

2000s Trends on the Rise

Fashion and
Football's
Connection

Untold History
Sameera Moussa



chaos, culture and creativity

Independent
music under
threat

London's Secret Book
Street Uncovered



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Editors' Letter



Welcome to the first ever issue of Issue-z.

In this edition, we spotlight the stories, perspectives, and experiences that define our generation's ethos. Alongside highlighting the small pleasures of life for our generation. Through thought-provoking articles, creative expressions, and multimedia features, we investigate the intersections of identity, exploration, and social change that shape our lives and our communities.

Within our pages expect to find your new favourite coffee shop, book or poem. Expect to learn the stories of those who are under-represented, through Molly's lens, and to learn about the weird corners of the Eurovision contest from Harry's passion-fuelled writing. And to learn of the struggles your favourite up-and-coming artists face from Tomé.

This issue will take you on a journey around all of the hidden spots of London and its culture. But beyond that it will take you to the Welsh borders to explore a town overflowing with love in the form of books.

Between these two covers we laughed and learned, we loved and longed and most importantly we were humans.

Thank you for being part of our community. Together, we are the future. We are Gen Z.

With love,
Flore Ghulam and the Issue-z family.

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SCAN ME



whY2K



Exploring How Trends From the 2000s Are Making a Return to Pop Culture



Imagine it's the early 2000s. Apple has just announced the iPod and you can't WAIT to blast "Crazy in Love" by Beyoncé into your ears, you've delved head first into fantasy fiction with Harry Potter and The Lord of the Rings and you've logged onto your Myspace account to tell everyone about it, wasn't that nice to go back in time?

The year 2000s or 'Y2K' as all the cool kids refer to it now, has been steadily making its comeback over the last few years due to young people's deep interest in the score, but that isn't the only reason.

We can also direct our gratitude towards the reboots of beloved TV shows such as The Proud Family, The Fresh Prince of Bel-Air and Wizards of Waverly Place, with some even being made into rewatch podcasts like Wizards of Waverly Pod. Gen-Z and Gen-Alpha have also been taking regular trips to weekend car boot sales to buy 'vintage' brands and sell them on second-hand resale website Vinted for triple the price.

Fashion brands such as Juicy Couture, Diesel and Baby Phat have all seen the benefits of the social media app TikTok's obsession with taking trips back in time. In return, they have fed us all with new online content and rereleases of classic pieces

such as Juicy Couture's iconic velour tracksuits. Gen-Z has also made the 'Y2K' aesthetic on Tiktok trendy, so make sure to thank your fellow age mates as well.

Videos of content creators styling pieces from the early 2000s have become popular; picture chunky belts, mini skirts, low-rise jeans, trucker hats and jerseys to name a few and that should give you an idea of what is featured. Pinterest is another website that has popularised the era specifically the dress sense.



Is anyone in the mood for a refresher on dolls and plushies?

Clothing items aren't the only thing becoming trendy again, so are iconic

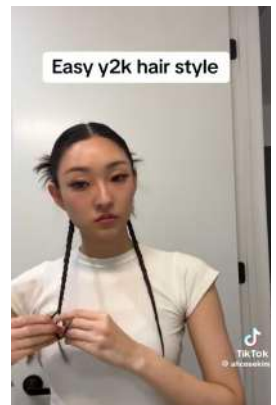
toy brands we loved as children like Bratz, Barbie and Hello Kitty. These three brands have seen large growth due to social media. We really do have a "passion for fashion" and the Bratz TikTok page shows this, boasting 2.9 million followers and as high as 40 million views on videos.

Barbie also saw a rise in popularity again when Margot Robbie played the timeless doll and made us all

understand the true meaning of 'girlhood'. Mattel can be sure to thank us for the 14% rise in sales that involved the Barbie brand and 24% rise in the doll category. Sanrio's Hello Kitty as an aesthetic has been popular in Japan as it is associated with their Kawaii culture, however in recent times there have been many collaborations with high street brands such as H&M, Primark and Tesco. Thanks, social media! You are finally being useful.

How TikTok played its role?

When searching keywords such as "Y2K", "2000s" and "Y2K aesthetic" on TikTok, you find in the last 30 days there have been 36,340 mentions, 11,177 videos generated and 27,233 likes received on TikTok



videos that have these hashtags associated. These

videos range from styling videos, skits, room tours and tutorials of hairstyles or makeup.

There is clear evidence that the aesthetic is more popular among women but it is not exclusive to just

women as there are quite

People are managing to make an entire social media presence over a time they weren't even born in. Crazy.

a few fashion styling videos by men. People are managing to make an entire social media presence over a time they weren't even born in. Crazy.

Everyone loves a bit of online shopping, especially when it saves the planet right?

With the rise of fast fashion brands in the last few years and the danger of overconsumption, people are trying to be greener and save the planet but also get some cute clothes in the process. This is where second-hand clothing apps and shops thrive.

As mentioned earlier we have social media to thank for the resurgence, but we also have second-hand clothing apps, charity shops and car boot sales for the rise in a large percentage of interest in the early 2000s and the 'Y2K' aesthetic as a whole. Depop and Vinted are the two giants when it comes to second-hand resale apps. When you search "Y2K" on Vinted it shows 500+ listings, even when narrowing down the search options you are still met with more than 500 listings with items associated with this era of time.



Depop, being one of the OG resale apps, was far higher with 1,185,953 listings showing, this was without narrowing down the search options but shows the power and interest in the fashion currently.

But WHY the sudden resurgence?

One possible reason is there is a psychological theory that was introduced to TikTok which is called 'healing your inner child'. The act of healing your inner child comes from correcting or 'healing' trauma from your childhood,

popular therapy app, Better Help once said, "We all have a kid within to tend to". The trend originally started as people recognised the child-like responses and realised that they weren't getting angry at their adult selves, but they were getting angry at the child version of themselves that was unable to recognise certain behavioural patterns.

People on social media have taken the concept and made it far more light; the videos show many people doing activities or buying things that their younger selves couldn't do or afford. By doing that they are making their inner child happy. This ties into the resurgence of the 2000s because people are going to shops and searching for things they loved as a child or pre-teens. Examples of this are the collaborations with brands such as Bratz and Oh Polly – combining the love you have for dolls as a child and fashion as an older person or Sonic having a live-action movie released in 2020 and reigniting the power of the little blue hedgehog and his adventures to a whole new generation of people.



All in all, I think it is safe to say that the 2000s resurfacing has benefitted many different areas of our lives and may well continue to do so moving forward. Maybe in another twenty years, the 2010's or even 2024's current culture will be a new obsession for future generations to come.

Permitted Hate



***A compilation of short stories
and poetry for lovers***

Nicola Sebastian

Out Now on Amazon UK

Poetry of the month

By Nicola Sebastian

US V ISSUES

Gripping pen in hand or caressing the keyboard beneath fingers,
allowing the words to speak for the things we are yet to find bravery to
vocalise.

Joy lies past the re-flect,
not confined to the beaming screen in front, where the dust of said issues
lies.

Sometimes the understanding and commitment that we put into ourselves
shines through the barrier,
Other times it unconsciously shouts in your face.
The decades of ancestors who realised they want to fight and scream,
Their issues seem to put ours in their place.

They found the world is much bigger than the one visible to the natural eye,
some comprehend it too late
Others just want more for the upcoming nearby.

We sit side by side rubbing shoulders of beliefs,
Ones where we do not know whether our neighbour cares for the shrieks
of our ancestors
and the premeditated whispers of the sorrows of our children,
we still sit in rooms, downing the knowledge presented.
Each one administered
not one resented.

Past our problems lie learners, us, consumers of the knowledge
so we will not allow further mistakes to hurt us how they did
we hold something beyond acknowledgement.

The issues do not carry on further,
They do not race past us
It's easy to forget,
And even easier to trust.

Heaven's Library



Hay-on-Wye press office

Flore Ghulam visits to the world's first ever book town,

Hay-on-Wye

How would you react if someone told you, "Oh, I'm heading to a book town this weekend!" A book town? What does that mean? Could such a thing be real?



Credit - Richard Downs

Just across the English border into Wales (literally, the town's north and east border is the English/Welsh border) lies the 'first official book town' in the world, Hay-on-Wye. A book town is exactly what it sounds like, a town with a significant number of diverse bookstores, often

supplemented by an annual literary festival. Hay-on-Wye has over twenty second-hand and antiquarian bookstores within its humble town centre, which can be quickly criss-crossed in about five minutes.

During my visit, I had the chance to indulge in most of the bookstores in this little section of heaven, each with its unique personality and character. Each store is dedicated to its niche and subgenre of books; some are devoted to kids' books, others are for poetry or maps.

