon colors. We didn't really think it fit with the whole winter vibe, so it ended up becoming a navy crew neck and colors were changed to more subtle shades that were easier to wear.

We started working on the new design in late October or so and decided we wanted to release it sometime over winter break. We wanted to do another video ad for it, but we only had the first week of winter break to do everything. We filmed a really

rough draft of something with our good friend Madison Dinga (who we are ever so grateful for as she always helps us turn our ideas into reality) but it didn't come out anywhere near we thought it would so we decided to scrap it. We decided the only day we could really release it was January 1st, so in the end we decided to take pictures of some of our friends to show off the sweatshirt. These were taken by Victoria Reardon (whom we are also very grateful for).

This drop was a real test to seeing if FØREAL would stick. We expected to sell a lot less than the Globe Tee. We always thought, or feared I guess, that most people bought our first release to be nice and support their friends, but wouldn't

really end up being returning customers. However, when we released the sweatshirt, we were pleasantly surprised at how many sweatshirts we ended up selling and were so happy that so many people enjoyed and connected with it.

There isn't much more to say about this one as it wasn't that eventful or long of a time period, but we are super grateful for all of those who supported and showed interest. We also always talk about how weird it is seeing people wear this on the street or just in public. Part of the creative process is looking back on your ideas and saying wow that really sucks, but seeing people wear and enjoy it really warms our little hearts.

FØREAL
FØREAL
FØREAL
FØREAL







FØREAL WINTER 2022



FØREAL WINTER 2022



FØREAL WINTER 2022



FØREAL WINTER 2022

NORTHWEST FOR FOREAL

After a local show in northwest Indiana, local band Northwest, who is named Northwest due to the fact that they are from northwest Indiana, sat down with us to discuss who they are, what they've done, and who they hope to be. At the time of this interview, they had previously released two albums titled "Area Code" and "Suburban Dogs" along with a plethora of singles and demos.



NORTHWEST FOR FØREAL

July 23, 2022

[The following is a transcript of a discussion between us and Northwest following a performance at a local show.]

ADAM: Alright, who are you guys?

ALL TOGETHER: Northwest.

NOAH: I'm Noah

LUKAS: I'm Lukas

BLAKE: I'm Blake

ADAM: What do each of you guys play?

NOAH: I play guitar.

LUKAS: I play guitar and I sing.

BLAKE: I play drums.

ADAM: Alright give us your guys' origin, like how'd it start and where the name Northwest comes from.

NOAH: Um... let's see... how far back do we go?

LUKAS: Well it kind of goes back to 2016 but really, 2017 is the safest bet. We made a song as a joke...

NOAH: Talking about Fazoli's (the restaurant).

LUKAS: Yeah! The first time me and Noah hung out we congregated at Fazoli's and just made a song about it.

NOAH: Yeah we streamed on Periscope, if you all know what that is. We first started streaming ourselves eating bread sticks.

LUKAS: Yeah and from that we made a song as a joke in early 2017 and started recording more stuff soon after.

ADAM: Is there a reason why you guys gravitated towards music or was it really just "oh this seems cool?"

NOAH: Well I think I know. So one time, Lukas and I had plans to hang out and I had just gotten my wisdom teeth removed. I was still kinda messed up from medication, but Lukas still came over and saw I had a guitar and we somehow ended up making a song called "Rainy Day."

LUKAS: Yeah, it's classic. Northwest started as a lofi-beat factory and just joke songs until we made more serious stuff.

BLAKE: And they asked me to join maybe in 2017?

NOAH: Well, I think it was December 2018 cause December 15th we had our first show.

BLAKE: Oh yeah, and I've known Lukas all throughout grade school and stuff so there's a lot of backstory.

ADAM: So do you guys consider your start more 2017 or before?

LUKAS: Well I mean, we started releasing music on Spotify 2018.

AIDAN: What made you want to push it to something more serious and put music on Spotify?

LUKAS: We really just thought it sounded good.

NOAH: And I think we also just had a bunch of songs we weren't really sure what to do with.

LUKAS: It was like a collection of 12 songs and that just became "Area Code (the band's first album)."

ADAM: Do you guys know your main end goal with all of this? I guess

that's kind of a weird question, but in your perfect world, where and what is Northwest?

LUKAS: I think it's really just being able to still just obviously play shows and all, but also to be able to live off it cause it's all something we really enjoy. I think that's the main goal for anybody really.

ADAM: When you guys make music do you see it as work or just creative play?

LUKAS: I'd say most of the time it's completely creative, but then when it gets down to a deadline that's when it gets to the worst. Finishing a song is just a roadblock, like getting stuff mixed and getting it to the way we want it to sound is the hardest part for sure.

BLAKE: Yeah. It's also tough because Lukas goes to Ball State and I've gone there with drums to record some part 30 times or something just to find out something is off like the way the snare is tuned. That part gets pretty tedious, but I don't really mind.

ADAM: Okay, this is going to be a corny question, but who or what inspires you guys?

LUKAS: Um, I guess I'll go first. In terms of music, Alex G is probably my biggest influence just because he's created so much and it's all so intimate. It's just the way he writes and how he's been doing it for over 10 years. He's pretty much mastered it. Creatively, it's probably just the people that I know and our teacher Mr. May because he's helped us a ton with doing merch and stuff.

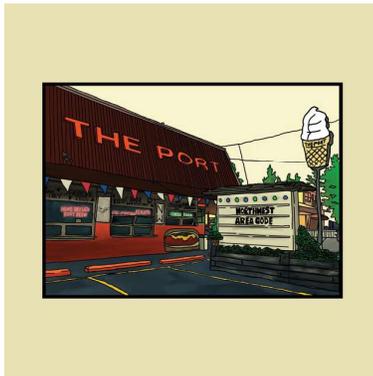
ADAM: Can you actually explain what he means or what he's done for you guys? You've mentioned him before.

