

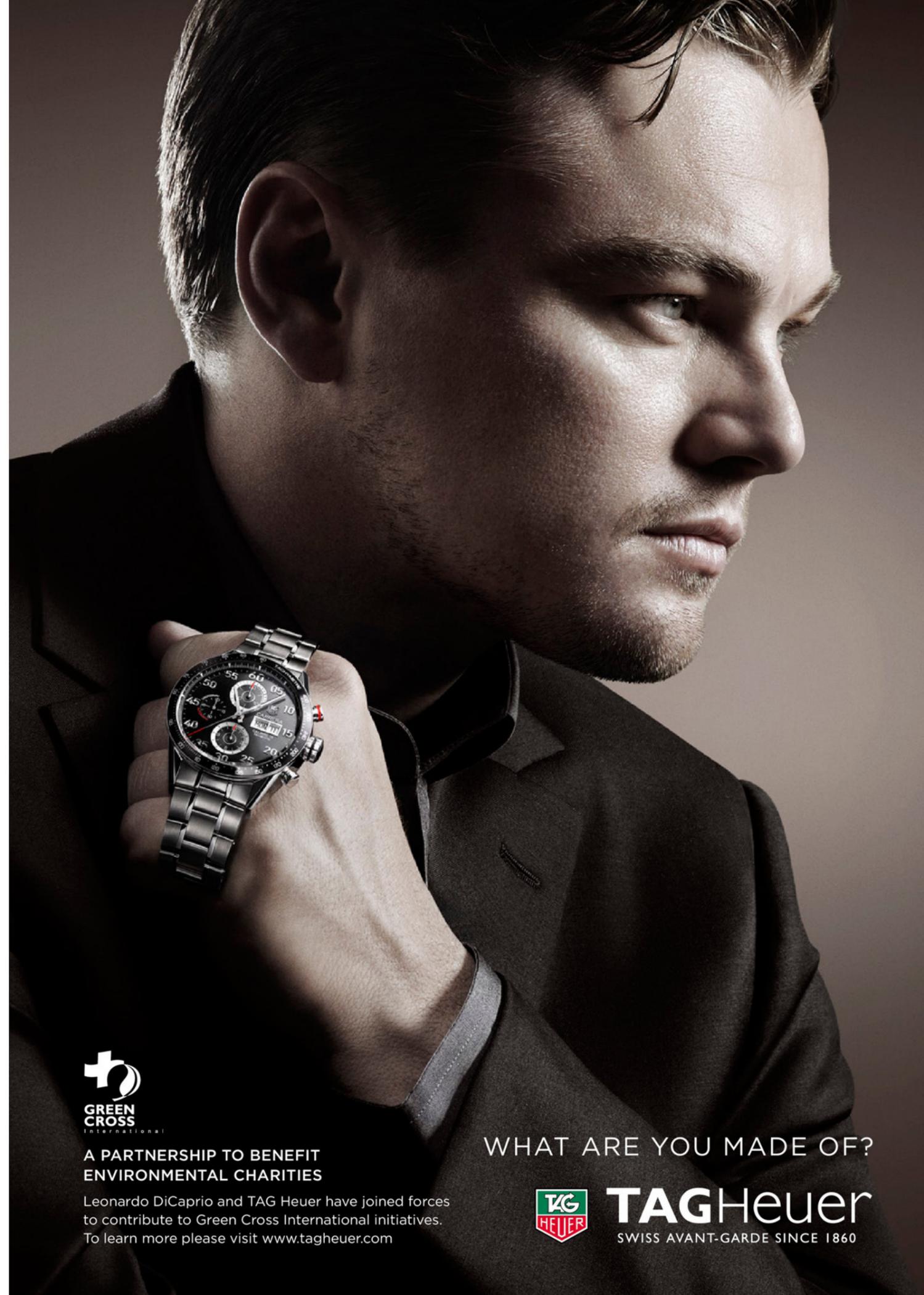
THE FREEMAN JOURNAL

— Issue #1
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EDITOR'S NOTE

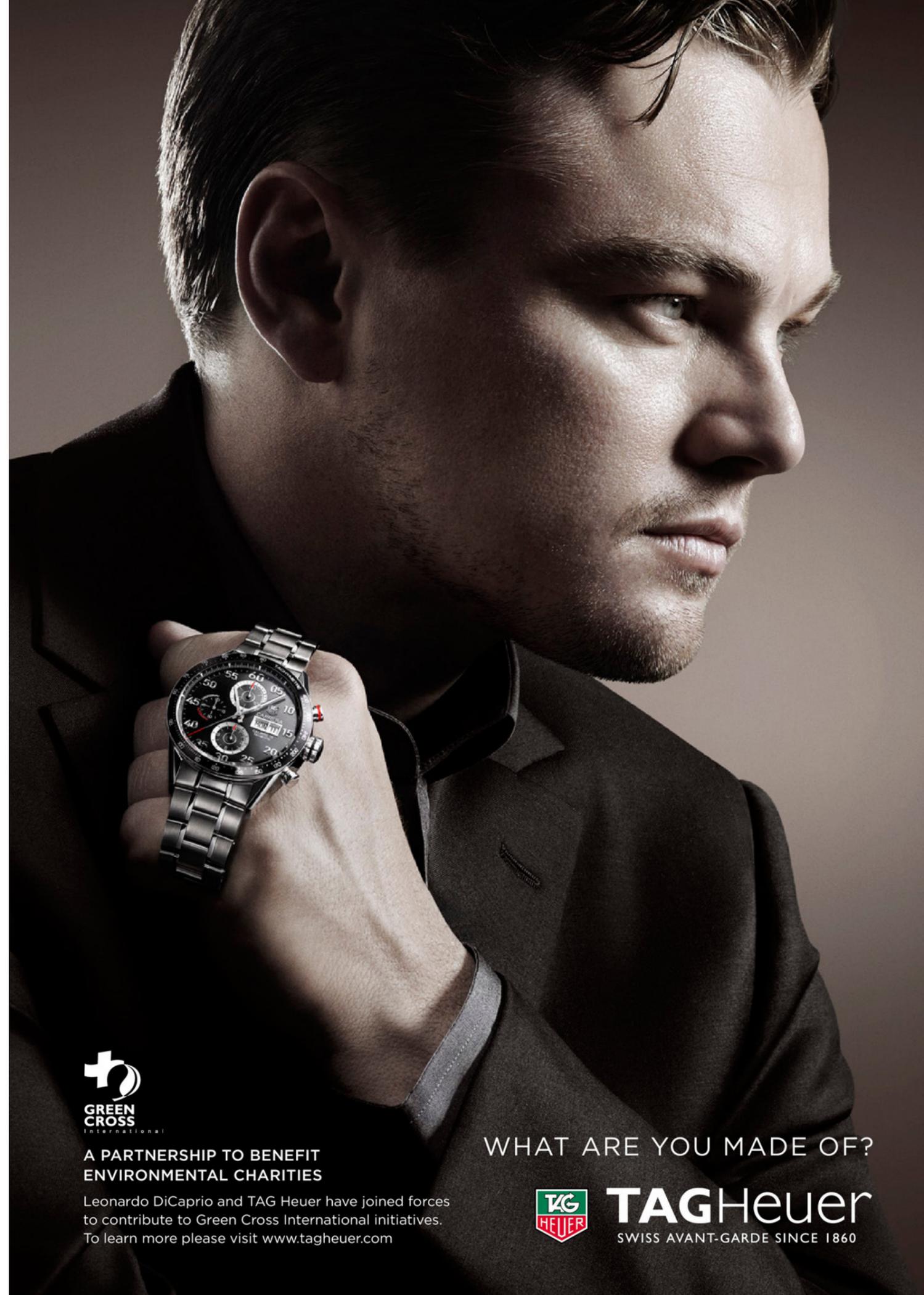
— *What is luxury?*

The Oxford Dictionary states luxury is "a state of great comfort or elegance, especially when involving great expense." It's a question both I get asked a great deal and we ask within our various interviews. Yet no two answers prove to be alike.