My favourite would be The Addyman Annexe, described by the antiquarian book town review as "the jewel in the crown of this famous book town". The store itself was filled with handpicked second-hand books of all genres. The atmosphere inside made you feel so comfortable with the shop perfumed with the smell of old books and the feel of a long-needed hug; tourists and locals roaming the isles seemed encapsulated by every single book on the shelves.

After an embarrassingly long time spent in The Addyman Annexe's aisles, on my way out, I had the chance to chat with the bookkeeper about my new-found obsession with that shop and my trip in general. Not surprisingly, the person pointed out that my pilgrimage to Book Town was not the first of its kind but emphasised that "it's a trip I think everyone needs to do once in their lifetime."

The story behind Hay's 'book town' status includes the notable character Richard Booth, a British bookseller and bibliophile. Booth inherited property in Hay in the 1960s and decided to put the estate to good use by opening a bookshop. He encouraged other local residents to begin bringing books back to Hay for resale,

"It's a trip I think everyone needs to do once in their lifetime"

which led to a proliferation of new second-hand bookstores.



Credit - Richard Downs

In 1977, after the town's reputation for its quirky pages spread, Booth thought up an unusual publicity stunt to seal Hay's nationwide name recognition forever. He proclaimed himself the King of an independent Hay kingdom, with his horse as the prime minister.

Another standout of the many bookstores in this town is the store of North Books, opposite the road from The Addyman Annexe. North Books specialises in selling new fiction and non-fiction. This store's unique selling point is its speciality in women's voices and unique books about nature and the environment. With a new and refurbished feel to the store, the interior is as inviting and welcoming as any other store in town.

Hay is also home to the 10-day Hay Literary Festival, which takes place every May-June. A major UK festival, the event attracts over 500,000 attendees per year and features many well-known authors and speakers. The festival has an international impact, with sister festivals under Hay represented in every inhabitable continent except Australia.

And why wouldn't the narrow bending streets of Hay lie under the shadow of a massive hilltop castle? The imposing semi-ruined castle comprises a 13th-century stone fortification and a 17th-century Jacobean mansion. The castle was purchased by Hay's eccentric 'King' Richard

Booth in 1961 to use as a bookstore and party space. The castle was severely damaged by fires in the late 70s, and ownership eventually passed to the Hay Castle Trust in 2011. After extensive repairs, the castle opened to the public for the first time in its history in 2022 as a centre for arts and literature. One of Hay's most unique bookstores is situated at the bottom of the hill on the castle grounds, the "Honesty Bookshop," an unsupervised open-air bookcase with a collection box asking for one pound per book. The collection of books in the Honesty bookstore was interesting, but nonetheless, it was pretty fun to pursue through them.

The only downside to the whole experience was the lack of a meal to be found; after long hours of driving and searching through the shelves, we thought the best decision would be to fuel up before hitting the winding roads at the hours of dark, which guaranteed our lack of familiarity with the town didn't help as we often found ourselves walking in circles. Lastly, we decided to hit up the pub. The Blue Boar seemed to be the only option. A great choice by nature, made even



Credit - Giles Morgans

better by the option of a hot meal, although overpriced.

Beyond books, Hay-on-Wye has a bustling local culture with galleries, boutiques, antique shops, and

an array of cafes and pubs catering to locals and tourists. The town is also known for its vibrant weekly markets and its beautiful surrounding countryside, which offers ample opportunities for outdoor activities like hiking, cycling, and canoeing on the River Wye.

The unique character of Hay-on-Wye and its international literary fame has significantly impacted the local economy, with tourism being a significant contributor. The town's literary theme and rural charm draw visitors and new residents inspired by its cultural richness.

London's hidden bookstreet

Nicola Sebastian guides you through Cecil Court; the ultimate destination for arts, antiques and books

The now self-proclaimed Booksellers Row started out as a filler of open land in the centre of London. It is still owned by the descendants of Queen Elizabeth's I chief minister, Robert Cecil, who allegedly brought the name to today's Cecil Court.



Although only known as Booksellers Row since the 1930's, this straight-cut street lived through the turmoil of the everchanging Georgian and Victorian epochs of time which shaped it into what it is today. Between the murderous crimes and arsenic discrepancies throughout the decades, Cecil

Court was a temporary spot for the Mozart family. Lodged in with a barber, it is suggested to be the holy ground for the place where Wolfgang Amadeus Mozart wrote his first symphony in the 1760s.

Visiting each store that lies on this street today, individually they all hold their magic to a trip for the curious. Each shop took you in, introduced you to themselves, and allowed you to read through a story and interpret the history that lies within. It is a day for the curious, those with a notebook in hand, or ones with packed-out wallets.

The Alice Through the Looking Glass Boutique

The first-ever film version of Alice in Wonderland was released by Hepworth in 1903, and it was born at 17 Cecil Court.

Now on the same street sits The Alice Through the Looking Glass Boutique, which is "committed to continuous evolution throughout the 21st century and inter-dimensional journeys of imagination". The store holds antiques, original works and commissions in their museum archives along with possessions of Sir John Tenniel, the illustrator for the original Alice in Wonderland books.



Established in 2012, the store stands welcoming. The window shows several prints of Alice in Wonderland, and the original chess set owned by Tenniel, which beams proudly on show. Behind the glass casing inside, the space is filled with different memorabilia consisting of items such as the prints from the original wood engravings of Alice's Adventures along with other book print editions. The owner's desk sits at the back of the shop with a mirror facing directly out to the public. If you snap a quick picture in the reflection, you can capture the whole shop and the illustrations of the original Alice in Wonderland.

Watkins Books

Watkins Book has been stood on the land for around 130 years. It is one of the world's oldest independent bookshops leading in esoterica: secrets known

only to an initiated few. Filled with

tarot, books, statues,

crystals and incense

which overcrowd

the shop at first glance,

under deeper inspection each item holds its own unique place.

Watkins Book continues to hold many meetings and webinars, bringing the chosen minority together. Upon entering the store you are hit with a smell

of incense, overpowering to the weaker energy, welcoming to the curious. Outside of the store,



there is a stand of books, for the bypassers to flick through, and for the braver to be welcomed in. Through the window sits a tarot reader, behind a silky washed-out curtain, a small space, viewing out to the world, ready for the brave to enter.

Each space of the shop is taken up, from the ground to the ceiling filled with books, statues or incense. A corner for jewellery is situated comfortably with different floors of the store allowing for an efficient rummage of the spiritual and thus yourself. It is a shop of self-reflection, of finding oneself, or simply finding something that calls out to you to keep you integrated in. When leaving the shop, you are overwhelmed positively with the breath of fresh air however the taste continues to stay in your mouth, and mind.

Tender Books

Tender Books, the space for independent publishing relating to art

and design, holds regular

exhibitions and is a community

welcoming to those who

indulged in the media for years

and found their terms within the book world.



It is a simple and clear-cut shop. Allowing individuals to flick through the pages and take in this outlier of a store. The clean-cut designed space leads to a basement where the exhibitions are held; holding a wooden bench downstairs, allowing for people to sit and indulge in a world of art, away from the distraction of the outside world.

Amongst the street, there are a series of stores which have stood their ground over the last decade. Places that specialise in antique maps, atlases and charts such as, No.7 Bryars & Bryars. Antique coins and collectables along with paper money from the 17th and 20th centuries glistened through

the windows. Fine art and first editions signed books laid in Goldsboro books, opposite historic medals. European porcelain, next to a store dedicated to music books jingled

Cecil Court is a curiosity paradise

effortlessly. Marchpane specialises in collectable children's books for the little ones ready to divulge into literature.

Cecil Court is a curiosity paradise, each store acting as its own individualistic room to transport you to its ideals, allowing you to cherish each one indistinguishably. Whether you have a day to spare, wish to expand your knowledge, or simply look around outside of a museum-esque setting, Cecil Court is a street that takes you in, just make sure it allows you back out again.

Frameless

Flore Ghulam takes you through the fascinating world of
captivating art

Everyone knows about Edvard Munch's famous painting "The Scream". I can still recall the first time I saw the iconic image, frightening to a child, of the grey dreamscape man frozen in agony. It is a scene we have collectively agreed makes us feel something about the human condition, a shared experience that speaks to the longevity of the painting's popularity. Now, imagine you're standing in front of a 12-foot-tall version of the screaming man, and the rest of the painting stretches out in every direction, covering the floors, walls and ceiling around you. London's first permanent immersive arts space, Frameless, offers the opportunity to experience just that.

Frameless is a 30,000-square-foot art installation in London's Marble Arch area that entirely re-envisioned how we interact with some of Europe's most loved and well-known paintings. Designed with cutting-edge technology in collaboration with Panasonic, Frameless sets out to create a truly unique environment for an audience that may not feel the original artwork speaks to them. Rosie O'Connor, the senior curator at Frameless, told Blooloo, "As the curators of Frameless, we wanted to create an entertaining and inspiring experience for the masses." Frameless invites you to see old art in a new way.