BLAKE: Well I took his printmaking class and he seemed to really just actually care about you. He was interested in what you were interested in and one time he walked by my laptop and saw I was listening to, like, "Exmilitary" by Death Grips and was like "oh do you know about his other work?" and we eventually just started talking about it and gave me a book once because we started talking politics. He was here (where this interview took place) with his wife and two kids and just genuinely cares. He made such a lasting impact on me, I can only strive to do that for someone else.

AIDAN: While we're on the topic of art, I've personally always loved the art direction of Northwest whether its merchandise, music videos, or cover art and how it all fits and is so cohesive. Where does your inspo come from and do you have any specific designers you try to mimic or references you use?

NOAH: I don't even know if it's really a specific designer. I think a lot of inspiration can be drawn from literally where we live. A lot of the aesthetic is born from just living life around here (northwest Indiana) and nature stuff because living around here you're just surrounded by woods. In terms of how designs look, its just being able to translate the idea of an album or something to like one solid representation of it. For example, "Area Code's" art is The Port and that album is just talking about everyday things.

BLAKE: Yeah, The Port's a restaurant. In terms of merch and stuff though, I feel a lot of it is just silly stuff. We'll just be on Discord and Photoshop and say something which turns into a shirt. There's obviously more serious things, but it's fun to just get on with your friends and start saying shit and playing with Photoshop.



AREA CODE - 2018



LUKAS
NEEDHAM



BLAKE
FLETCHER



NOAH
BENNET

AIDAN: Yeah, that's really just me and Adam. You guys keep saying "here," for people who don't know where is "here?"

LUKAS: Well "here" is northwest Indiana and it seems like a lot of people hate Indiana, and I don't really blame them, but the northwest area is right outside of Chicago and by the beach so you get a lot of people who are interested in a culture that's outside of just "okay I'm just in this small town in the middle of nowhere." You actually have connections to broader areas.

NOAH: The beach also has a big impact on culture here. The larger Indiana music scene is also getting pretty good.

ADAM: Yeah, we always say when you go on vacation and tell people "oh I'm from Indiana," they think of corn fields and the middle of nowhere.

NOAH: Yeah, I think we've all been that person that describes Indiana as a cornfield, but some parts are really nice.

ADAM: The Region (what locals call the northwest region of Indiana) is a really good melting pot.

BLAKE: Yeah, I certainly don't mind living in the woods. There's just stuff to do here, if you go to other cities and towns in Indiana there isn't a lot.

ADAM: Okay, important question; top three food places in The Region.

LUKAS: Okay should we do, like, all of us do a different one?

NOAH: I'm going to say the T.R.I.

AIDAN: The what?

NOAH: Okay, before I get into it, I'm just going to briefly describe what the Chesterton Triathlon is. Basically it's this hypothetical speedrun of eating at restaurants we love in Chesterton and it includes George's Gyros, Octave, and Northside Diner.

LUKAS: Northside is probably the best breakfast place

and a good place to hang out. Octave grill is also just a good place to hang out with good ingredients. It's a bit expensive but it's not super expensive. It's just a nice place to get a burger.

BLAKE: I'm a big Portillos guy, I just love sucking down Chicago Dogs.

ADAM: Okay nice. Next question, what's your ideal fan or the person who listens to Northwest? What type of people are those?

LUKAS: Um, I think just anyone who listens to our music and is genuinely a good person I guess. I don't really know other characteristics.

AIDAN: Okay well describe a good person.

BLAKE: Well, we've met a lot of cool people on Instagram and stuff. People from New York and others who just want to support our stuff.

NOAH: I got one. This memory is still really inspiring to me. After our first kind of "bigger" show, this guy from the audience came up and asked us to sign his arm and his shoe and was just super excited, the nicest guy ever. He mentioned he felt inspired by what we play.

BLAKE: Yeah, and we had barely even played at that time.

NOAH: It was probably our second show ever.

AIDAN: That must have been a surreal moment.

NOAH: Yeah, and it was funny cause after he was like "I'M NEVER GOING TO WASH MY ARM" or something like that. I remember it so vividly and it's so heartwarming.

AIDAN: Blake, you mentioned you met people on social media and how it impacted the band's experience; how do you think that the internet has affected the music scene and how it helps people branch out and share music?

NOAH: I think it really democratizes sharing music with others because it lets people who never would've met connect. For example, Lukas and I just met over

Instagram somehow.

LUKAS: Oh no, there was this thing where Noah and his friends ran accounts where it was just a selfie of your face over and over and over and those were called something like Bob Joned...

NOAH: Yeah Bob Joned, Bill Joned, and I think Davey Joned...

LUKAS: Yeah but I made Joned Joned to be the ultimate account and I just really tagged them or something.

BLAKE: You need to tell them about the Redditors.

LUKAS: Oh yeah! I met some Redditors that said they would potentially come to the show, because I posted on r/NWI and these guys said "yeah I'm bringing my boys."

AIDAN: What do you think of the culture and having those communities on social media?

BLAKE: I know a lot of people have blown up from music subreddits and stuff, so it's probably a good outlet for some artists. Obviously, it's hit or miss like anything, but I think it's hard to post on Reddit. If you post a song on Instagram and someone doesn't like it they just scroll past it, but on Reddit, you'll get destroyed and downvoted to hell.

ADAM: What are each of your favorite songs you've made?

BLAKE: Umm, I'm a "Bail Bond" fan.

NOAH: Yeah a lot of people like that one. Or "Self".

LUKAS: I like "felly" a lot.

ADAM: "felly" is my favorite.

LUKAS: There's just so much unreleased stuff that anyone of them could be my favorite.

ADAM: Yeah speaking of that, your, technically, latest release is the "Area Code" demos. What prompted you guys to release that? Where you just sitting in your



room and thought "oh we should drop it" or...

