

prime

by the Daily Bruin



A BITE INTO SCIENCE

A UCLA professor breaks down the food we eat

The Magazine from The World of Red Bull



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prime

by the Daily Bruin

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Letter from the Editor

Any other year this letter would be riddled with lamentations of the dreariness of winter quarter. You know the drill: cold weather, short days and those dependable winter blues.

But with over a month of shining sun and minimal rain, it looks like winter 2012 is something of an anomaly. It's the familiar with an unusual twist and what better way is there to celebrate the start of the last year recorded on the Mayan calendar?

While you've been enjoying the warm weather or cursing your investment in rain boots, we've been working hard on the winter issue of Prime magazine.

In honor of this strange new year we take a closer look at things both old and new.

The winter season's fashions get an in-depth study ("Looking to be seen") and for those of you sticking to your resolutions we've got your back ("Off the beaten track"). We look to the future of printing where ink cartridges are traded for 3-D plastic ("Printing in a new dimension").

At the same time we honor the past. Okay, not the past. We honor the familiar. These are the things in our lives that carry over into every year no matter our age.

Whether your favorite recipe is from Mom or a family friend, home meals are always with you ("Family recipes"). And how about those road trips you take every summer with your friends ("Hitting the road")? Not to mention the UCLA traditions. From the North Campus vs. South Campus rivalry ("By the numbers") to the frequent concerts on campus ("Booking the band"), there are some things that stay the same year in and year out and we like them that way.

So enjoy your new year, whether the sun is out or the rain has returned. Either way, it's going to be a good quarter.

Read it, love it, live it,



Samantha Suchland



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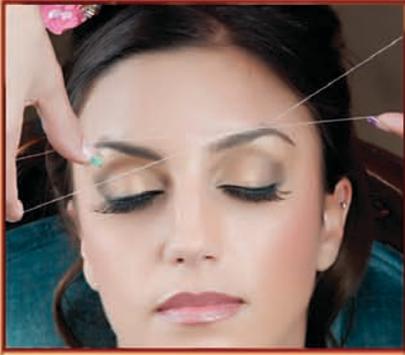
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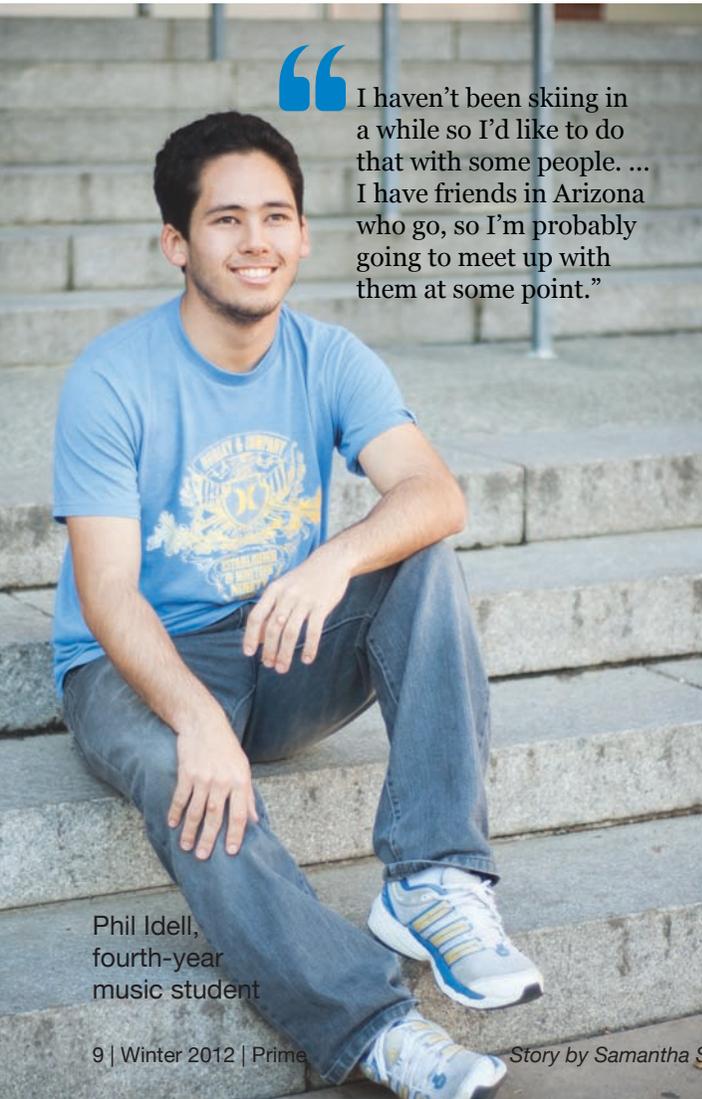
South Campus vs. North Campus

It's time to put aside the rivalry and take a quick glimpse at the real differences between North Campus and South Campus. From coffee shops to majors to Noble laureates, both sides have got something to brag about.



Hitting the road

If you could road-trip anywhere, where would you go?