Four galleries sprawl out through the gargantuan space. **Beyond Reality** puts



you up close and personal with mind-bending surrealist artwork. Here you will find the melting clocks and spindly legs from the mind of Dalí, the bizarre half-object/half-man portraits of Archimboldo, and, of course, the Scream itself. This gallery uses

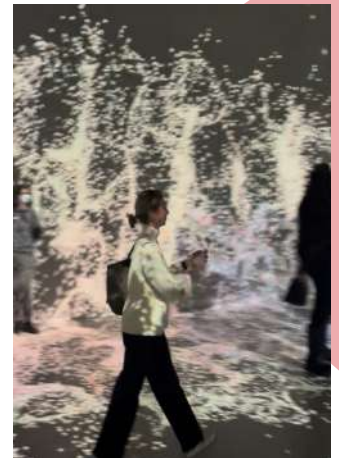
wraparound projection technology to create the illusion of infinitely extending art. But if you're simply picturing big 360-degree paintings, reimagine the art as alive. The clocks are spinning, the colours are swirling, each scene is dancing with energy.

Colour in Motion

dazzles you with the bright palettes of expressionism.

Featuring recognisable classics by Vincent

Van Gogh and Claude Monet, original music written by composers Nick Powell and Benjamin Grant accompanies your



stroll through this gallery. Colour in Motion also offers the unique interactive ability to leave your own mark on the artwork. Digital canvases adorn the walls, allowing the audience to paint with the striking colours intrinsic to the expressionist form. A special mention is deserved for the flowers that swirl around your feet, almost requiring you to break into a skipping frolic.

The World Around Us

engulfs you with scenes of nature. This gallery equally captures the tranquillity and ferocity of the natural landscape. Again featuring Van Gogh and Monet, as well as other well-

known names such as Rembrandt and Peter Paul Rubens, the artwork come-to-life shows peaceful forests and pastures, raging seas, bustling cities, and explosive volcanoes.

We're also proud of Frameless for featuring Dutch painter Rachel Ruysch, one of the most famous female painters from her era in the 17th and 18th centuries. A group of people sitting on benches looking at a painting



The Art of Abstraction traps you within its geometric oddities. Paul Klee and Wassily Kandinsky are the most popular names in this gallery, but Hilma af Klint and Sophie Taeuber-Arp again show Frameless' commitment to including women in their

exhibit. Hilma af Klint is even appropriately given credit for producing "pure abstraction" prior to the men usually touted as the inventors of this radical style. Probably the most unique gallery space of the four, The Art of Abstraction is set up as a maze of semi-transparent



blocks. The design produces an illusion of overlapping shapes and colours in what feels like a never-ending descent into the genius (or madness) of the artists' minds.

Frameless sets itself apart from other large-scale immersive art experiences by incorporating many different artists and using distinct technological setups in each gallery. Richard Relton, Frameless' CEO, described their unique design approach to Blooloop: "What we set out, in the beginning, to do, was to try almost to create our own movement, our own production, so Frameless would become synonymous with a particular form of projection or technology." With 42 individual paintings and 28 artists represented, as well as original scores for two of the galleries and an unmatched 478 million pixels on display, Frameless has succeeded in setting a new standard for immersive art experiences.

Untold History



Sameera Moussa

The release of Oppenheimer in 2023 was timely. With two of the nine nuclear states currently engaged in invasions of their neighbours, fears around the use of nuclear weapons and a potential WWIII have reached cold war level anxieties. In this issue we chose to shift our focus to lesser-known parts of the nuclear power origin story:

Sameer Moussa

As recently as March 14, Putin has stated that Russia was ready for nuclear war. Heritage Minister Amichai Eliyahu said "That's one way," in response to a radio interview question about Israel's bombing of Gaza stating, ***"Your expectation is that tomorrow morning we'd drop what amounts to some kind a nuclear bomb on all of Gaza, flattening them, eliminating everybody there."***

It wasn't always like this. Prior to WWII, discussions about nuclear power carried a much more hopeful tune.

Sameera Moussa, a name synonymous with pioneering scientific endeavours in Egypt, left an enduring mark on the world of physics and nuclear science. Born in Egypt on August 3, 1917, Moussa's journey from humble beginnings to becoming the first female Egyptian nuclear scientist is a testament to her unwavering commitment to advancing scientific knowledge in pursuit of societal good. Moussa's early life was marked by the difficulties of her mother's passing to cancer and the expectation that a woman should not pursue higher education. Despite this social norm, she defied conventions and pursued her undergraduate studies in Cairo, obtaining a BSc in Radiology. Moussa went on to become a lecturer and pursue her PhD at Cairo University, before embarking on a journey to the UK to complete her degree in atomic radiation.

When Moussa returned to Egypt, she began in earnest research in nuclear physics, an area largely unexplored in the country at the time. Undeterred by the challenges she faced as a female scientist in a male-dominated field, Moussa established herself as a trailblazer, making significant contributions to the understanding of atomic energy and its potential applications.

One of Moussa's most notable achievements was her work in the field of nuclear medicine. Recognising the transformative potential of nuclear technology in healthcare, Moussa contributed to the development of more portable and affordable X-Ray technology. Moussa collaborated with other physicists at the University of Cairo to develop an equation that allowed engineers to create X-Rays from cheaper materials like copper. She was known for claiming that she wanted to make ***"nuclear treatment as available and as cheap as Aspirin."***

As the reality of nuclear weapons became unignorable after WWII, Moussa became a passionate advocate for the peaceful use of nuclear energy. At a time when nuclear technology was primarily associated with weaponry and geopolitical tensions, she championed its application for the betterment of society. Moussa believed that harnessing the power of the atom could address issues like energy scarcity and healthcare disparities.

In the early 1950s during the global race to harvest Uranium, Moussa headed to the US to continue her research. Moussa attended the university of Missouri, and some believe she visited nuclear sites in California.

However, before she could step her feet in, the scientist found herself to be the target of an investigation by the US government. The investigation cantered the security alert regarding her non-American citizenship and the worries regarding whether she was a spy whose purpose was to obtain information about the US's top-secret research on nuclear energy for her home country. After Moussa was cleared of suspicions, it is believed that the US government offered her an American citizenship which she has reportedly declined stating that "Egypt, my homeland, is waiting for me."



Photo Source : Tabebak.com archives

Moussa's death was originally shrouded in some mystery. Over the years, rumours as bizarre as an assassination attempt orchestrated by Mossad agents have been suggested. Reports that her driver had jumped out of the vehicle right before driving it off a cliff on the Pacific Coast Highway in California have since been discredited. Archival research has now uncovered that her death in 1952 was a tragic accident and occurred while driving in Wyoming. She was only 35.

***"Egypt,
my
homeland,
is waiting
for me"***

Her legacy continues in the numerous organizations that work towards reducing or eliminating the existence of nuclear weapons, as well as promoting the positive uses of nuclear energy. Egypt has recently built a nuclear reactor in El Dabaa with the capacity to supply 10% of Egypt's total energy output, surely what would be a dream realized for Moussa.

While Oppenheimer does come as a welcome cautionary tale at a time when nuclear fears are again on the rise, let us instead reflect on the remarkable achievements of Sameera Moussa. Moussa's vision of a future shaped by scientific progress and global cooperation serves as a beacon of hope and inspiration for us all.



Illustration by: George Dalton

The 'Reality' of Reality TV shows

Reality TV shows have been society's answer to night-time entertainment since the early 2000s, although back then the content we engaged in was a lot more in-your-face than it is today. But is it better now or are we seeing a progressive downward spiral?

By Molly-Louise Monaghan

Reality TV shows are TV shows in which 'ordinary people' are filmed continuously. They usually serve as a form of entertainment rather than being educational or informative.

As the definition states, we use reality TV shows as a form of entertainment and have been doing so since the 90s. The subcategory of reality TV started in the US with 'The Real World'. This shortly followed the birth of the show 'Big Brother' in the 2000s, which was the first of its kind to land in the UK.

Reality TV shows became popular in the early 2000s with shows such as 'Big Brother' and 'Survivor' seeing huge global success. TV shows that had the focal point of everyday people made it far more intriguing than watching someone already famous. We as humans seem to enjoy the art of comparison and seeing people 'worse off than us'.

Shows like 'The Jeremy Kyle Show' became a staple for stay-at-home mums in the UK and children who pull sick days to indulge in during the day. This show saw people from working-class backgrounds seek help

for issues such as drug abuse, DNA tests and reuniting long-lost families. Not only does it show people from disadvantaged backgrounds, it's whole premise is built around their issues being exploited.

Some viewers also use reality TV shows as a way to 'escape' their everyday lives. Certain premises in reality shows follow people with a sense of influence or fame, which could be something an ordinary person aspires to be or is envious of. Shows like 'Keeping Up With The Kardashians' or celebrity-based reality TV shows that follow famous people are popular due to the influence these celebrities have but also it allows ordinary people to invest in someone else's day-to-day life.