NOAH: We actually wanted to do that for a really long time and at some point it was just "hey you wanna drop this today?"

LUKAS: Yeah we hadn't released anything in a while so it was just "yeah whatever."

NOAH: We have a lot of stuff on Bandcamp too that is just a random collection of things.

LUKAS: Oh yeah, that's a good point to bring up. We have a huge network of burner Soundcloud accounts because that's just the way we would send songs to each other and provide feedback. We have a Google Drive folder that's just 10 different accounts just uploading to one folder.

AIDAN: That's what we do.

ADAM: Did your lives change in any way after you dropped "Area Code" or anything? Maybe not from the outside point of view, but like your perspective on life and how you approached a project? For us, we find it weird when strangers compliment us about our stuff because it shifts the focus somewhere else. Do you guys get that?

LUKAS: I mean, I think it's really cool when people come up after shows, but also being specific to "Area Code," there's this person from Maryland named Imani. They commented on "Lover" (a song previously released by the band) like right when it dropped. I don't know how they found it, but they still consistently follow us and it's so crazy that people from anywhere latch onto stuff. And you eventually realize you do the same thing and say "I listen to this small artist from wherever."

ADAM: Yeah it's weird to think "oh now I'm the small artist."

LUKAS: Yeah yeah.

AIDAN: Okay, for "Suburban Dogs," is that someone's actual dog or no?

NOAH: Oh yeah he was here tonight!

AIDAN: Really? What's their name?

NOAH: So at the time, I called him Cowboy and he's an Irish Setter...

ADAM: Is that why it has the bandana?

NOAH: Yeah yeah.

LUKAS: Our friend Julia (who was standing to the side during this interview) painted the cover.

NOAH: Yeah she did. It's just my family's dog who was formerly known as Cowboy. The rest of my family agreed to call him Leo, so I unfortunately had to conform. I forgot where I was going with that, but yeah.

AIDAN: When was "Suburban Dogs" recorded and how did the mood change after "Area Code" and between those two albums?

LUKAS: Oh, I have a good answer to this. So, after we released "Area Code," we still had some songs from it

that made it to "Suburban Dogs," or were at least started then. A lot of recording it and stuff after it was made in "The Shed" at this house my family used to rent. I wanted a place to work on music because you kind of feel self-conscious when your working with family in your house and feel as if you can't do exactly what you want to do so I went and cleared out a shed, put up some string lights, and all of us would be in there just working on music and hanging out. It was where a good portion was recorded and a lot of it was just finished right then and there. When we would be in there, we would be in there till midnight or 2 A.M. and stuff and we had what we called the White Box.

ADAM: So is that shed like your go to creative space?

LUKAS: We used to live there, but it was my family's house and we moved out.

BLAKE: Yeah, that was a sad day.

LUKAS: I know. That was like the most rapid growth for a while. Like, just being in there and doing stuff.

AIDAN: That's awesome, that's where you guys developed and stuff?

LUKAS: Yeah, it took us to another level.

NATE: I feel like a lot of that time spent in that shed together just messing around and working to achieve this goal of making music elevated our, I say "our" as not me included, but our status or impression as artists, musicians, and friends.

LUKAS: Facts.

BLAKE: Yeah.

AIDAN: Okay, for the last couple questions I want to ask you guys about the future. So, you guys have been working on your third album for a decent amount of time now...

LUKAS: Oh yeah...

NATE: Ha, don't even...

AIDAN: What's the process been for recording that album?

BLAKE: (jokingly) A nightmare.

LUKAS: There's a lot. You (Noah) can explain "Northwest 3" though. That's like a little thing.

NOAH: Um, I don't think I know which one we're talking about...

LUKAS: "Heaven From Athens?"

BLAKE: Aw shiiiiittt.

NOAH: Oh yeah, we have a lot of little projects being juggled all at once. We have a project where we want to drop a bunch of songs with our friends, like a bunch of collaborations and group songs.

LUKAS: And some of them are just EPs, but there's another batch of songs that will come together and just complete it (the next album). I feel like the biggest one, to me at least, is "Heaven From Athens." We did a lot of these songs and then my hard drive corrupted

and all of them got lost besides the songs on Soundcloud we sent to each other. So pretty much, we went to record those songs in Ohio for a week and that didn't turn or pan out.

BLAKE: To keep a long story short, things just kind of fell through there.

LUKAS: Yeah things fell through, but we're still trying to get it together.

NOAH: Yeah there's been three recordings of each final song.

LUKAS: It's messed up, but I really want to get it done because we've already done this much. We also just have a ton of extra loose songs we don't know what to do with.

AIDAN: What's something you guys want to improve on in the future?

LUKAS: Hmmm.

BLAKE: Geographics.

LUKAS: Oh my God! That's definitely the biggest thing.

NOAH: We're just so spaced out from each other that it's hard to practice.

BLAKE: Yeah that's the thing. Tonight was a really good set, but I never feel as tight as I should because I can't practice as I live in an apartment and because I'm so far away. An actual practical answer to that question though is recording probably. I think I could do a lot more with drum recording, but it's just expensive to buy microphones. There's just a lot that could be done.

AIDAN: I feel this is a good closing question because it leaves things open ended, but what's on your guy's bucket list as a band?

LUKAS: Oh I have one for sure which is to do a tour.

NOAH: Oh yeah.

LUKAS: Yeah that's coming up, but wider than that I guess just keep releasing projects consistently or space in between.

ADAM: Okay really quick, dream collab, go.

LUKAS: Oh Alex G for sure.

BLAKE: Uh I have to think about it. You go, Noah.

NOAH: Um, it's hard to say.

LUKAS: Vegyn would be sick.