I haven't been skiing in a while so I'd like to do that with some people. ... I have friends in Arizona who go, so I'm probably going to meet up with them at some point."

Phil Idell,
fourth-year
music student



"I think New York, because there are so many different places where you can stop. It would be a great adventure."

Annarose Mittelstaedt,
fourth-year philosophy
student



"I would go cross-country. There are different environments, different people, the way they're brought up. To sightsee and come across that, I think it would be interesting."

Basak Kanlilar, alumna

What was your most memorable road trip?



Luke Gane,
second-year
sociology
student



All of them start off the same. My dad puts on this really goofy CD, like road trip mixtape, that we really hate, but then by the end of the road trip, we absolutely love them. All of the songs, we're singing and belting them out."



"We did go up to Seattle one time and that was kind of cool. From California, we stayed in Oregon one night, and then we drove up the rest of the day. ... Driving up the coast was cool."

Scott Kelly,
first-year electrical engineering student



"I went to Santa Cruz to visit with my boyfriend. ... He has an old car so we had to make a few stops to make sure it didn't, like, fall apart or anything."

Giselle Hernandez,
third-year anthropology student

What's the best way to pass the time in the car?



"I get terrible motion sickness so usually we play trivia games. ... We played name the capital of the states and every one I got right, my mom would give me a quarter."

John Jarjoura,
first-year pre-business economics student



"Me and my brother play the ABC game, where you go through the whole alphabet with a category. That's fun for a short amount of time."

Navdeep Saini,
fourth-year physiological science student

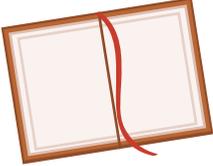


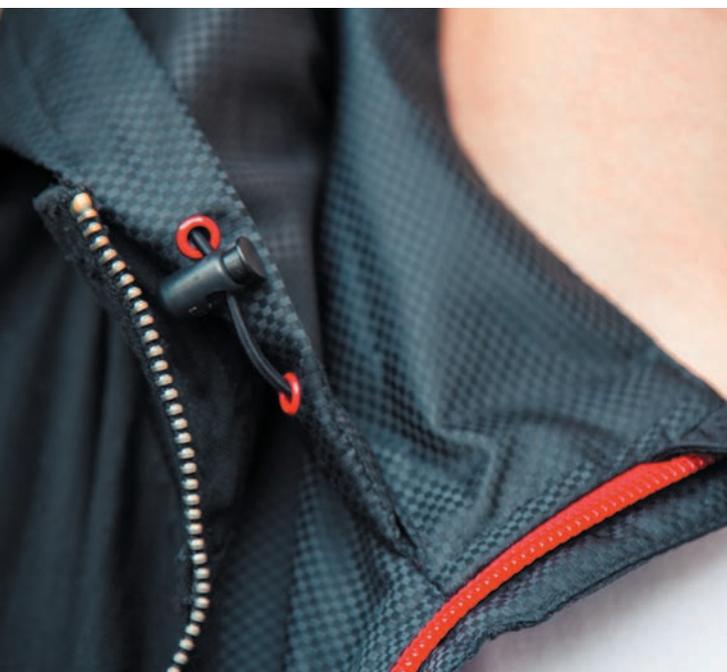
I think the most fun part about road trips is stopping in the middle of – not necessarily nowhere – but, like, in random little towns that you don't really know about."

Jamie Kuei,
third-year mathematics/economics student

Alternate study spots

Powell is packed, your dorm lounge is loud and you can't do anything at your desk without wasting time reorganizing your Post-Its. It's time to find a new study spot, and we're here to help. Check out these alternative study spots.

Location	Address	Pros	Cons	Internet Speed	Cost	Plugs	Distance
 Kerckhoff Coffee House	Kerckhoff Hall, second floor	Conveniently located on campus and built with students in mind. Kerckhoff has plenty of plugs and campus Wi-Fi.	You'll be hard pressed to find a spot during midterms, and UCLA coffee has a reputation for being more watered down than other places.		\$ \$1.90 (coffee)		 0 mi.
 Boba Loca	10946 Weyburn Ave.	Strong Internet speed and a pillar of plugs make it easy to move in for the day.	Cramped seating means you'll get to know your studying neighbors pretty well.		\$\$ \$2.95 (milk tea)		 0.5 mi/10 min.
 Westwood Library	1246 Glendon Ave.	A large room with plenty of seating and plugs at every table. Getting away from the students in Powell might be the change you need to get reading.	Relatively low Wi-Fi speed and more chatter than a UCLA library might be frustrating if you need quiet to concentrate.		 no food/drink allowed		 0.7 mi/14 min.
 Espresso Profeta	1129 Glendon Ave.	High quality coffee and latte art bring class to your studying. It's usually easy to find a seat year-round.	No plugs means that you need a long battery life, or ditch the laptop in favor of a textbook.		\$\$ \$2.75 (espresso)		 0.5 mi/10 min.
 Noah's Bagels	10910 Lindbrook Drive	Noah's Bagels doesn't seem like an obvious study spot, but it has bottomless coffee and Wi-Fi from the nearby Starbucks.	Closes at 4 p.m. every day so you will have to start studying early if you want to enjoy all it has to offer.		\$ \$1.75 (coffee w/ free refills)		 0.5 mi/10 min.
 Starbucks	10955 Weyburn Ave.	This Starbucks has been remodeled with students in mind with more plugs and longer tables for less awkward table sharing.	As the closest off-campus coffee shop, Starbucks fills up quickly. You're likely to be one of many UCLA students wandering for a table.		\$ \$1.95 (coffee)		 0.4 mi/8 min.