Over time reality TV shows have become a lot tamer and those that weren't were swiftly axed. Shows such as 'Fat Families' and 'Snog Marry Avoid' didn't make it to today's channels due to backlashes



from its audience. The treatment of contestants and the language used faced a lot of questions and controversies regarding their care on the show. Over the years reality TV shows have had to adjust to society's level of acceptance of behaviours and how "soft" we have become.

'The Jeremy Kyle Show' seemingly met its demise in 2019, after a contestant lost their life. Steve Dymond appeared on the show and failed a lie detector test, a week later he sadly passed away from a morphine overdose. The show was cancelled following an inquest into the death of the contestant.

Additionally, there is the perspective that people enjoy being able to 'pick sides', a narrative that is very common with reality TV shows. They tend to include a lot of drama and have a contestant or character fit stereotypes for the viewers to feed into and choose their 'favourite'.

One talent-based reality TV show found a huge amount

of controversy over the years leading to its expected downfall. When you think of famous British singing competitions in the 2000s you tend to think of the one household favourite: 'X-Factor'. From a viewer's perspective, it seemed under control and tame, to say the least. However, according to a string of contestants, it was quite the opposite. During its airing time, 'X-Factor' was accused of tampering with votes, rigging the ending results and choosing the winner from the first day. Aside from this, they were consistently accused of creating narratives and turning viewers against contestants to further their personal favourites.

Misha B starred in the 2011 series, eventually finishing in



forth. She came out in 2020 on Instagram Live, with a string of accusations during her stint on the show. She claimed that she

was bullied by judge Tulisa and it left her "traumatised and suicidal". Misha B also alleged the show pushed the 'angry black girl' narrative on her. There was an interaction between the two after one of Misha's performances where Tulisa accused the young girl of bullying her fellow contestants and referred to her as "overconfident", "feisty" and "mean". Leading on from this interaction Misha was met

with tabloids referring to her as "Misha Bully".

However, some reality TV shows have made it through the years and stayed on our screens, one of these being: 'Love Island'.

'Love Island' originally ran between 2005-2006 and focused solely on celebrities, but the rebrand in 2016 focused on 'everyday, ordinary people' trying to find love. The dating show has accumulated 10 seasons, a spin-off and even three more versions based in other countries. But it hasn't been plain sailing for the show or the contestants.



Although the show flaunts the shiny side of the coin with those who star on the show to move on to bigger and better things, this isn't always the case. For some contestants, their experiences were far from the glamorised version that plagues our televisions.

The negative public response to the show has resulted in the death of two contestants. Sophie Gradon who was a contestant in 2016 sadly took her life two years after her appearance on Love Island, while Mike Thalassitis, who was seen on the show in 2017 was given the title 'Muggy Mike' and took his life in 2019. Several people have unfortunately lost their lives from the public backlash, and in addition to this, past

contestants have complained of a lack of support from the producers once they leave the show and adjust to their newfound 'fame'.

'Love Island' is another reality

TV show that has been accused of rigging votes and having favourite couples to win from very early on. This has begun to pose the question of public contribution and whether it is worth, or even needed, to hear public opinion.

The Office of Communications (Ofcom) is the regulator and competition authority for the UK's communications industries. It is where viewers go to make complaints about things they see on television. There is a list compiled by The Tab that speaks about the highest complained reality TV moments. Some of these include Jade Goody and Shilpa Shetty's fight on 'Big Brother' in 2007 which received 44,500 Ofcom reports, and Faye Winter and Teddy Soares's journey which was spat on 'Love Island' in 2017 receiving 24,763 reports.

It doesn't seem as if reality TV as a genre is going anywhere anytime soon, due to the continual successful involvement of the public with the shows and support from the producers before, during and after the show's process serving as a the reminder of those who have tragically lost their lives due to the lack of support. It will most likely continue to strive and be a successful part of television.

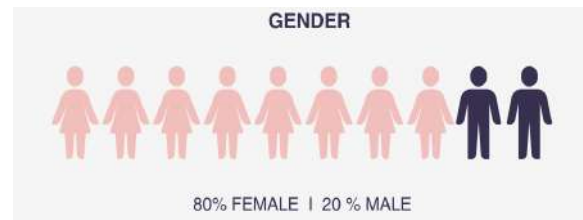
Molly Talks



The Reputation of Online Sex Work Is Unfair!

Molly-Louise Monaghan discusses how sex work is a business that benefits all

allows women financial independence, with some women even claiming that it makes them feel more beautiful.



But OnlyFans is not the only area of the internet where a community of sex-related content creators is growing. X (or Twitter as almost everyone still refers to it), is a social media platform where it is almost impossible to get banned and an option to upload 'Not Safe For Work' content it made for the perfect partnership. Findom (Financial domination) is the latest kink-based sex

FUNNY STORY

"I was doing a 'double domme' session with a fellow dominatrix and he had asked us to verbally abuse him on a video call and degrade him. We spoke about ways he could inflict pain on himself and he mentioned that he had elastic bands next to his bed so we told him he had to put them round his shaft and couldn't take them off unless he paid us money!"

Over the last few years, the online subscription-based website OnlyFans has caused quite a storm of controversy. Although it was not intended to be used in such a way, the website is predominantly known for being used by sex workers who produce content subscribers must pay for.

A good portion of society has developed a negative narrative and opinion of websites like OnlyFans and the act of online sex work, with many people labelling girls who do it as "not deserving of a serious relationship" or "easy". Some men even boast the idea that if their partner is on OnlyFans they are meant to get a cut as she is "selling HIS product".

Although men have these opinions, they make up 87% of paying customers. Doesn't make too much sense, does it? It's not all bad though, a lot of women have called the rise of OnlyFans "a sexual revolution" or have even seen online sex work as a way to take back their power after decades of men taking what wasn't theirs. Women make up 75% of creators on the app, and it allows them the control over what is shown and seen. As well as this it

work to go relatively viral on X. If you were to search for findom on X, you would be met with a bunch of creators or content within the kink. Some women make as large as five grand in one day!

Abby a kink-specific sex worker is 19 from Wales. She has been in the industry for just over two years and has made 15 thousand pounds from it. Abby started her sex work career on OnlyFans creating bundles of crude content, lingerie shoots and things you would typically find on the platform. This did well for her, but she always felt like she wanted more, which is where X comes into it.

Abby found the Findomme community late last year and she was introduced to a whole new world of kink and the 'more' that she was looking for. Abby now specialises in feet fetish content, Findomme, humiliation and degrading content as well as her original bundles of customisable content. Although she understands that society believes it is easy money she could not

disagree more. *"Most jobs, you start at nine and finish at six maybe seven but this job is quite literally twenty-four seven."*

She admitted that she spends an excessive amount of time on X, *"If you aren't constantly promoting yourself, it is easy for people to search elsewhere."*



As much as she knows it is hard work, she has mentioned how grateful she is for sex work. It has given her a newfound level of confidence in herself and also surrounding sex that she doubts she would be able to gain without it. She also said it has allowed her to feel a sense of financial freedom at times and even make friends.

A lot of people who work in the sex industry often keep to keep what they do a secret for protection or to make a distinctive difference between their real life and their online personas.

Some even keep it a secret from

friends and family.

But Abby is very open and honest with everyone about her job role and she doesn't intend to stop her journey anytime soon *"I love what I do and it has changed my life."*

52
MILLION SEX
WORKERS
IN THE WORLD

\$\$ 99 BILLION USD IN YEARLY
REVENUE GENERATED FROM
SEX WORK (MARKET SIZE)

I think it is safe to say that sex work has made it this far and continues to be the longest-running business As long as people have sexual needs, we will continue to see the rise and progression of the industry. I think it will be able to continue to find its place in society whether it is the best-kept secret or accepted and spoken about by all. If there's a market, there will always be a person or place to provide that.



DESIRE PATHS

The act of walking determines the city space; it makes London ours

By walking, we pay tribute to the natural landscape. The act of walking determines the city space; it makes London mine.

An example of this are desire paths. They are when the image of the landscape is corrupted by lines in the grass that form shorter routes, caused by society's regular walking routines.

Those paths are part of the spontaneity of the city life, the appropriation of space, but also of functionality. A functional walk is wrapped in the speedy and meteoric society we live in, dictated by time, and by gaining time.

Hackney is full of nature, parks, and paths to walk on. The amplitude of the large, grassy spaces allows paths on the ground to be formed.

With time, those maintain, moulding into part of the city landscape. Its main effect is one of repetition. Walking is repetitive and monotonous. As the opposite of a recreational walk, this functional walk creates those routes out of repetition; from the feet of walkers passing once and once again, in order to achieve everyday life activities more efficiently.