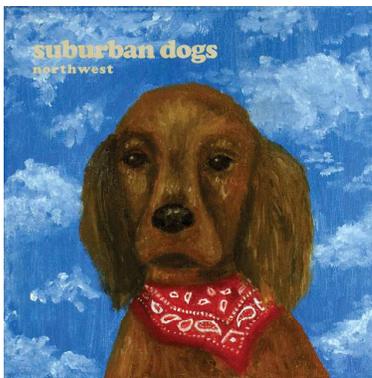
NOAH: Definitely.

BLAKE: Oh, I'm the biggest Elvis Depressedly, Coma Cinema, and Matt Cothran fan soooo, I don't know what we'd do, but at least hang out.

ADAM: Alright, I think that's it from us. Do you guys have anything else you want to add?

BLAKE: Just listen to our music...

NOAH: Yeah, tap in.



SUBRUBAN DOGS - 2019

**APRIL
9th**

**BLOOMINGTON,
INDIANA**

føreal fest

**written from the
memory
of aidan smith**

FØREAL Fest was another idea we had in highschool. It was really just a fantasy at first, we thought it would be cool to have people we idolize or looked up to perform and wanted it to be really big like a Lollapalooza or Coachella. We didn't really take it super seriously, but that changed in November of 2021. I was at school and was walking back to my house from a morning class when I noticed a flyer for a concert that featured a few local bands. I kept thinking about it while I was walking home. I knew my (very talented) friend Tommy McDermott, who was in a great band (Citrus), and Adam and I were also close to the (also incredibly talented) band Northwest. I kept thinking to myself: "why don't we just have a FØREAL concert in my backyard with bands we know and like? What's actually stopping us?" I got really excited about the idea and started spamming Adam's phone to call me. Once he did, I pitched the idea to him and he loved it. After that we got in contact with Northwest and Tommy and began planning the first FØREAL Fest.

Adam and I had a few main priorities when planning the fest. We wanted to book local bands we actually enjoyed, not just anyone that would perform. We dug through the catalogs of a lot of local bands and settled on having the local Bloomington bands SYZYG, Foredaze, and Vennola perform along with the two bands that we were already familiar with that were mentioned before. Next, the

event HAD to be free. We wanted as many people to come and didn't see a point in charging people to stand in my backyard.

On the day of the fest, Adam and I woke up that morning, got breakfast, got a bedsheet and spray painted for a banner, and started setting up. All the bands started coming and that was when the stress really started for me. Seeing the people that I had only ever talked to through my phone now standing in front of me with their band equipment ready to play freaked me the fuck out. I had to take frequent three to five minute breaks in my room to just breathe and collect myself.

Once the stage was set up the time finally came for our opening band, SYZYG (shoutout), to take the stage. The turnout was decent at this point and pretty much what Adam and I had expected. There were about 30-40 people that consisted of the other bands, some of my friends, my older brother and his friends, and a few randoms. I figured a few more ten or so people would show later, but luckily I was wrong. The crowd easily doubled with a steady amount of people still coming. A moment that I will never forget was going up to the stage to announce our next act. For context, I am awful at public speaking. I get so nervous and get riddled with rashes and my face gets so red, I feel completely uncomfortable. I won't ever forget going up to that microphone and saying "what the fuck is up FØREAL Fest?" It just felt so good and it felt better once Foredaze started playing even more people started coming. Everything was going absolutely perfect at this

point. Then all of a sudden, I saw a car pull up alongside the road. I could barely see the sun reflect off of a badge in the car and immediately knew it was police coming from a noise complaint.

Without a thought in my head I ran out to the street so that the cop wouldn't break the show up and see all the people smoking and drinking. The cop was cool about everything and gave me a warning on my ID but told me if he had to come back he'd take me to jail under public nuisance charges (he was definitely bluffing, but whatever). Adam and I let Foredaze know what was happening and we tried to come up with a solution to quiet the noise down, but nothing was working. After twenty minutes of desperation, we were pretty much forced to pull the plug on FØREAL Fest. The two worst things about this was that there were so many more people coming to the fest and only two of our five amazing bands had the opportunity to play. Even worse was while we were cleaning up and grieving over the shutdown people were STILL coming for the fest and we had to tell them what happened.

Even though FØREAL Fest got shut down it was overall a success. We had an incredible turnout (that sadly no one got a picture of at its peak), sold out our FØREAL Fest shirts, and had some incredible bands come together and play for an amazing crowd. We have really high hopes for the future of FØREAL Fest and want to continue doing FØREAL sponsored events. Thank you to everyone that made FØREAL Fest a possibility, we couldn't have done it without you.



FØREAL

music festival — saturday, april 9

NORTHWEST

VENNOLA

CITRUSES

FOREDAZE

SYZYGY

1121 N. Lincoln St.

FREE
ADMISSION

6-10^{PM}

Bloomington, IN.



BY LUKAS NEEDHAM

FOREAL FEST

APRIL 9TH, 6-10PM



NORTHWEST
VENNOLA
CITRUSES
FOREDAZE
SYZYGY

Free Admission

1121 Nth Lincoln St, Bloomington Indiana

TD

BY TREVOR MAUL





SUMMMER '22

JUNE 18TH

[**written from the
memories
of aidan smith and
adam klaich**]

Adam and I had a lot planned for Summer '22. We were so excited to be back at our real home away from college with all of our friends back together. That feeling of summer back home really inspires us more than anything else. With all of this inspiration, we proceeded to plan three clothing drops, a year-one magazine (which you're reading right now), and a runway video showcasing all of the clothes that we made so far and clothes that were coming soon. While this energy and enthusiasm was great, we failed to realize that we bit off WAY more than we could chew with being busy with summer jobs, family, vacations, etc. We ended up releasing three shirts in one drop: The Explosion Tee, the Tricolor Tee, and the Rose Tee.