Winter Fashion

The Los Angeles winter is a questionable seasonal shift. However, the season's latest trends aren't lost under the sunny Southern California sky.

Every issue, we explore the campus trends of the quarter. We asked fellow Bruins to share their style inspirations and learned their opinions on exactly what to wear.



Diane Nguyen

fourth-year political science student

“Fifty percent **comfortable**,
40 percent **simple** and 10 per-
cent **trendy** – a blend of all three.”

Favorite store:
Zara

Favorite winter trend:
Dark and vibrant colors

Staple piece of clothing every college student needs:
A good blazer

Favorite item in closet:
Dress shirts

Fashion icon:
Audrey Hepburn

Dream clothing item:
A classic Chanel bag

Blazer:
Korean street market

Sweater:
Korean street market

Jeans:
Hollister Co.

Boots:
Spring

Earrings:
Forever 21





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Shannon Foley

third-year philosophy student

“My style is
school girl
with a punkish twist.”

Favorite store:

Forever 21

Favorite winter trend:

Sweaters over dresses

Staple piece of clothing every student needs:

A good jacket. This season, fur collars or bomber jackets

Closet favorite:

A camel brown leather jacket from Zara

Fashion icons:

Sienna Miller, Mary-Kate and Ashley Olsen, Kate Bosworth

Dream clothing item:

A vintage Chanel dress

Shirt:

H&M

Sweater:

Urban Outfitters

Shorts:

H&M

Bag:

Forever 21

Boots:

Cathy Jean





Philip Min

fourth-year philosophy student

“My style is
simple and sporty.”

Favorite store:

Nike

Favorite winter trend:

Layering

Staple piece of clothing every college student needs:

A versatile jacket

Favorite item in closet:

Windbreaker

Fashion icon:

Jay Park

Dream clothing item:

Armani suit

Jacket:

Forever 21 Men

Windbreaker:

Nike

Pants:

Solo

Shoes:

Nike Air Force

Sunglasses:

Cotton On





Nico Machida

graduate art history student

“I think it’s classic – neutral with a splash of color. I like navy and usually lots of solids.”

Favorite store:

Barney’s New York

Staple piece of clothing every college student needs:

Good black jeans

Closet favorite:

A hand-knitted sweater from my parents

Fashion icon:

My dad

Dream clothing item:

Armani suits

Jacket:

Zara

Shirt:

Club Monaco

Jeans:

Rag & Bone

Shoes:

Sperry Topsiders

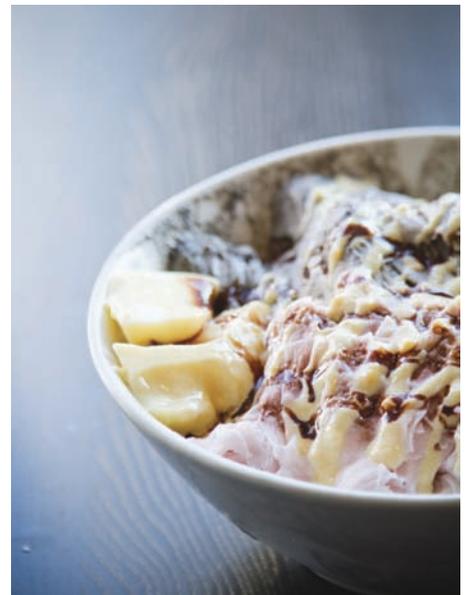
Glasses:

Oliver Peoples



sawtelle STROLL

You frequently find yourself eating out in Westwood, but maybe it would be nice to add a little variety to your routine. West L.A.'s Sawtelle Boulevard (unofficially Little Osaka) is the answer to your culinary appreciation dilemma. It's close enough to campus that the commute is nowhere near terrible – 10 minutes by car and 30 minutes by public transport – and the trendy neighborhood is home to palate-expanding and unconventionally delicious restaurants.



Sawtelle offers a fresh and exciting change for both students and West Los Angeles residents alike. **Left:** Coffee Tomo's green tea latte. **Middle:** Tsujita LA's pork rice bowl **Right:** Blockheads Shavery Co.'s strawberry and sesame shaved snow with egg pudding and mango, chocolate drizzle.



COFFEE TOMO

As hot water drips through freshly ground coffee beans into a glass beaker, the natural oils from the beans force the grounds to release a caramel-colored foam that piles up to the rim. This visually captivating process fills the small shop with the unmistakable sweet scent of coffee.