The rubbing of the shoe against the grass kills the plant, showing a distinguished line of soil. The element of time is also present with the disuse of those paths, that is fought by rebellious nature. Nature makes its retaliation against human disruption. When certain desire paths are no longer needed, they disappear, reaffirming its act of functionality.

London's Vibrant Soul

Riya Bhambra takes you through sights and smells of Spitalfields Market



Located in the heart of East London lies Spitalfields Market; full of history, culture and creativity. Today the buzzing market is a home to incredible fashion, art and variety of places to eat, and is an iconic spot to visit in the city of London.

From contemporary art installations to live music performances, local artists and designers showcasing their work in pop-up galleries and exhibitions, there's always something new and exciting to discover at Spitalfields market.

No visit to Spitalfields Market would be complete without indulging in its culinary delights. From traditional British fare to exotic international cuisines. Sample freshly baked pastries, savoury artisanal cheeses, or tuck into a hearty bowl of steaming ramen - the possibilities are endless.

Glimpse into the past

With roots dating back to the late 17th century Spitalfields Market has witnessed centuries worth of change and transformation, the name takes from the hospital, St. Mary's Spittel which was founded in 1197.

Spitalfields had been rural until the Great Fire of London. By 1666, traders had

begun operating on the site where the market is today.

Throughout its history, the market has been shaped by waves of immigrants, with successive generations of newcomers leaving their mark on its streets. From French Huguenots and Jewish refugees to Bangladeshi immigrants and beyond, Spitalfields has long been a melting pot of cultures, traditions, and cuisines.

In recent years the market has faced challenges due to changes in transportation and shifts in consumer behaviour. However, it has managed to adapt and remain relevant by diversifying and attracting new vendors. Today, this diversity is reflected in the market's mix of vendors and stalls.

In a city as diverse as London, Spitalfields Market is full of authenticity and community spirit. Whether you're a food enthusiast, or someone looking to immerse yourself in the vibrant culture of the city, be sure to add Spitalfields Market to your list of must-see destinations - you won't be disappointed.



Places to eat

Whether you're on lunch from the office or out shopping with friends there are various food options at Spitalfields market from street food to restaurants. Enticing

aromas surround every corner, queues going towards the stalls full of hungry workers and market customers wanting to spend the day out. You can grab a gourmet burger and falafel wraps, or you could opt for the healthier option like a salad bowl. Alternatively, if you're craving a traditional East End pie or a spicy curry from the streets of Dhaka, Spitalfields Market offers a culinary adventure like no other.

Restaurants include: Kill the cat, ALFI, Players Social, The Duck Truck and Galvin Bistrot and bar.

Food trucks: Mr. Bombay, Chi-Chi and the Pasta family, and the Bamboo house. You could eat at Spitalfields market for a week and still have places to try!



Photo Credit-
Riya Bhambra



What can you do there?

A day in Spitalfields market is like no other. You can find a range of different shops, whether it's beauty, fashion or food.

There's bustling crowds at every stall, from vintage fashion to handmade jewellery there is something for everyone. Spitalfields 'Traders' Market' is a display of independent stall holders, showcasing beautifully hand crafted and hard to find pieces. No two visits are the same.



Eating in Style



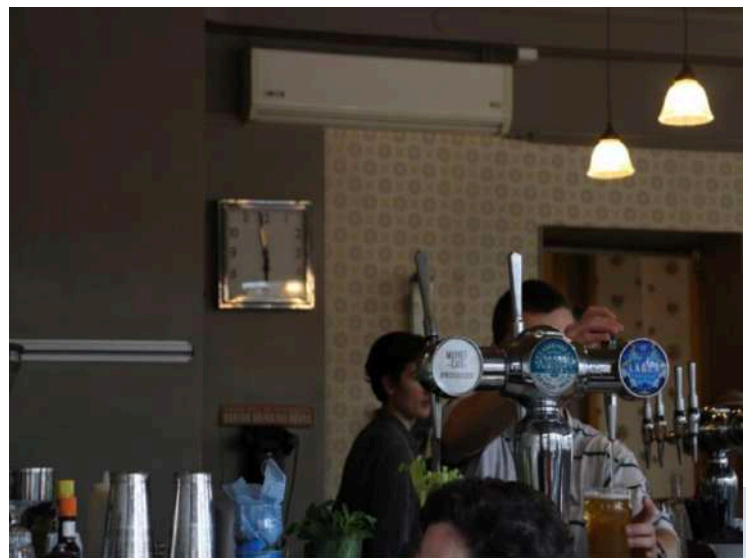
Rita Zúñiga Sisternas discusses how a London cafe has caught fashion fever

Broadway Market started as a community place in the late 1800s, growing as a shopping street with the build-up of businesses. Those shops shared unusual products from all around the world: Olives from Spain, a variety of cheeses, and many more. With the arrival of new shopping habits, the street became a place to socialise, filled with restaurants and bars, where special places such as Market Café have built their community.

In 2004, residents established the space as a Saturday farmers' market. Since then, Broadway Market Street has been a catwalk for pedestrians, a place of promenade in between city houses, newsagents and cafes. A crowded road of complex walks, slow walks, and a public space for East fashion.

All kind of people walk around the market, covered in elegant jackets, many accompanied by their dogs. Walking unhurried, people wonder side to side, curious about the delicatessens of the market.

After walking in between stalls, I get into the cafe and ask for a table. Remembering Dales Cooper's best advice, 'every day, once a day, give yourself a present. Could be a new shirt in the man's store, a cat nap in your office chair, or two cups of good, hot, black coffee.' I ask for a coffee. To my surprise,



their coffee machine is broken. Instead, English breakfast tea and a cheese cake is served with immediacy. I'm sitting down next to a big window in front of the canal. Wallpaper

composed by a border of yellow and grey flowers cover segments of the wall. Since their opening in March 2012, they have offered a variety of salads, cheeseburgers, English breakfast, red rice, quinoa, and among other desserts, their delicious cheesecake. Market Café's London based cuisine triumphs in Hackney.

The bar is composed by an outside terrace facing the market, and a broad interior. Dogs at the outside front sit patiently in company of their owners. Some wear

dressers, little jackets or even shoes to keep them warm. It's a cold morning, windows are covered in fog. Wrapped in prints, stripes, blue jackets and plaid shirts, people are sitting in tables, having conversations. Street wear from outside the market gets into the bar.

Long coats, blue suitcases and shoes. Shoes such as trainers, Chelsea boots, elegant black Derby shoes, even toe shoes. To my right, two friends wearing the same blue cargo jacket, are having a beer;

accompanied by brunch. I thought it might be a bit early for an alcoholic drink on a Saturday morning, when I hear their enthusiastic chat of celebration. Next to the board that faces the window where we are sitting, blue wooden chairs surround dining tables that cover part of the space.

In the middle of the establishment, there is an obscure glass that goes all around a wooden counter and surrounds the stairs down to the restroom. Flowers in glasses and local Hackney's newspaper rest on the wooden counter. Now, my Saturday daily walk in London Fields has become a ritual, a stroll through the market, ending at Market Café Place. Spring is approaching and the market it's always open on Saturdays.



LONDON CALLING!

Harry Briffa reports on how the biggest annual Eurovision event in the UK shows us how the contest is for everyone

The 68th edition of the Eurovision Song Contest is just around the corner; set to take place in Malmö, Sweden after Loreen won the contest last year with her song "Tattoo".

Every year in the build-up to the contest artists travel across Europe to promote their songs at events called pre-parties. The biggest parties take place in Madrid, Amsterdam and of course, the main one for British fans, London.

London Eurovision Party is the longest running pre-party, celebrating its 15th edition at HERE at Outernet. Around 2000 people packed the venue on April 7. The pre-party initially started in much smaller places, such as night clubs and hotel lobbies.

However, the evolution of venues for the show is symbolic of the growing popularity of the contest over the last few years in the UK. The 2023 edition was viewed by 9.9 million people in the UK; the largest national audience in contest history. This

growth in popularity was definitely visible from the second you got to HERE at Outernet, with the queue to enter spanning across three sides of the building.

Once entering the venue, you were introduced to a sea of people; either ordering their first drink of the evening at the bar (unlikely to be their last though) or getting as close to the front of the stage as possible to make sure they could see the performances clearly. My group, featuring a few people 5'7 or shorter, myself included, decided to get our drinks first. This decision would become costly when the show started, as we were near the back. Aside from the music, one thing Eurovision is known for is the bright and expressive outfits. The audience didn't disappoint on this front; wearing bright and bold outfits that covered all colours of the rainbows. I, wearing a black shirt, didn't get the dress code memo.