EXPLOSION TEE

* excerpts below written
by adam klaich

We thought the explosion tee was easily the weakest of the three that released, but somehow it ended up being the most popular. The logo was inspired by something that was painted on the side of an old WWII bomber I saw on Instagram. It was just so simple, but so cool and I knew we had to make something like it. A lot of people think it's a firework, but I'm sure if you look hard enough you can find what we were going for. However, the firework misinterpretation inspired the marketing image for it. I went to a firework store one day, bought a bunch of stuff, and took pictures of our friends Josh Kim and Joe Webster blowing them up in an alley behind Aidan's house which I thought turned out pretty cool.

TRI-COLOR TEE

The tri-color tee is meant to be our reoccurring official logo tee that every brand does and we really just wanted something simple/essential. There isn't much to it, we just thought the font looked cool and ended up choosing one of the 40 or so iterations of it we had. The image we took for marketing the shirt is based off of a photo we found a couple years ago of kids eating ice cream on a dock that we've always wanted to create. I would put the photo here if I could, but I think I would get copyrighted, so you'll just have to use your imagination.

ROSE TEE

This one is most definitely my favorite of the bunch. I've been drawing this rose for a few years and always thought it would look good on a shirt or as a pattern on a button up or poster or something. I didn't really understand Adobe Illustrator or Photoshop when making it and I wrestled with it for a few late nights in the Purdue library, but I think it turned out really well. I wanted something to really give off a summer feel if we were releasing products in the summer and this was meant to fill that role. For photos, my friend Lilia Brunetti and I spent a day or two venturing through local parks and forests taking photos and seeing what looked interesting.

EXPLOSION
FØREAL
TEE

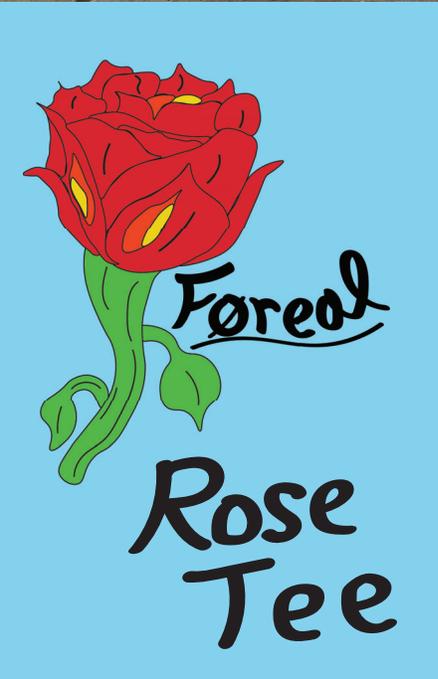


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tri
color
tee



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DALLAS
JAMES ★

for

FOREAL

Dallas James is a recording artist from Gary, Indiana. He has an album out titled Summer 17 and a new EP titled Lake County. Dallas James is also a member of the music collective Bleachers Only Child. They have an EP out called Missing.

Dallas was nice enough to meet up with us and talk about life, music, his inspirations, the future of him and his group, his creative process, and other topics.

*note: this interview was conducted before his EP, Lake County, was released.



for ~~FOR~~REAL

July 25, 2022

AIDAN: Alright, who are you? What's your name, age, what kind of music do you make?

ADAM: How would you describe yourself?

DALLAS: My name is Dallas James. I am 18 and I make- I don't- I don't even know what you would call it, I just call it pop music.

AIDAN: Is Dallas James your real name or is that a stage name?

DALLAS: Dallas James is a stage name. Lemme take you back. DJ is my real life nickname, I've been called that since birth. When I first started making beats in high school my shit was just called DJ Beats or some shit like that. People would always come up to me and be like yo you need, like, a cool producer name like Dj this or dj that, and I was like bruh, my name is already DJ. So I made my name DJx2 for a bit and ran with that for awhile. As I got older I started finding myself and saw that that music didn't resonate with me and all that shit was just kinda fake. I wanted to change my name but it needed to still be DJ, so I just came up with a name that had those initials and it just kinda worked.

ADAM: Where did Dallas come from?

DALLAS: I honestly just think it's a cool ass name. I didn't want a name with some long crazy explanation behind it, it's just like: Dallas James, ya know?

AIDAN: How has living in The Region impacted your music?

DALLAS: I've been here my whole life basically. When I was a baby I was in Schererville or something like that but other than that I've been in Gary. It's weird 'cause I'm not gonna say it's impacted my music so much. It didn't feel that way until recently. Before I've just

always been a kid in the house on the game, I never really like went out or anything like that. It wasn't like I could do that anyway, 'cause like, shit was hectic ya know? *laughs* My parents did their best to keep me in the house. Recently I realized how where I live and the people around me changed the sound of my music more than anything else.

AIDAN: So what's the process of making a Dallas James project? Whether that be a song, album, tape, artwork, or anything. Not just music just like, what's your creative process?

DALLAS: I don't really plan shit. *laughs* It's lowkey the pitfall of what I do. I've announced projects before I've even started working on them. I did that for so long and I just said I can't keep doing this. Now I still don't go in with a plan but I'm always just making shit 'round the clock. With Summer '17 I started it in November of 2020. I made one song then made another the next month and all of a sudden I had a collection and said: Okay, this could be a thing. I'm very self critical of all my music so it just takes time for me to drop stuff.

AIDAN and ADAM: Yeah

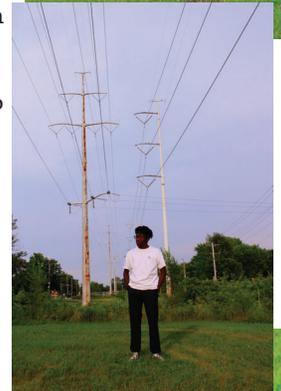
DALLAS: In my phone there was like, 5 different versions of Summer '17 'cause I just kept critiquing it. When I showed it to the guys (Bleachers Only Child) and they told me to drop it I just said fuck it and finally let it go. I don't have a process, shit just comes to my head and I do it.