Owner Kibum Sung and his right-hand man Adam Yi Hong take turns brewing individual cups of coffee this way, a technique Sung learned in Japan. Sung's passion for coffee started years earlier.

"Eureka! So this is coffee," he said, describing this moment of inspiration.

They taste a spoonful from each cup, ensuring the flavors are just right. The coffee is complex, with a natural sweetness, a hint of bitterness and a slight cocoa undertone.

In addition to roasting their own coffee beans and hand dripping every cup, Sung and Hong also make pastries to order. The red bean cheese pretzel features mozzarella, a cheese traditionally reserved for savory dishes but working here perfectly in a salty-sweet harmony. Tomo is a great place to just relax, but Sung and Hong chose big tables perfectly suited for studying as well.



Top: Water is poured over coffee grounds in the specific Coffee Tomo style. **Middle:** The red bean cheese pretzel combines savory and sweet in one bite. **Bottom:** Latte art provides an aesthetic element to a cafe mocha.



Top: A boiled seasoned egg tops off the bowl of ramen. **Middle:** Customers are instructed to dip their ramen into a bowl of rich broth. **Bottom:** Lime juice squeezed over the noodles provides a refreshing compliment to the flavorful broth.

TSUJITA LA

The concept of ramen most often conjures up images of microwaveable Styrofoam cups, or for those slightly more knowledgeable about food, Japanese handmade wheat noodles in a savory meat broth.

But few think of tsukemen, Tsujita's specialty, a type of ramen where the noodles and the broth are served in separate bowls. The broth is much thicker, far more concentrated, and just a tad saltier than the average ramen soup. It's simmered for 60 hours, reduced to practically a sauce. The savory, porky flavor is almost too rich to handle, but in a good way. The ramen is served with a perfectly boiled egg whose velvety yolk melts away slowly on your tongue.

Tsujita has instruction cards that help customers get the most versatile eating experience possible. Consuming one-third of the noodles during each phase, the diner will first dip the plain noodles in the broth, sprinkle chili powder over the noodles, and then finally squeeze lime juice over the noodles. Each stage highlights a different facet of the complex broth's flavor.

You won't be able to look at your old ramen the same way.

BLOCKHEADS

It's one of the more unusual frozen desserts on the block: snow cream.

"It's really light, but it's not icy. It's really thin, ribbon-like layers, but melts in your mouth with a creamy taste," co-owner and co-founder Alex Yu said. Yu, who graduated from UCLA in 2001, started Blockheads Shavery Co. with two childhood friends in November 2011. They were originally inspired by a classic Taiwanese dessert that features shaved ice, but wanted to update and modernize it.

Instead of ice, Blockheads uses their signature dairy-based frozen blocks, off of which they shave almost impossibly thin slices for each order. Snow cream flavors include the milky original and the more unexpected, yet very popular, black sesame.

Toppings range from the traditional red bean to strawberries and mangos. The snow cream is all at once rich and refreshing; while the flavor harkens back to ice cream, the flakiness lends the texture a quick, melt-in-your-mouth airiness.