As well as members of the 2024 line up, the show featured performances from some Eurovision

United Kingdom

Artist: Olly Alexander
Song: "Dizzy"



Headlining the show was our entry Olly Alexander with his 80s inspired pop-dance song "Dizzy". Previously being a part of pop band Years and Years, Alexander is arguably the most well-known artist the UK have sent in well, years and years. He is also a proud member of the LGBTQ+ community, stating in a BBC press release that he wanted to represent the UK at Eurovision "in the gayest way possible".

Croatia
Artist: Baby Lasagna

Song: "Rim Tim Tagi Dim"



Only at the Eurovision Song Contest could an artist named after a small version of an Italian dish be a contender to win. Baby Lasagna's rock anthem represents the quirky and chaotic nature of the contest and hopes to bring Croatia their first victory at Eurovision.

Luxembourg

Artist: Tali
Song: "Fighter"



Tali arguably has more pressure than most artists at Eurovision this year, as she's representing Luxembourg who are returning to the contest for the first time since 1993. Luxembourg is one of the most multi-cultural countries in Europe, having three official languages. Tali and the song represent this as she has lived in countries such as Brazil and the USA, and sings in both English and French during the song.

Denmark
Artist: Saba
Song: "Sand"



Saba will be making the short trip across to Malmö with her soulful pop track "Sand". Born in Ethiopia, Saba identifies as queer and is the first black singer to represent Denmark at Eurovision.

alumni. These artists included Lucie Jones and Michael Rice, who represented the UK at Eurovision in 2017 and 2019 respectively, Belgium's 2023 entrant Gustaph and Norwegian fan favourites from 2019, KEiINO. But perhaps the two most notable acts were Rosa Linn and Conchita Wurst.

Rosa Linn represented Armenia at Eurovision in 2022 with the song "Snap". While failing to achieve much at the contest itself, only placing 20th, the song became global success after going viral on TikTok. "Snap" would chart in 40 countries, and placed 73rd in the Billboard Global 200 end-of-year chart for 2022.

Eurovision has always featured singers that would go on to have success internationally, with the 2024 marking the 50th anniversary of ABBA winning the contest. But Rosa Linn represents of new era of artists such as Måneskin, Duncan Laurence and Sam Ryder, who competed at Eurovision and have gone on to have charting hits worldwide.

As for Conchita Wurst, she is an Austrian drag queen who won the contest in 2014 with "Rise Like a Phoenix". During her victory speech she said, "This night is dedicated to everyone who believes in a future of peace and freedom. We are unity, and we are unstoppable." Eurovision has been seen to welcome people from all walks of life, races, genders and sexualities. Just as trans-woman Dana International winning the contest in 1998 did, a drag queen winning in 2014 represented the openness and acceptance within Eurovision. The organisers have even recognised this, making the

The line up featured history makers, fan favourites and people symbolic of the contest's inclusiveness

permanent slogan of the contest 'United By Music'.

But of course, the main

attraction of the show was the 2024 artists. The line up featured history makers, fan favourites and people symbolic of the contest's inclusiveness.

Ireland
Artist: Bambie Thug
Song: "Doomsday Blue"

Bambie Thug will be hoping to give Ireland their first qualification to the final since 2018, but their appearance at the contest represents much more. Along with Switzerland's Nemo, they will be one of the first Eurovision acts to identify as non-binary. Bambie Thug describes their music style as "Ouija-pop" and practices witchcraft. This can be seen in "Doomsday Blue"; combining rock and pop stylings with an extravagant and unique look to create a memorable performance.

Norway
Artist: Gåte
Song: "Ulverham" (Wolf man)

Gåte represents how Eurovision can be about showing off your country's culture. They are a progressive folk rock band, with their Eurovision entry being based on an almost thousand-year-old Scandinavian medieval ballad and featuring ethnic Norwegian instruments such as a kulokk. It is also the first time since 2006 that a Eurovision song is sung in Norwegian.

Italy
Artist: Angelina Mango
Song: "La noia" (The boredom)

Being a female representing a country as big as Italy shouldn't be a big talking point, but Angelina Mango is the first solo woman to represent the country at Eurovision since 2016, and the first to win famous Italian music festival Sanremo since 2014. Mango is another favourite to win the contest in Malmö with "La noia", a song that combines the genres of pop, folk and cumbia.

Lithuania
Artist: Silvester Belt
Song: Luktelk (Wait)

Looking to get Lithuania's best result at the contest will be Silvester Belt with his pop-dance song "Luktelk". Belt is the first bisexual artist to represent Lithuania at Eurovision, citing Troye Sivan as his main musical inspiration.

The War on Independent Music



UNIVERSAL MUSIC GROUP

How a music label's decision created a massive handicap for rising artists

By Tome Salgado

At the end of January, Universal Music Group (UMG) shocked the music industry by announcing the removal of its entire music catalogue from the social media platform, TikTok.

This move stems from failed negotiations over issues like artist compensation and artificial intelligence (AI), leaving artists, both big and small, along with audiences with a lot of questions and implications.

The announcement from UMG came in the form of an open letter titled "Why We Must Call Timeout On TikTok" where the massive music company, home to an enormous quantity of super artists such as Taylor Swift or Drake, explained its grievances. UMG cited TikTok's allegedly unfair compensation for artists and songwriters, while also calling them out over their AI related issues.

As the dispute unfolds between UMG and TikTok, it's not just the label and social media giants that face problems. Independent artists find themselves in the crossfire, with major implications to their music, something that we will explore further into this piece.

UMG as a brand

To truly grasp the implications of what all of this means for independent artists, it's essential to delve into the history of UMG and what they mean in the music industry.

Universal Music Group stands as a prominent

force in the music industry, possessing a roster of artists that spans genres and generations. From timeless icons like The Beatles to more recent pop superstars like Ariana Grande, UMG's influence is undeniable. They are also the only music company to have owned nine of the top 10 albums in the Billboard 200 music chart at once, and they have done it four times.

The way massive music companies operate like UMG, Sony Music Group or Warner Group, is that beneath the surface of their companies lies a vast network of smaller record labels, each contributing to the enormous catalogue wielded by those companies.

This absorption and consolidation of power from these companies, and in this case from UMG, involves the absorption of smaller record

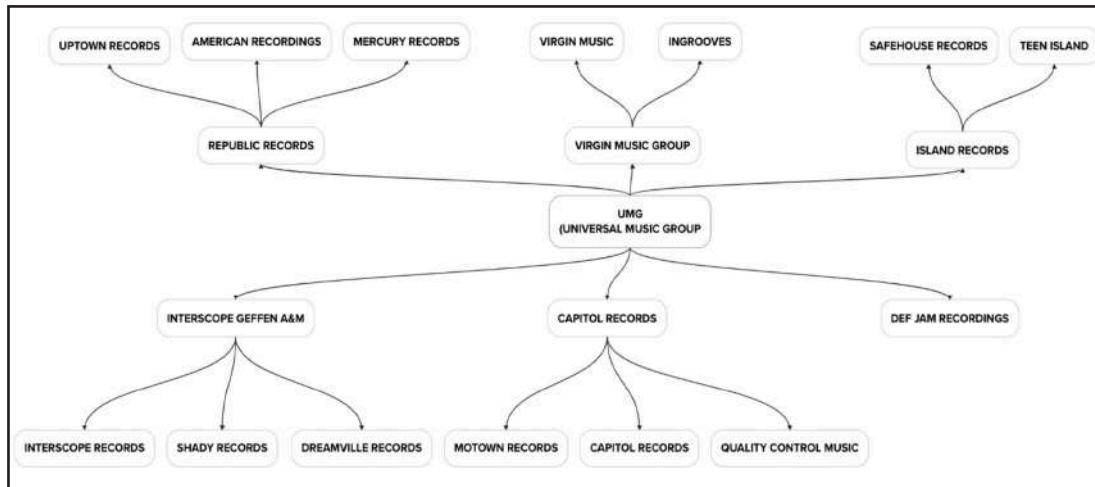
labels into UMG's umbrella, putting several artists and their music under its control.

With each signing, UMG strengthens its grip on the music industry, exerting massive influence over the creative output of countless artists. This raises a big issue, which is this reshapes the competitive landscape while also raising concerns about the concentration of artistic expression in the hands of a select few corporate conglomerates. As UMG and its counterparts continue to expand their artist pool, the freedom of independent labels and artists recedes, underlining the struggle for diversity and representation in the music industry.



might not be familiarised with what artists are UMGs or any other label, seeing their music off the app, might affect their relationship with it.

The UMG Family Tree



The absence of hit songs from artists like Drake, Taylor Swift or The Weeknd could lead to a decline in user-generated content that relies on popular tracks for viral challenges, one of the biggest things on TikTok.

The value of social media to independent artists

While the clash between UMG and TikTok makes waves across the music industry, its repercussions are more noticeable for emerging and independent artists.