AIDAN: When it comes to making music do you do everything yourself?

DALLAS: Yup

AIDAN: Like you do the production, you play everything, you mix and master?

DALLAS: I do everything myself. The first genre of music I got into was like electronic music. I wanted to make like, dubstep and all that crazy shit.



Summer '17 Cover

AIDAN and ADAM: *Laughs*

still just a vivid memory bruh, just how wild it was. We were out 'till the late night just doing whatever.

DALLAS: That's literally what I started off making!

My old SoundCloud is still up and I'm never deleting any of that shit. It's like the legacy bruh! I keep my first beat up 'cause I'll go back and listen to this shitty ass- I don't even know what it was! When you're young like that you're a lot more creative because you don't have all these people telling you you can't do anything and you don't give a fuck. One of my cousin's friends made music and he connected us and I produced his shit for awhile and I hopped on one time. He would tell me all the time I was really good. I learned all the shit myself. I was just on YouTube learning to mix and master and use FL Studio. I taught myself the guitar. I started learning last summer. It's like JPEGMAFIA said: I do everything myself, I'm a necessity.



AIDAN: Yeah, 8th grade me and Adam were always playing Black Ops 2 Zombies, Minecraft, GTA with our friends- basically the same shit we play now!

ALL: *Laughs*

AIDAN: So what were you playing? In terms of games.

DALLAS: Shit that everyone could play like all the Call of Duty shit. A lot of like Minecraft. A lot of the same shit I play now basically. We would watch horror movies and just be doing whatever.

We would stay at my grandparent's house and we would just do whatever.

AIDAN: What are your favorite songs or moments on Summer '17?

ADAM: Who are like your inspirations? If you had to pick 3-5. It could be people who are big or small people.

DALLAS: Like, right now or all time?

ADAM: All time.

DALLAS: I wanna say Tyler [the Creator] was the first real inspiration of mine. I found out about him through Loiter Squad. My cousin would come over for the summer and he put me onto everything that I'm into really. We would watch Loiter Squad over and over. I started listening to Tyler and it was my first big inspiration. After that I got really into Kanye West and it was really just those two. Then I started listening to Frank Ocean and he's really just the top. Everything I do is just Blonde. Blonde is just the best thing ever. That's what I strive for. When I started to make Summer '17 that's what I was trying to emulate. I found out about Brockhampton fairly recently and Kevin Abstract shot to the top with Frank. I relate to him more personally when it comes to family and identity shit. Those are my main inspirations.

DALLAS: Beck is probably the best shit I've ever made. This is some nerd shit but I think E Major is the best key to write a summery sunny song in. I was just like: I gotta do this I gotta hit the bearface with the drums and the tambourine and the guitars, you know? It was the first song that I ever did everything myself. There's synths and shit on it but it's mostly just like guitar and bass and drums and it's just like I accomplished this. This is crazy.

Stay With Me was the first song I made for Summer '17 so that just holds a special place in my heart. There's so many Frank Ocean references all over the album too. The project started to get more influenced by Brockhampton later on with songs like Kids (August). Does She Love You? is also the first song that

I was openly talking about relationship shit and real shit that I was going through. It was the first time I was being me and I was scared to drop that song.

ADAM: I feel like taking that first step with doing anything creative is tough and scary. It's like looking into the void. What gave you the confidence to just jump into it?

DALLAS: Like I said when you're young you just don't care. Like who cares! Imma just do this shit. As you go on and you get more focused on your craft and start thinking about it more and start working

AIDAN: You've mentioned your project Summer '17 a few times. Why did you call it Summer '17?



Lake County Cover

DALLAS: That idea just came to my head. That was the summer I had just graduated 8th grade so that was my last summer before going to high school and I saw it as this big like some finally growing up type shit. All my homeboys came down and we were just in the neighborhood riding around, listening to music, playing the game, goofing around and what not. That was literally the best time of my life. That was the last time I was truly happy bruh! I didn't have no worries about anything. That's why I named it that. It's

with it more, that's when the confidence comes into play. I have terabytes and harddrives of shit that will never come out bruh. One of the things that gave me that confidence was showing that music to my friends and hearing them say that that shit is good. Most of my confidence nowadays comes from my friends.

AIDAN: You have a project coming out this weekend (Lake County EP), wanna talk about it?

DALLAS: Yeah, it's a two song EP. This is like the first time I've collaborated on my solo shit with people. I've always done shit on my own so it's different. I started the first song and thought I'd send it to one of my other guys. His name is Callum, he helped with both of the songs. A week or two went by and he sent it back and it was the most dramatic shit ever and it was exactly what I wanted. I told him he should help me finish the other song too. The best thing to compare the second song to is Corpus Christi by Kevin Abstract. I'm just airing out everything. I wanted the ending to be this big thing but it just wasn't hitting, so I sent it to Callum. He sent me back this crazy ass guitar solo and it was the craziest shit I ever heard. That song is the best shit I've ever made. I cracked the code on that one. I'm very scared to release that song. It's so personal. I used to be scared of my parents hearing shit before, but I don't know how they'd react if they heard that shit.

ADAM: What does the cover mean? You have the white flag and stuff on it.

DALLAS: It just means I surrender. I'm just letting everything go. That's what it means. I picked that spot by the high school football field because 90% of high school that shit was not me. So that's why I'm holding the flag in front of the high school 'cause I'm just like letting everything out.

AIDAN: I'm glad you mentioned emotional vulnerability. Usually the best art is made in the darkest spaces.

Keeping it real is just so important and a lot of people just don't get that.

DALLAS: That was the thing with my old music. I was just making Travis Scott ripoff songs. None of it was real. Summer '17 and on is mostly real life experiences. I think it's better then, you have a better connection to the music.