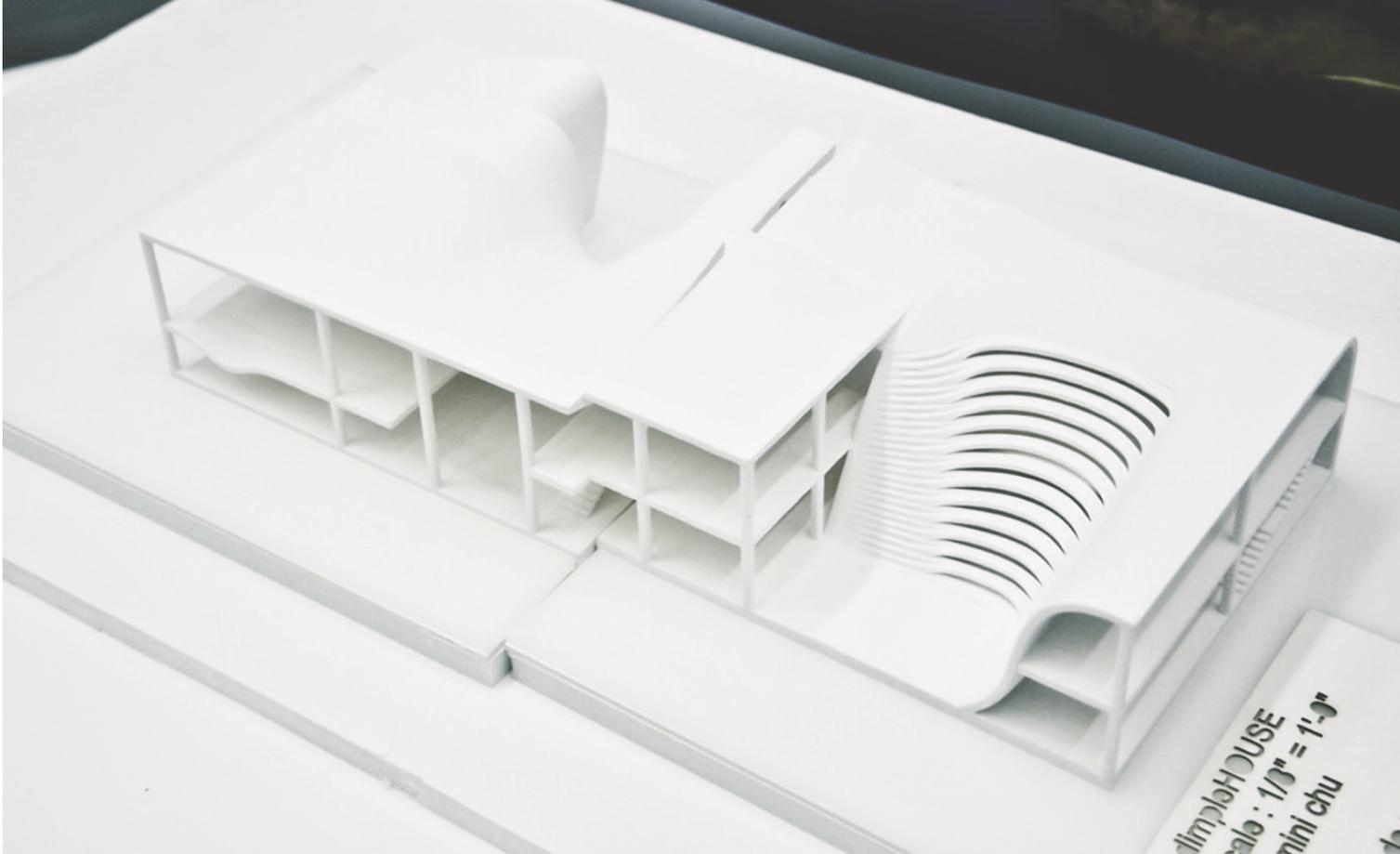


Top: To form shaved snow, a block of frozen cream is spun and shaved into thin ribbons. **Middle:** The shaving process produces a uniquely light and delicate dessert. **Bottom:** Different toppings and drizzles are available to customize each bowl of shaved snow.



Printing in a
NEW
DIMENSION

Story by Damien Sutevski



Top: Pictured is a UCLA Architecture & Urban Design project created by printing individual pieces in a 3-D printer. The project is by Mini Chu, a graduate student in the School of the Arts and Architecture.

Bottom: The Cube is a small 3-D printer that can be purchased for consumer use for about \$1,300.

Versatile uses of 3-D printing sparks its appeal

It's been slung at the advocates of online privacy for years. If you wouldn't download, or "steal," a car, why do you steal music, movies and games?

The question is whether someone would steal physical objects if they could simply download them.

And with 3-D printing, this analogy might not be so extreme anymore.

Normally, we imagine printing restricted to two dimensions, such as paper, but printing can be accomplished in three dimensions as well.

By consecutively printing thin layers of materials on top of each other, a complete 3-D object can be constructed.

Invisalign braces for teeth straightening are custom 3-D printed for each individual – so are many prosthetics and custom hearing aids.

Though 3-D printing is not a new technology, recent advancements have reduced the size and price of printers over the last decade.

About seven years ago, the UCLA Mechanical and Aerospace Engineering department acquired a 3-D printer for \$50,000. The printer is part of a lab for a

manufacturing processes class, said C.J. Kim, an engineering professor. He said its convenience was particularly important in rapid prototyping, which is a way to quickly construct a physical model for analysis instead of using traditional fabrication methods.

"I was really excited to hear about using a 3-D printer because I didn't know those existed until over the summer," said Janice Chen, a fourth-year civil engineering student who took the course fall quarter.

Chen and her team decided to build a mousetrap for the course. Because the mouse they wanted to build for it was curvy, it would be awkward to construct with traditional manufacturing processes. With the 3-D printer, the team simply had to design the mouse in a computer-aided design program, commonly known as CAD, and the mouse was automatically built. However, they couldn't design any part – the tail in this instance – thinner than 1/8 inches or else the part wouldn't hold together.

The departments of Design | Media Arts and Architecture and Urban Design also incorporate 3-D printing into their curriculum.

"Our computers can talk to machines, and those machines can produce arti-

facts that we can study,” said Heather Roberge, assistant professor in the UCLA Department of Architecture and Urban Design.

Students are designing buildings, pieces of architectures or multiple buildings to plan larger areas and using 3-D printing to prototype them in smaller scales.

The arts department currently out-sources for their 3-D printing needs, said Jonathan Cecil, the fabrication and electronics lab supervisor.

They use it mostly for prototyping small versions of sculptures or objects made in other processes. One graduate student is using the technology to build custom game controllers, said Chris Reilly, a Design | Media Arts graduate student.

Reilly is contributing to plans for 3-D printers you can build yourself out of off-the-shelf hardware, according to Peter Lunenfeld, a Design | Media Arts professor.