Thus within the first print issue of The Freeman Journal, we aspired to amalgamate the ultimate series. A little black book to the worlds uber elite and a bible to the aspirational luxury consumer.

From the spectacular clifftops of Lion Head South Africa where one witnesses the serene marriage of nature and the unrivalled contemporary architecture of Saota, to the controversial celebrity art of Tyler Shields, collaborating with the likes of billionaire heiress Tamara Ecclestone, homeless and begging for diamonds or Lindsay Lohan drenched in her own blood. One thing is for certain, The Freeman Journal proves to challenge the borders of luxury media, showcasing current trends and unique untold stories. On behalf of the Freeman media team I would like to welcome you to the club.

JACK FREEMAN



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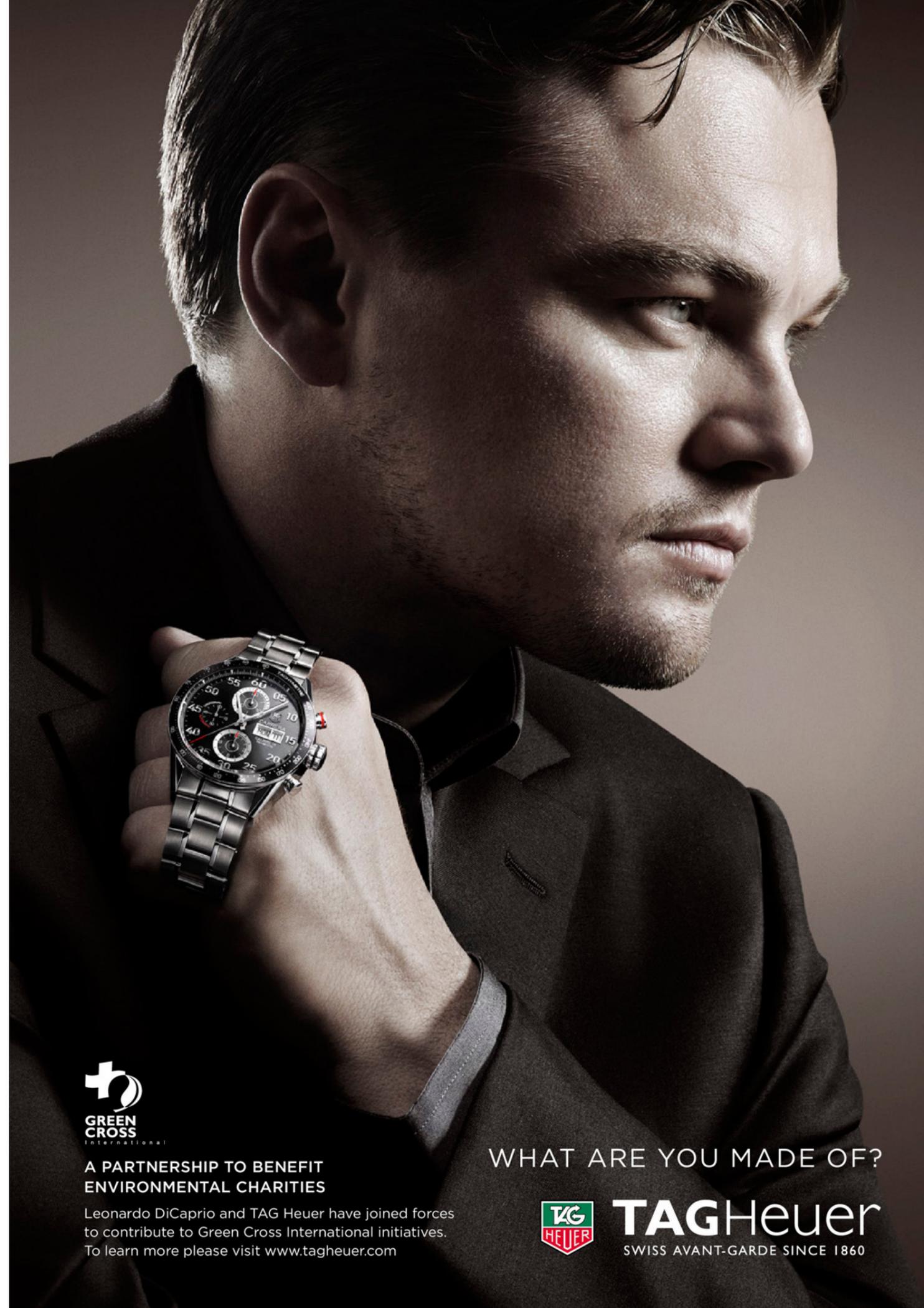
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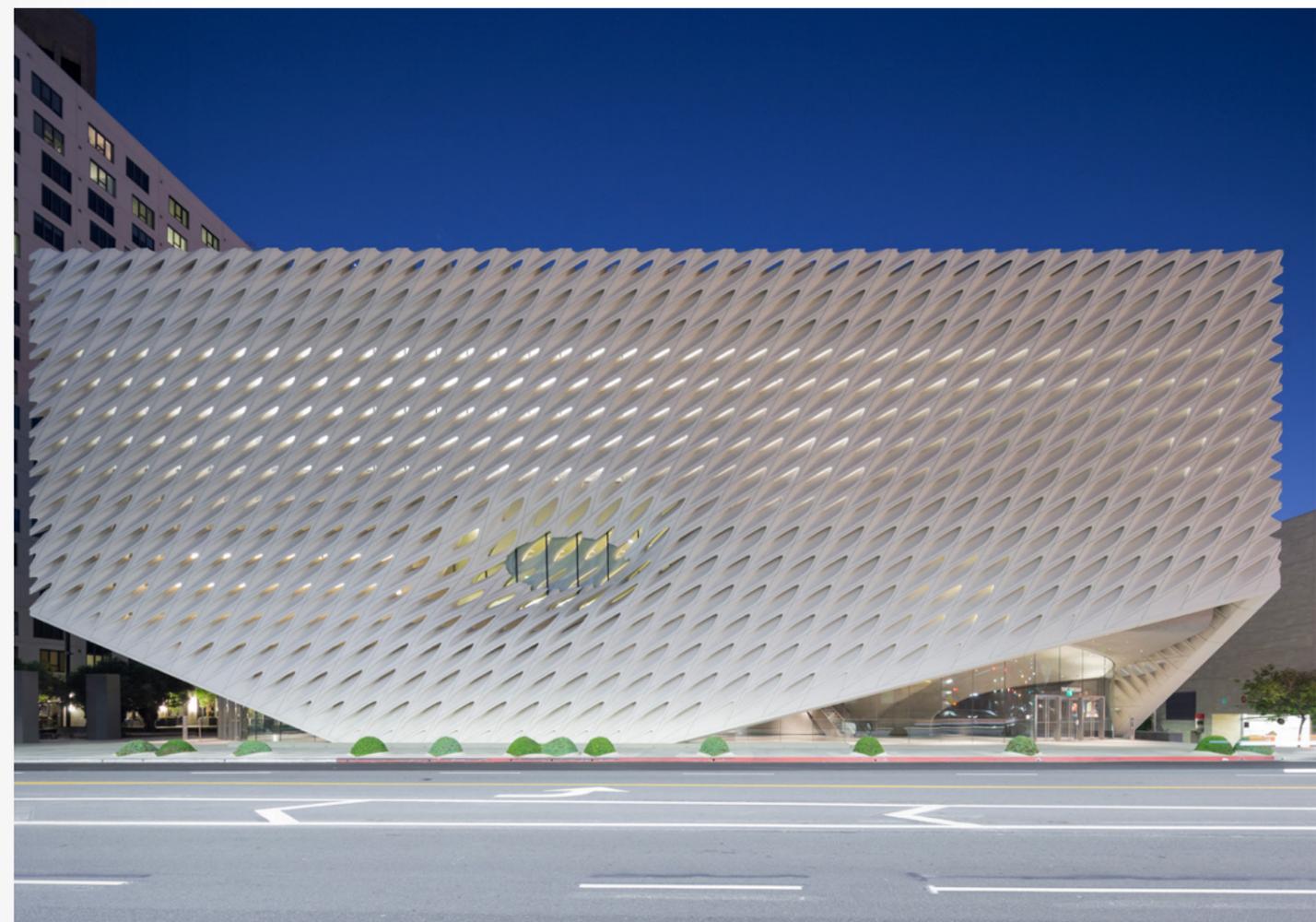