AIDAN: You wanna tell me about your group Bleachers Only Child?

DALLAS: I joined Bleachers Only Child from seeing them post in a Discord. I was lonely at the time and wanted to be in a band. I DM'd them and they said they weren't really looking for new members but told me to send over some material anyway. I sent them LA Dreams off of Summer '17 and two other beats. Once they heard it they wanted me in.



Bleachers Only Child

AIDAN: Who's all in Bleachers Only Child?

DALLAS: I write, rap, sing, produce, all that. Matt is the main producer. AUTUMNXO helps with production and arrangement. Lukaz is a rapper, he's such a good rapper dude! I really take a lot of inspiration from him, he can sing too. Perce Lenard can actually

sing. I've never met anyone that can actually sing till I met him. He plays guitar too. He produces and writes too. Tilbon is a rapper/singer. Lee Harris is also a rapper/singer and does production. I hope I named everybody.

AIDAN: Is it hard keeping that chemistry together and consistently work on stuff with everybody in different locations?

DALLAS: Everyone is always doing different things, so kinda. We're all in different stages of life. Two of the members are still in high school. One is going to college. The rest of us are just like working jobs and whatnot. Everyone's schedule is different and weird so we gotta find time. This summer is when we started working on the Missing EP. We did all that shit in the span of like a bunch of months from the beginning of the year to maybe May when we finished everything up. We were kinda in that stage when it was like: Who cares? Let's just make some music.

Being in those calls with everyone just throwing in ideas and sending in verses is such a cool feeling. When Lee sent the hook for the song Blackout we were all freaking out. There's a sort of competitiveness to it. Not in a jealous way, just in a way where you want to go crazy.

AIDAN: It's kinda like when you're on a sports team. You just think this person just fucking went hard, so I gotta be on the same level as him.

DALLAS: Exactly. He sent that hook and I instantly was like: I'm doing the verse right now. I did a 16 bar. I sent it back and they thought it was insane.

ADAM: Was there any inspiration going into Missing or was it just kind of figuring it out?

DALLAS: We just needed to be on our own shit. I don't listen to much rap now because I think when you listen to a lot of it you start sounding like it. I don't want that, so I've been listening to random shit. I'll come into a session after listening to some random folk album and I'll say: Let's put this element in there. The new shit that we're working on is SO GOOD dude. We have one song that is a radio hit bruh. We've had pop songs I guess but that shit is gonna be a hit dude. It sounds nothing like Missing. That's the best thing you wanna go for. You wanna make something different every time.

AIDAN: You don't repeat, you reset.

DALLAS: Exactly.

ADAM: So recently, the big thing is that Bleachers Only Child was featured in Pigeons & Planes. How did that change your perspective on everything?



Missing EP Cover

Child?

DALLAS: Before we were just making stuff to make some music because we knew we were talented. We met Howie, our manager, and he started getting us connections. Then we got put on Pigeons & Planes and I was like, this could be a real thing.

AIDAN: What was the group's reaction?

DALLAS: We joke around a lot. We never really took a lot of stuff seriously. One day Matt came in the group chat and was talking about big news and we all thought he was joking. He told us we all had to get in a call so he could tell it to us. We all got on a call and told us we were gonna be on Pigeons & Planes next Best New Artist article. We didn't believe him until he showed us the email. I didn't believe it 'till I saw the article. I was at work and I checked my phone and I saw the article in the break room. I saw that shit and couldn't believe it was real. It's still crazy now to think about. That shit is still crazy now. The first time I heard of Pigeons & Planes was when Faygo Dreams by 6 Dogs premiered there. 6 Dogs was another big inspiration to me.

AIDAN: Yeah, rest in peace.

DALLAS: Yeah. To see other artists that Pigeons & Planes have posted and to see MY face on that shit is just so nuts bruh. It's still very surreal to me. I don't actually know when I'll believe that I'm in this position but it's just gonna get crazier from here on out. Our monthly listeners have been spiking. We got put on a fucking editorial Spotify playlist.

AIDAN: Which one?

DALLAS: I think like, Fresh New Finds Indie or something.

AIDAN: Oh my God.

DALLAS: That happened like the day after the Pigeons & Planes article. Our manager never saw some shit happen like that that quickly. That's when I was like, this shit is getting crazy. I got kind of overwhelmed for a second but I'm grounded now and more ready than ever to go in and make a bunch of shit.

ADAM: I probably should have asked this before, but what does the name Bleachers Only Child mean?

DALLAS: Funny thing, uh, no one knows. *laughs* We kinda like talked about what we're gonna say to the press if we're ever asked but it's up to interpretation. The way I see it, we're the ones that were on the bleachers. I hate being this cliché I was like the outcast kid but that is like real. That was us. I feel like we're the only child of the bleachers.

AIDAN: What's the future hold for Bleachers Only

DALLAS: We wanna get another EP thing by the end of the year since we still have that buzz around our name. Everyone has been working on their solo shit. Once those are released we're gonna tap in. We got a couple tracks that we think are cool.

ADAM: As an artist or as a group in total, what's on your bucket list? If you were to fast forward 25 years from now what want to have happened?

DALLAS: I want to live off this shit. I don't wanna have to work a job like the one I'm working now ever again. I also wanna have a community that relates to what we're saying and enjoys our shit. Obviously performing at Coachella or some shit would be sick, I wanna do some crazy shit like that, but I need that core fanbase that just fucks with me. That's my main thing on my bucket list. Other shit than that, we wanna meet up or move in together. That's our number one thing. Working on Discord has worked out for us but in-person is gonna be crazy. We just wanna get as big as possible. I think we can literally become pop stars imma be honest. I know we have it in us.

AIDAN: Last question, what's your top three favorite restaurants or food places in The Region?

DALLAS: DUDE! I don't think I can answer that dude.