“What the computer did to the flat, two-dimensional fields of painting, photography and graphics is now happening in the three-dimensional realms of sculpture, industrial design and architecture, as artists, designers and architects develop forms on the computer and then fabricate them with three-dimensional printers,” Lunenfeld said in his most recent book, “The Secret War Between Downloading and Uploading.”

While students and the manufacturing industry have enjoyed the conveniences of 3-D printing, the prospect of at-home printing had remained a futuristic vision.

But now the Cube 3D Printer, a first-generation, consumer-level 3-D printer, has been unveiled at the Consumer Electronic Show in Las Vegas in January.

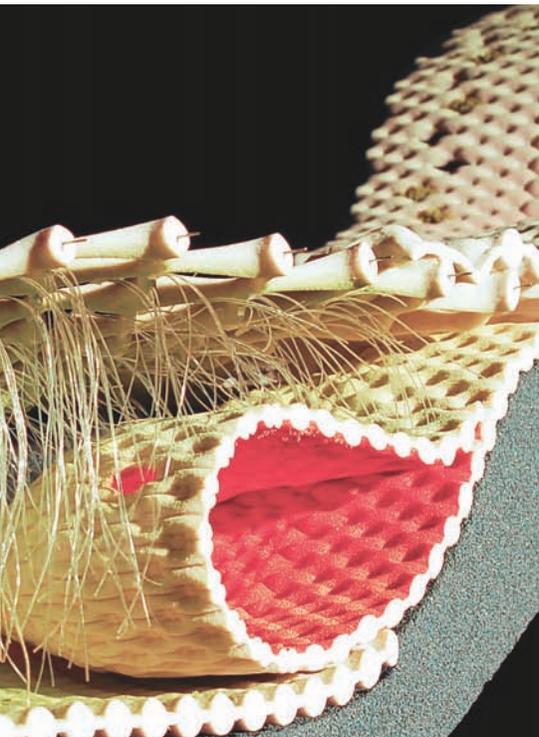
“We can now easily create and make products in the living room,” said Rajeev Kulkarni, the vice president and general manager of consumer business solutions at 3D Systems, the makers of Cube, which will be available in a few months.

A mom can print cookie cutters and a kid can make art projects while the dad builds components, said Kulkarni describing a product vision – a technological twist on a traditional family



Small plastic toys made with the Cube 3D Printer. Its online platform, Cubify, has object patterns online for purchase.





Top: This iPhone case was printed using a Cubify 3-D printer.

Bottom: This is one example of a UCLA Architecture & Urban Design project made with a 3-D printer. The project was designed by Adam Fure, Ellie Abrons and Daniel Norell for Advanced Topics Studio.

image.

The Cube will be available to consumers at about \$1,300. New “ink” cartridges, which print the same plastic you would find in Legos, are about \$50. Each cartridge might print 10 to 11 models on average, which are limited to 5.5 cubic inches of space, Kulkarni said.

You can print your own designs and share or download them online. There seems to be three approaches to online distribution. Cubify, the online platform for the Cube, encourages artists and developers, who keep 60 percent of profits of any sales, to submit models and apps to their online market, said Kulkarni.

Other websites, such as Thingiverse.com, are free and open source for everyone.

Its website states: “We’re hoping that together we can create a community of people who create and share designs freely, so that all can benefit from them.”

Some of its popular downloadable items include a castle play set, a whistle, a soap dispenser and even instructions to print another 3-D printer.

And there are already piracy websites positioning themselves for the distribution of physically printable objects, not excluding copyrighted or patented designs.

ThePirateBay.org, well-known for illegal media distribution, created a new category on its website called “Physibles.” The site christened it by providing a 3-D model of their own icon, a pirate ship.

“We believe that in the nearby future, you will print your spare parts for your vehicles. You will download your sneakers within 20 years,” said a representative in a January blog entry.

ThePirateBay.org sees huge benefits to society – less shipping of products around the world, being able to fix broken items as well as reducing child labor and even printing food, according to the blog entry.

“We believe that the next step in copying will be made from digital form into physical form. It will be physical objects.”

At the same time, how will the law change to enable these benefits while protecting content owners?

At a trade show recently, a full-size markup car where the body, dashboard and seats were all 3-D printed, was displayed, Kulkarni said. Their technology can be used to print engine blocks as well, he added.

3-D printers at factories can print all sorts of materials. Metal, ceramics and epoxies are just three of more than 100 materials available, Kulkarni said.

Even a chocolate printer has been developed.

However like seemingly any new technology, the benefits can come with a cost.

Aside from conventional online piracy concerns, this new technology also raises questions such as: Can weapons be printed now?

It will be hard to ignore the possibilities and changes that 3-D printing will bring in the near future.

S a bite into Science

by Sonali Kohli, Andra Lim and Ann Du

Photos by Blaine Ohigashi



Some of the changes to her mother's pie recipe are simple – use cake flour instead of bread flour, freeze butter balls before mixing them into the dough.