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BROADENING HORIZONS: LA

The recently unveiled Broad Museum in downtown Los Angeles has in its infancy already reached its first milestone with an estimated 200,000 visitors entering its doors by the close of 2015.

WORDS BY FINNIAN MULLALLY MUSCHINSKI • PHOTOGRAPHY BY THE BROAD
LOS ANGELES • JANUARY 2016



Anticipation is now at a new high point as the much anticipated schedule for the Winter-Spring 2016 Season is unveiled, promising more delights for contemporary art lovers. “The public reception to The Broad has been overwhelming and has exceeded our expectations,” stated founder Eli Broad. “Before we opened, we projected annual attendance of around 300,000 visitors, based on museums of similar size. We’re well on our way to exceeding that.”

The Broad which opened in September 2015, is now the crowing glory of downtown Los Angeles burgeoning art scene, located across the road from Walt Disney Concert Hall and the Museum of Contemporary Art.

Built by life-long art collectors and well known philanthropists Eli and Edythe Broad, the Broad Museum is their gift to the people of Los Angeles and America collectively. Admission to the Diller Scofidio + Renfro designed building is free and is earmarked to stay like this, truly a contemporary art museum built for and loved by the people of LA. Admission entitles one to a spectacular feast of the senses, as one encounters the inaugural installations drawn from two collections of more than 2,000 works of contemporary art including the likes of Robert Rauschenberg, Ed Ruscha, Andy Warhol, Roy Lichtenstein, Barbara Kruger, Yayoi Kusama, Mark Bradford and Kara Walker. The Broad, which cost an estimated 140 million US dollars has in its infancy already created a global publicity storm, which is heralding its birth as one of the greatest for the appreciation of contemporary art in the 21st Century. The current installation of artworks are drawn from the personal collections of the Broads and The Broad Art Foundation, chronologically displaying the

installation starting with works from the 1950's by artists of the likes of Jasper Johns, Robert Rauschenberg and Cy Twombly. Then comes Pop art of the 1960s, an area of specialty for the Broad, well represented through the works of Roy Lichtenstein, Ed Ruscha and Andy Warhol. Then continuing to the 1980s when The Broad Art Foundation was established, with an excellent plethora of works by artists such as Jean-Michel Basquiat, Cindy Sherman, Keith Haring, Barbara Kruger and Jeff Koons. Continuing to the present day with many works by emerging contemporary artists, given patron by the Broads.