AIDAN: It's a crazy question but it's important. You gotta. Just what's the first three that come to your head?

DALLAS: I'm putting everybody on. I'm a fiend for Mexican food. That's it bruh. There was this place called Taco Tia, I don't think it's there anymore. We always used to get like four steak tacos, get the guacamole and chips, that was my shit bruh. I think they moved or something, but then my dad put me onto this place called Taco Depot. And THAT was like my main shit for AWHILE bruh. If I don't know what to get, I'm going there and I'm getting the Nacho Supreme bruh. That's my main thing. There's another spot in Hammond called Fuerte or some shit-

ADAM: YES!

AIDAN: *clapping*

DALLAS: DUDE! That place!

AIDAN: I live in Hammond, my Dad would take me there.

DALLAS: That place is just the best tacos PERIOD. I get the steak tacos. That sauce, the green shit or whatever, that shit is so spicy but it's so good. Those are the main spots when it comes to local shit.

AIDAN: That's it, anything closing thoughts you wanna add?

DALLAS: Ummm lemme think... I don't really think so. Nah. Not really.

AIDAN: Cool.

THANK YOU
FOR GIVING
ME ONE OF
THE BEST
TIMES OF
MY LIFE.

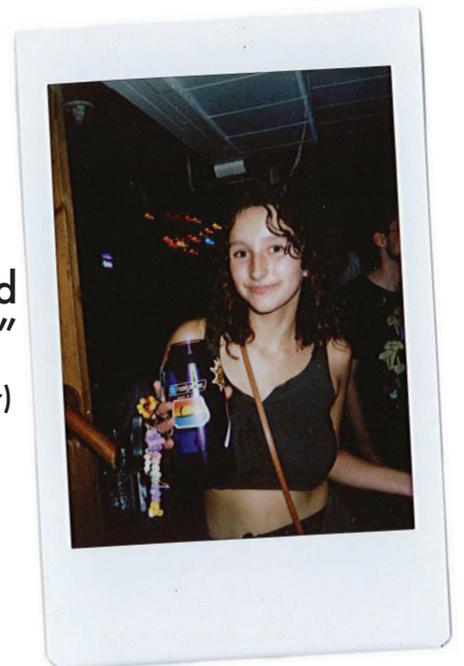
“The best time of my life was when I discovered this artist called Mid-Air Thief and his music changed my life.”

-Marty A. (member of the band Foredaze)



“Looking back I’d probably say high school. It’s sad because it sounds like I peaked in high school, but I just loved the people I had around me and life never seemed dull. It was also fun to just be a kid and learn stuff.”

-Adam Klaich



“The best time of my life was being like 17-18. Ups and downs but sure.”

-Arina T. (stranger)



"Probably Burning Couch. Burning Couch was a music festival that a bunch of friends and I threw. It was great. I performed, had a great time, good people, good music."

-Luka S. (friend)

"The best time of my life was definitely summer camp. It was like some fantasy world and an escape from reality. I wish I could go back."

-Aidan Smith

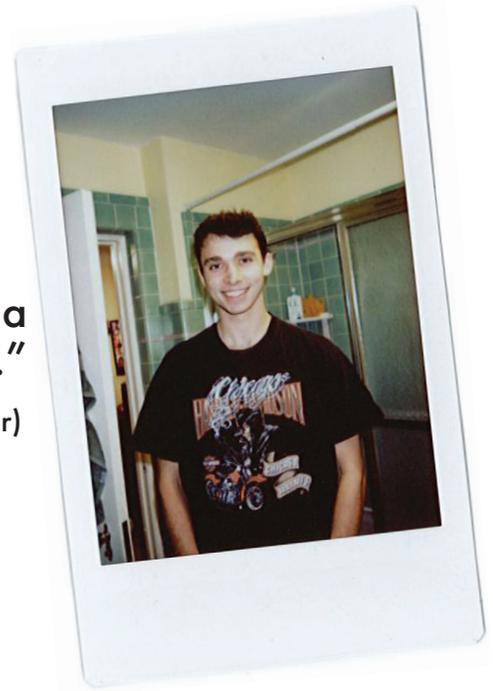


"The best time of my life was when I started driving. I loved the feeling of going wherever I wanted."

-Marley A. (Aidan's girlfriend)

“I think the most happy I’ve ever been was when Croatia tied a soccer game in Denmark and I was there to see it.”

-Ethan S. (Aidan’s older brother)



“Summer of 2022. I was working in Montana for the National Forest Service and I went on my first solo backpacking trip and I got to swim in this beautiful Alpine lake all by myself and it was just me, the trout, and the mountains.”

-Lauren U. (stranger)

“Spring break 2021. We had an Airbnb with a pool in the back and we were going out to the clubs every night and the beach everyday.”

-Ronan M. (friend)





"A memory that I'll always have forever was when I knew when Pokémon Black and White were coming out. The morning they came out my mom went and bought a copy of both for me and my brother and we had a long car ride that day and we sat next to each other and played the new games."

-Noel F. (friend)

"Currently, man. Everything. It's life, I don't know. Life is the best thing."

-Josh Z. (friend)



"Probably my 21st birthday. Getting surprised by all my friends, that meant a lot to me."

-Joe W. (friend)

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all bands at FØREAL Fest

...and anyone that ever made time for us, adjusted their schedule to help us out, let us use their house or stuff for props, or ever showed interest in FØREAL.

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2021-2022

Don't like attention?
You'll really regret buying
føreal.



What does the slash mean? We don't really know, but what we do know is that FØREAL is now one year old and we have loved all 3.154×10^7 seconds that it has been an official entity. We thought we would make this magazine just to look back on what we've been able to do and as an excuse to do artsy stuff with our friends. We thank you all for your continued support, it means the absolute world to us and we can't wait to show you all what will come in the future.