Others are more edgy – instead of water, Amy Rowat uses vodka.

Each of these steps will prevent too many protein networks from binding in the flour, and will result in a more tender, flaky pie crust.

Rowat has long been experimenting in the kitchen and in the laboratory, and eventually, she brought these interests into the classroom.

Rowat, who is an assistant professor in the UCLA Department of Integrative Biology and Physiology, has pioneered college courses that use cooking to explore fundamental scientific principles.

“It's fascinating that there's all this rich and interesting science in everyday foods that we eat,” Rowat said. “Using food as a topic to teach concepts ... is something students can relate really easily to.”

Before coming to UCLA a year ago, Rowat was a postdoctoral fellow at Harvard University, where she was central in developing a class called “From Haute Cuisine to Soft Matter Science.”

Lectures on chemistry and physics concepts were paired with classroom demonstrations and sessions where students brought culinary skills into the laboratory.

The White House Chocolate + Water Mousse

Ingredients

5 ounces quality dark chocolate (Valrhona, Cluizel, Scharffen Berger or Amedei are recommended)

7 ounces water

2 teaspoons powdered gelatin soaked in 1 tablespoon of water

1. Boil the water and pour it over the chocolate. In a separate bowl, soak the gelatin in 1 tablespoon of cold water.
2. Add the gelatin to the water/chocolate mixture and then use an immersion blender to mix everything together.
3. Place the bowl with the water/chocolate/gelatin mixture in a bowl of ice. Continue running the immersion blender. The mousse will become smooth and fluffy after three to five minutes.



Rowat adds a lecithin-like molecule to water to create a foam that is less likely to collapse from the reaction.

They prepared ceviche with lemon and lime juice to measure pH, baked molten chocolate cakes to illustrate the laws of heating and used a blood-clotting enzyme to transform shrimp puree into noodles.

This spring, Rowat will debut a general education course titled “Science and Food: Physical and Molecular Origins of What We Eat.”

In contrast to the Harvard class, the UCLA course will focus on studying physiological concepts such as the molecular makeup of plants and animals through food.

Students won’t be able to prepare dishes and eat them because there isn’t a food-safe lab at UCLA, Rowat said.

But students will still be able to play with food – in one lab, they will calculate the elasticity of Jell-O, Rowat said. By experimenting with gelatin, students can learn about what it derives from: collagen, which maintains the structure of body tissues.

Many of the experiments on the syllabi Rowat has devised come from hours of messing around in her own

kitchen.

She remembers spending hours trying to perfect a three-minute custard recipe for an experiment in the Harvard course.

Rowat has been a fixture in the kitchen since she was a toddler, helping her mother mix muffin batter from scratch, and scooping it into the baking pan when her mother’s back was turned.

By age 8, she was making her own tea biscuits, testing them on her parents and brother, said Nancy Rowat, Amy’s mother.

The experiments didn’t always work – sometimes the proportions were wrong, but she continued testing her kitchen skills.

“She created her own recipes ... and we dutifully sampled them,” Nancy Rowat said.

Now, when Amy Rowat visits her

parents, there is no need for apprehension in the kitchen. Her mother is glad to be the sous chef, watching as Amy makes family classics such as carrot pudding or surprises the family with dishes using kale she fries or roasts.

In the classroom, Rowat was fascinated by science and studied physics as an undergraduate, though she was sometimes irritated by the way problem sets were abstract or distant from real life.

Cooking Tip

Roast a pig shoulder slowly.

The more a muscle does work, the more of the protein collagen it has, which means it is more difficult to break down. For pork shoulder, for example, it is important to roast the meat slowly at a low temperature.

Rowat suggests roasting the pork shoulder overnight for eight to nine hours, and turning the meat before going to bed. This evenly distributes fatty juices throughout the meat and breaks the collagen into gelatin, making the meat more tender.



Rowat is starting a new general education class at UCLA this quarter called “Science and Food: Physical and Molecular Origins of What We Eat.”

Rowat demonstrates another step in the process of creating a foam that is less prone to collapse because of a lecithin-like molecule which likes to go between liquid and air.





Her interests started to merge when she was a graduate student at the University of Southern Denmark.

Her supervisor had authored books about the science of seaweed and sushi, and Rowat joined a club – the Gastrophysical Society – that would informally meet and talk about the intersection of science and cooking.

“I’ve since been told that’s a terrible name,” she said.

Now, these two passions have shaped her career as a teacher and a researcher.

White House pastry chef Bill Yosses, who will give a guest lecture in the UCLA course, counts himself as another of Rowat’s students.

He met Rowat when he participated in the Harvard class on science and cooking, and credits her with opening his eyes to the microscopic world.

She showed him pictures of protein networks, which appear in bread and strudel dough, then explained that these arrangements were smaller than a strand of hair, Yosses said.

Such knowledge helped Yosses with a recipe for chocolate mousse that he uses to fill cakes at the White House. Usually, eggs or cream bind the mousse together, but he replaces these ingredients with gelatin.