One of the key and defining factors of The Broads uniqueness is its design. Upon entering the lobby of the museum, visitors travel up a 105-foot escalator emerging into the third-floor gallery, which features 23-foot ceilings and 318 skylights that filter diffused sunlight into the gallery space, allowing for a atmosphere which maximises appreciation of height. The Grand Avenue elevation of the building is seemingly 'glad-wrapped' in a exquisite exoskeleton made of white concrete panels and steel, evoking reminiscences of sun dried white coral. Adjacent to the Museum is a 24,000-square-foot outdoor public plaza, also designed by DS+R, which features as its focal point, a grove of 100-year-old Barouni olive trees and large lawns, reiterating once more the fact of the museum being a gift to the people of Los Angeles. The Broad Museum has become a must-see for any traveler to Los Angeles, so I'd be sure not to miss this one! ♦

— Hours are 11 a.m. to 5 p.m. Tuesdays and Wednesdays, 11 a.m. to 8 p.m. Thursdays and Fridays, 10 a.m. to 8 p.m. Saturdays, and 10 a.m. to 6 p.m. Sundays. The museum is closed on Mondays.





MARCUS WETTERHEIM: REDEFINING FOOTWEAR

WORDS BY SAMUEL HOW • PHOTOGRAPHY BY CARL ANTONIO • JANUARY 2016

22 year old Swedish born designer and entrepreneur, Marcus Wetterheim began 2015 by launching his own brand of boots Carlo Antonio bringing a wave of recognition to his name, success he hopes to carry into the year ahead.

Wetterheim established Carlo Antonio with the aim to create a boot that incorporated the delicate balance of comfort and style for its wearer. After finding a drought in the market for sartorial items which suited his personal taste, he pursued his own design, ambitions which came to fruition in the form of the Carlo Antonio brand. His simplistic, yet debonair style draws influence from his extensive travel experience and is exuded in the partnership of colour and material in his designs. The hybridization between street and high fashion is a design statement that has been reflected within Wetterheim's work in both home and fashion. He demands utmost quality within his products, a standard which extends into his personal life. In the coming year, the Carlo Antonio brand plans to extend its range to accommodate female buyers and in industry anticipation, Wetterheim will unveil a new breed of styles and design, continuing to establish himself as one of the most promising names in the high end footwear space.

— *What are you currently inspired by?*

What inspires me the most right now is the traveling I do. I find so many new ideas through just traveling the world and seeing new cultures, people and their personalities. I'm also very inspired by my work right now. When it goes well it gives me more confidence and new ideas of designs and business to do.

— *What made you decide to become a designer?*

That's pretty simple. I couldn't find the stuff I wanted in the stores so I started to create my own things. I have always been creative ever since I was a little kid.

— *Tell us about Carl Antonio.*

So, Carl Antonio is my shoe brand that I initiated early 2015. The name Carl Antonio comes from

my name, Marcus Carl Antonio Wetterheim. I got into designing boots about one and half years ago. And thought, why not start my own brand for boots? I knew I had the potential to do it. So first out this autumn was the Stockholm boot collection. It's an ankle boot in suede leather with a little higher heel for the more confident person who knows what he wants. It comes in 3 colour styles, black, grey and light tan.

In 2016 I have a lot more styles coming, including Women and focusing on more details for the coming designs, I'm really excited.

— *Describe your personal style.*

My personal style is mostly inspired by different cultures. I'm involved with fashion but don't really care about designers too much. For me it's about the colour and materials I choose to collaborate with. Although I do dress a lot in black!

If I would pick out an outfit for an event or something right now I would go with a pair of black skinny jeans, a distressed t-shirt, a black blazer jacket and a pair of Carl Antonio boots of course.

— *Items you couldn't live without?*

It's sad to say, but I'd say my iPhone first hand. My wallet and passport are two more things I couldn't live without.

— *Where is your all time favourite travel destination?*

I really love LA because there are just so many different cultures there. But my favourite has to be Dubai. Everything is just so amazing! I love everything about it.

— *Where to next?*

I hope to get away to London and Paris in next for a couple days. And as it looks right now I'll go to Dubai. After all that I'd probably fly over to LA for some time.

— *What is luxury to you?*

It's the ability to travel and explore new things and be happy! Of course I do like some luxury goods but it's so impersonal that I don't really put the meaning luxury to it. ♦