

WANDERLUST

# Journal

NO 1

## Find Your True North

THE WANDERERS AMONG US | LIVE BY YOUR IDEA(L)S  
EDUCATION OF A CHEF | LETTER TO A NEW YOGI



# LIVE BY YOUR IDEAS

WORDS BY GRACE EDQUIST, JAKE LAUB & EMILY RAPPEL

ENVISION A BETTER WORLD, AND THEN GO OUT AND MAKE IT. SEVEN STORIES OF ARTISTS AND ENTREPRENEURS CONTRIBUTING TO THE WORLD ON THEIR OWN TERMS.

It starts with the flicker of an idea. Or a flash of instinct. The notion that there is something missing, a space to fill with meaning.

Little by little a minor thought becomes a daydream, a plan, a product, a mission—something to pour your entire being into, with the hopeful intention that it

will connect with others, and speak to them, too.

To dare to create something new is an admirable act of bravery. Bolder still when you forge your own path, brushing past everyone else's rules for how things should be done, steering by your own pilot light—just as these twelve people did.

## JESS DAVIS FOUNDER AND CHIEF REBEL OF FOLK REBELLION

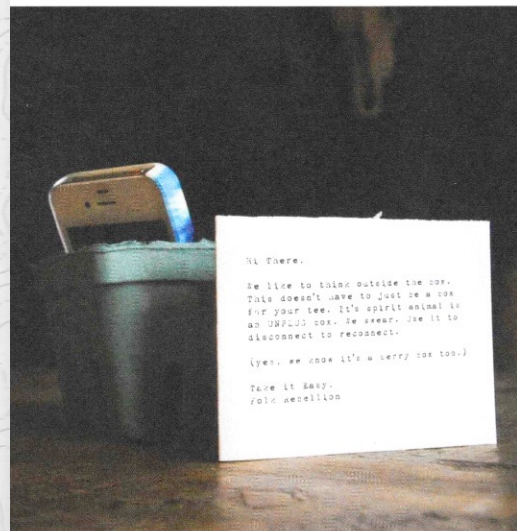
If you receive an email from Jess Davis, you will also receive the following schedule of when she may reply to you:

Mon-Fri: 10am, 1pm, 4pm

Sat & Sun: Never

Jess was once a high-powered marketer with an inbox to match, until a series of digital detoxes finally impressed on her that living well is not sleepwalking forward, head down, eyes on a screen. And more importantly, she realized she wasn't alone.

"We got here because we got something new and fell in love with it," she says. "And then we wanted more of it. And then we didn't have limits."



So Folk Rebellion was born. Part media concept, part retail outfit, part woman-with-a-mission, Folk Rebellion launched in late 2014 at the Brooklyn Bazaar, a local makers showcase. There Jess gave away free "unplug boxes"—cardboard blueberry containers to store your phone in while you reconnect with the tangible.

The brand now offers apparel for both men and women ("Analog as Folk" tees, "Mindful Outlaw" tanks), a line of analog paraphernalia (notebooks, mechanical alarm clocks, "Sir, Step Away from the Computer" letterpress art) and field guides for living a more mindful, present life.

Looking ahead, Davis has visions of taking an old-fashioned cross-country roadtrip to preach her mission, creating programs for schools and businesses, and building brick-and-mortar shops that also host get-togethers. She doesn't want to turn us into Luddites, but she does want us to think carefully about how we can live in the present and interact with the flesh, blood, and bones all around us.

"I came from a place of addiction around technology," Jess says. "I'm learning, and then teaching what I learn."