Platforms like TikTok serve as invaluable starting points for lesser-known talents seeking exposure and recognition from a bigger audience. In many cases they also have an aspiration of going viral. For many up-and-coming artists, TikTok represents not only a creative outlet but also another form for revenue and audience growth.

UMG's decision to withdraw its catalogue from TikTok threatens these artists, by depriving them of these opportunities for visibility and career advancement.

What it means for the general audience

This disagreement between UMG and TikTok not only affects UMG's artists, but also has a profound impact on the general audience, more specifically on the younger demographics of TikTok.

Many of the app users use it for musical discovery or creating music content, and although they

Also, this could drive TikTok's users to another platform where UMG's music remains accessible, affecting the app's community and changing their users' engagement dynamics.

All of this situation emphasises the much needed balance between content availability and platform loyalty, highlighting how special music is to the identity and success of the social media environment due to its significant role in content creation for an app.

The conflict between UMG and TikTok continues to represent the complex interplay between music and technology in today's day and age. As negotiations reach a stand still and tensions escalate, the fate of countless artists and smaller labels hangs in the balance, by watching a potential, and probably the most important, source of revenue disappear.

While this decision by UMG may finally show the general audience the ongoing battle and struggle of independent artists for fairer rights and compensation, this was only done at their expense, with UMG acting as a victim against TikTok, while themselves don't give fair compensation to the artists under their umbrella.



The Green Games

While athletes go for gold, the Olympics reduces its carbon footprint

by Riya Bhambra

The Olympics; a global display of athleticism, unity, and human achievement, an event that captures the world's attention every four years. As the world becomes increasingly aware of the urgent need for environmental preservation, the Olympics and environmental sustainability have gained importance. From the construction of venues, transportation, and waste management, the environmental impact of the Olympics is substantial. In most recent years, there has been a growing recognition to balance the spectacle of the Olympics with sustainability efforts.

Venues

One of the most significant aspects of hosting the Olympic Games is the construction of venues to accommodate various sporting events.

Historically, this process has often led to environmental degradation, including deforestation, habitat destruction, and increased carbon emissions.

There has been a significant environmental

impact from previous Olympic games when it comes to construction. The 2016 Rio Olympics led to considerable destruction on parts of the Amazon rainforest to make way for the infrastructure of the project, as well as soil contamination due to construction waste and pollution from nearby industrial facilities. In the most recent years there has been a shift towards more sustainable construction practices as host cities are adopting green building standards and utilizing environmentally friendly materials in the venue construction.

For instance, the London 2012 Olympics displayed several sustainable features,



including the use of recycled steel and concrete, a rainwater harvesting system, and energy efficient lighting. The velodrome was built with 100% sustainable sources timber, whilst the copper box is covered with recycled copper and by recycling rainwater helped reduce water by 40%.

The 2012 London Olympics marked a milestone as the first Games to track and mitigate its carbon footprint throughout the project. It set a precedent by committing to and successfully achieving a 'zero waste' to landfill goal under the strategic 'Zero Waste Games Vision'.

The organisers sustainable efforts managed to prevent approximately 400,000

tonnes of carbon dioxide emissions. All operational waste from the games was diverted away from landfills, with 62% of it being repurposed, recycled, or composted. Moreover, 99% of waste generated during venue setup and dismantling was either reused or recycled.

Similarly, the Tokyo 2020 Olympics featured an extensive use of sustainable timber in the construction of various venues, prioritising sustainability by repurposing existing venues and incorporating renewable energy sources such as solar power.

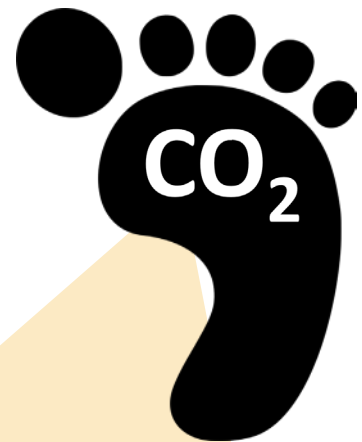
Transportation

Transportation is another critical aspect of the Olympics with significant environmental implications. The influx of athletes, officials, spectators, and media personnel often leads to increased air pollution and traffic congestion, as well as investments in public transportation infrastructure such as expanding metro systems and dedicated bus lanes. The 2022 Beijing Winter Olympics faced concerns over the strain on transportation infrastructure and air quality in the city.



To limit these effects, host cities are implementing innovative transportation solutions, focused on sustainability. Efforts include eco-friendly shuttle services to reduce emissions associated with travel to and from Olympic venues. By encouraging sustainable transportation options, the Olympics not only reduces carbon emissions but also alleviates traffic congestion and improves air pollution. During the 2020 Tokyo Olympics, organizers encourage spectators to use public transportation.

Additionally, alternative modes of transportation such as cycling and walking can contribute to a greener Olympic experience. For example, the 2024 Paris Olympics plans to prioritise walking, cycling, and the use of electric vehicles for transportation between venues, limiting emissions to around 1.5million tonnes of CO₂ reducing the events carbon footprint, compared to previous years where the average carbon emissions emitted was 3.5million tonnes of CO₂.



Waste Management

Waste conservation is another critical aspect of sustainability at the Olympics, as the games generate a significant amount of waste, including packaging, food scraps, and disposable products. In 2012 alone the London Olympics produced an estimated 3 million tonnes of waste.

Without proper management, this waste can end up in landfills or pollute the surrounding environment, this includes the use of water-efficient technologies, such as low-flow fixtures and smart irrigation systems as well as implementation of water recycling and reuse strategies.

The construction and operation of venues, as well as the needs of athletes and spectators, can put a strain on local water resources. To reduce this impact, host cities are implementing measures to minimize water usage and promote conservation during the Games; promoting reusable containers and minimising single plastic use for bottles and encouraging composting can reduce the environmental impact. Additionally, food donation programmes and surplus redistribution can help minimise food waste and support local communities. The 2016 Rio Games featured a sustainability programme that focused on waste reduction, energy efficiency and biodiversity conservation.

Legacy Planning

In recent years, there has been a growing movement to incorporate environmental sustainability into the planning and execution

of the Olympics. The International Olympic Committee (IOC) has made sustainability a key priority and has developed guidelines and recommendations for host cities to minimize their environmental impact. These guidelines cover a range of topics, including venue construction, transportation, waste management, and water conservation. There is increasing pressure on the IOC to prioritize sustainability when selling host cities for the Olympics. Cities bidding to host the

Games are now evaluated based on their commitment to sustainability. Incorporating principles into urban planning and infrastructure development, host cities can create lasting benefits for their communities. This may include the regeneration of run-down areas, the creation of green spaces, and the improvement of public places such as parks

and recreational facilities.

Host cities may struggle with legacy pollution issues, such as contaminated soil and water, abandoned infrastructure, and hazardous waste left behind from construction and event activities. The 2004 Athens Olympics left a legacy of abandoned venues and polluted sites.

On the other hand, the Barcelona 1992 Olympics is an example of transforming the city into a model of sustainable urban development focusing on public transportation, waterfront restoration and green spaces.

From green building practices to sustainable transportation, waste management, and legacy planning despite the challenges the Olympics represents a unique opportunity to display the transformative power of sustainability as well as power of sport, unity, and human achievement on a global stage.



OLYMPIC SUSTAINABILITY



food donation programs and surplus redistribution can help minimize food waste and support local communities.



VENUES BECOMING MORE RENEWABLE

sustainable features, including the use of recycled steel and concrete, a rainwater harvesting system, and energy efficient lighting

62% REPURPOSED, RECYCLED, COMPOSTED

operational waste from the games was diverted away from landfills



IT ALL LIES IN NATURE

1.5million tonnes of CO2 reducing the events carbon footprint



LEGACY PLANNING

Cities bidding to host the Games are now evaluated based on their commitment to sustainability.



eco-friendly shuttle services to reduce emissions



The Beautiful Game

From 'football hooligans' to power couples, we delve into the influence of fashion within the football world

By Jordan Akpangni

Football has found its way from the pitches to almost all our wardrobes in one way or another. The relationship between football and fashion has evolved over the years, a bond that seems to be getting stronger with every GQ magazine front cover or fashion show attendance. But how did these two industries cross paths?

Football Kits & Collaborations

Initially, footballers played in whatever outfit they could find. However, in the early 1800s teams began adopting more structured kits, often associated with the public schools they were linked to. For instance, Blackburn Rovers wore white jerseys adorned with the blue Maltese Cross of Shrewsbury School, where some of their founders were educated.



Club crests and sponsor logos became integral parts of football kits as fast forward to the present day, the demand for teams to create football kits that test the boundaries of how fashionable they can be without taking away from the game itself. With the fashion sense in mind, many clubs have collaborated with global fashion brands, with one example being PSG as they collaborated with AIR JORDAN for their home kits.

The Casuals

In the 1970s and 80s, an English subculture known as the 'The Casuals' emerged from two parallel scenes;



the 'Scallies' in Liverpool and the 'Perry Boys' in Manchester and Salford. It has been said that The Perry Boys got their name from their obsession with Fred Perry shirts. As the punk movement was dying down the youth switched to shirts, jeans, Adidas Sambas, and the neatly combed wedge haircut which was popularised by musician David Bowie.

In Liverpool, the Scallies were also making waves as their name derived from 'scally' which was local slang for 'scallywag' a term used to describe mischievous youth at the time. Though the two groups had much in common, the Mersey lads began taking much more of an interest in European sportswear, as their club were enjoying success in European Football competitions. They started to take advantage of the lack of expensive sportswear available in the UK. Instead, they would come back after away days with van loads of trainers and clothes most of which allegedly stolen. Usual brands seen were Adidas, Lacoste, Ellesse and Kappa.

One notable 'casuals pioneer', as some would describe him as, is Robert Wade Smith, who created a business out of the art of what we now call 'reselling' employing 300 staff at his company's peak. The influence of casuals can be seen throughout current fashion trends, particularly the Adidas Sambas which has seen an astronomical rise in popularity within the fashion world and not just amongst football fans.



Posh and Becks

One of the most iconic players to ever grace a pitch is none other than David Beckham. Though his freakish ability to manipulate a ball was so rare it was given the name 'Bend It Like Beckham', it was his image that made him more widely known, particularly when he began his romance with now wife Victoria Beckham in 1997.

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Victoria Beckham, also known as Posh Spice, was part of the girl group The Spice Girls. The former singer and fashion mogul was instrumental in getting her now husband fashion deals and into places he would have never thought possible. In 2001 he told Face magazine that he didn't fancy his himself as a model. Fast forward over 20 years and he has modelled for iconic brands such as Calvin Klein and Tommy Hilfiger, the latter crowning Beckham as The World's Best Underwear Model.

But what made Posh and Becks so captivating that they could send the relationship between fashion and football to new heights? For one their physical appearance, particularly when photographed alongside each other, can be described as the pinnacle of beauty standards especially at that time. Most young girls looked up to Victoria in the

same way majority of young boys looked up to David Beckham, just by looks alone it seemed like a match made in heaven.



Modelling & Endorsements

Many players have ventured into the modelling world as football and fashion continue to break boundaries together. Players such as Kaka, Cristiano Ronaldo and English International Bukayo Saka have modelled for brands in which they have sponsorship deals with.

Part of these deals consist of modelling for the brand, as well as only being seen wearing their brand logo by the public. Tracing back to the formula for the likes of Beckham and Ronaldo, brands have recognised the significance players can have in influencing lifestyle choices of the public, particularly.



Test your 2000s knowledge?

1. Who won the eight Grammys in the 2000s?

- A. Britney Spears
- B. Carlos Santana
- C. Christina Aguilera

2. What movie(s) came out in 2008?

- A. Juno
- B. Shrek
- C. Twilight

3. Who won the FIFA World Cup in 2006?

- A. Germany
- B. Italy
- C. France

4. What video games were released in the early 2000s?

- A. The Sims
- B. Nintendogs
- C. Super Mario Sunshine

5. Which books was a bestseller in the 2000s?

- A. Harry Potter and the Deathly Hallows
- B. The Christopher Robbin story book
- C. The Tiger that came to Tea

Answers: B,C,B,A,A

Reality TV Timeline



Survivor
(2000-present)

CBS put sixteen strangers on an island and told them they had to survive whilst also making them vote for each other to leave the island in the process. Originally if they survived the month on the deserted island they would win a whopping one million dollars.



The Bachelor
(2002-present)

The series follows a single man on the hunt for his fiancé, he is met by a long list of women and the whole point is to date them till he finds someone he likes enough to marry. There have been five successful marriages, eight progressing relationships and several babies in the eighteen years it has been on TV. This is the first of a long list of dating-based reality TV shows.



Come Dine With Me
(2005- present)

Four or five strangers over the span of five nights prepare three-course meals for strangers and compete for a one thousand pound cash prize. As well as preparing food they have to come up with nighttime entertainment.



Snog Marry Avoid
(2008-2013)

A TV show that seeks the guidance of a computer called Pod that only knows how to 'make under' people. Pod gave fashion advice to (usually) women who were "too fake" and showed them the public's response to their everyday looks in hopes that they will move forward more naturally. This is the first and only 'make-under' show.



Naked Attraction
(2016-present)

A dating show like no other... A clothed person is met with six naked people behind a screen and as the show progresses the person has to decide to eliminate people based on their bodies. The screens move from the feet upwards so you are eliminating people based on their never regions before you even get to their faces. Crazy concept.



The Real World
(1992-present)

They are still making this show, therefore it is the longest-running reality TV show. It follows seven strangers who stay in a loft together and have their lives taped.



Big Brother
(2000-present)

Similar to The Real World, contestants or "housemates" are put into a house and cut off from the real world and live-streamed twenty-four seven for viewer's entertainment, the housemates are made to do tasks and are voted off every week for three months.



Wife Swap
(2004-2010)

Couples swapped their partners for two weeks and adopted all of the opposite lifestyles and cultures whilst being recorded. There were many remakes of this style of reality TV show such as trading spouses.



The Jeremy Kyle Show
(2005-2019)

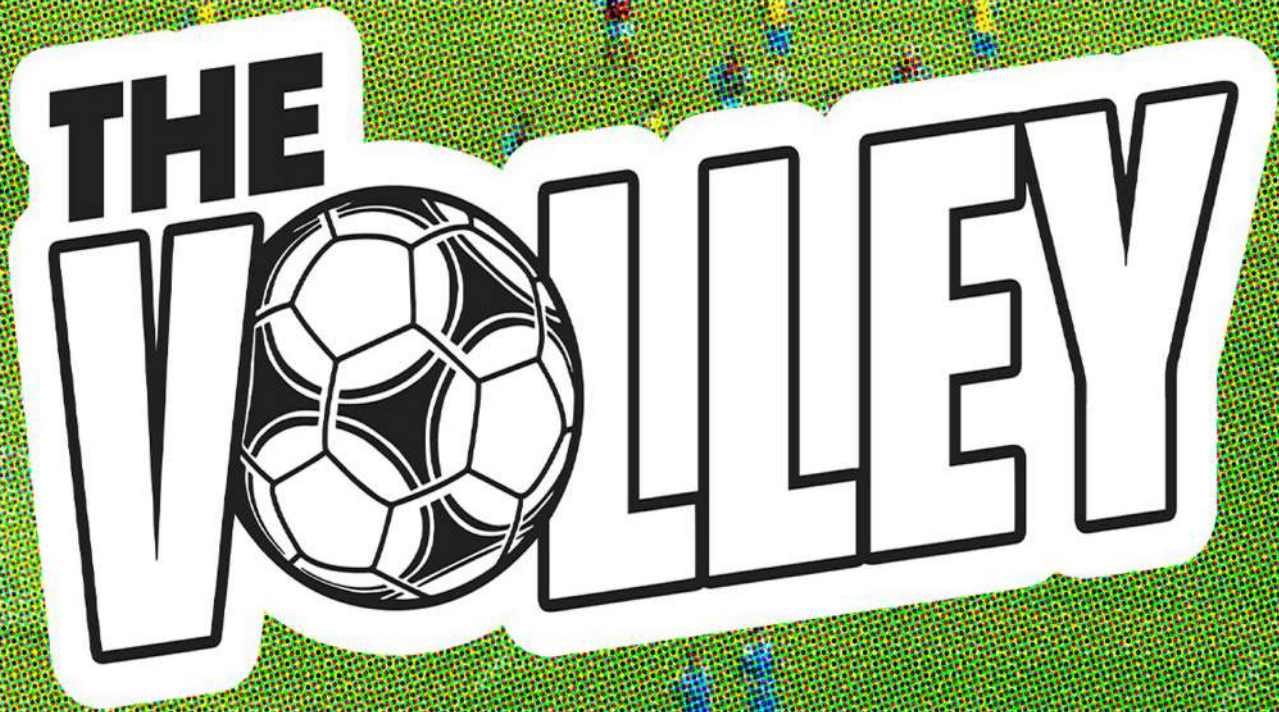
This show followed a TV host who would invite guests on, usually those of a working class background, and would get them to explain their problems and they would give a sort of resolution whether it be rehab or relationship counselling. The show was broadcast to a live audience as well as a pre-recorded version for society to indulge in on a weekday morning.



Love Island UK
(2015- present)

Similar to The Bachelor, Love Island sees twelve contestants, six girls and six boys, try and find love. Throughout the five weeks they are made to do challenges in their couple and are met with 'bombshells' and the 'ultimate test' Casa Amour.

Beer.Football.Better



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