“You have this very unctuous, soft and pliable mousse with just the flavor of chocolate and water,” Yosses said.

Rowat continues to dissect food in her UCLA lab, and currently is studying how the molecules in bread are structured.

Crystal Valentine, a second-year physiological science student working with Rowat on the bread lab, was home in San Diego for part of the summer. So she read up on bread and the science behind it, then baked different breads and compared the protein content and chewiness of each one.

“Food is a really interesting topic ... and I’m also very interested in science,” Valentine said. “But I never got into the science behind cooking or baking.”

Just as Rowat examines the molecules of bread, she is also trying to understand molecules in cells. The scientific principles at the heart of the work Rowat does with food can lead to medical insights, she said.

In her lab, she “tortures” cells to determine whether they are squishy or stiff, which can provide information on how to target diseases. For example, cancer cells are softer than benign cells.

“The amazing thing about Amy is that she’s a great scientist, but she also knows a lot about the basics of cooking,” said Michael Brenner, a professor of applied mathematics who taught the Harvard course with Rowat. “She can put the two things together.”

Cooking Tip

Out of water? Try some vodka instead.

The way to achieve a flaky pie crust is to prevent protein networks from forming during the process of adding liquid to flour and kneading. Two things can help: fat and alcohol. Substituting vodka, gin or tequila for half the volume of liquid added to the pie dough adds moisture without contributing to gluten formation.

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booking the BAND

Located right down the hall from the Cultural Affairs Commission's office on the third floor of Kerckhoff Hall is the Campus Events Commission's sticker-riddled door. Inside, the walls are covered with more stickers, drawings, a rubber chicken and posters from all of the big-name events it has put on over the years.

CEC, along with CAC and the Student Committee for the Arts, is one of the many on-campus organizations that program concerts, as well as film screenings and talks, for the UCLA community. Within each group, the committees devoted to concerts work under their own specific framework.

Story by Arit John | Photos by Jean Bai, Charlie Chang, Joy Jacobson and Blaine Ohigashi



The Campus Events Commission's concerts staff at one of many planning meetings throughout the quarter in the CEC office located on the third floor of Kerckhoff Hall.



The whiteboard calendar in the CEC office used for planning concerts, speakers and film screenings.

CAC's weekly concert series, for example, focuses on student groups by booking acts within the student community. The concert series is one of several CAC committees, the largest of which are those devoted to February's Hip-Hop Appreciation Month and Memorial Day weekend's JazzReggae Festival.

"All these different departments encompass some sort of way to reach out to people on campus through an artistic or cultural way," said Lauren Gennaway, a third-year English and political science student and co-director of CAC's concert series. "The main goal of Cultural Affairs Commission is to both educate people and entertain people through events that raise political and social awareness about various issues."

According to Amanda Haas, a third-year international development studies student and Gennaway's co-director, CAC has an unofficial one-word motto, and it is "edutainment."

BOOKING THE BAND

For CEC's concert staff, booking bands involves knowing and balancing who is available and how much they are available for.

"Most of the bands for tours ... are booked three or four months in advance, at least," said Joseph Lorge, a fourth-year ethnomusicology student and this year's CEC concerts director. "(Booking agents) work as a middleman between the promoter and the band."

Unlike most student-programmed concerts, CAC's concert series focuses mainly on student talent, with the occasional exception of jazz groups made up of professors. Many of the regular performers are current students or even members of CAC's staff.

"The good thing about having our focus primarily on student groups is we don't have to spend a lot of money ... because a lot of times they're our friends and we know they're talented," Haas said.

For CEC's November 2010 show featuring Dominant Legs, Young the Giant and beachy pop-rock group Best Coast as the headliner, Vanessa Szeto, a fourth-year communication studies and Asian languages student and the 2009-2010 CEC concerts director said she and her staff chose bands they considered to be up-and-coming. The personal connection between one of her staffers and members of Young the Giant – they went to high school together – helped.

Young the Giant steadily gained popularity in the time following its 2010 performance in Kerckhoff Grand Salon. The band performed its single "My Body" at the 2011 MTV Video Music Awards and toured with Incubus.



The Starting Six was the first group to perform at Bruin Bash 2011

Several bands booked by CEC and CAC have gone on to greater success, including Far East Movement (before “Like a G6”) and Bruin Bash alumni such as the Cataracs (before “Dancing in the Dark”) and LMFAO (before “Party Rock Anthem”). The staff attributes this to luck and good research.

“I think it’s maybe just luck. We do try to exercise our judgment and see, just feel for who’s most up-and-coming. Far East Movement – we had no idea that they would blow up to be Top 40 Billboard artists,” Szeto said.

“We’re doing our research and go with our gut feeling with what bands sound good and could potentially bring in a lot of people.”

Since this school year’s Bruin Bash, two of the acts have achieved increased popularity. Kendrick Lamar will be performing at this year’s Coachella, and Childish Gambino released his album “Camp” in November. He will tour through the United States and Canada starting March 16.

THE BUDGET

The majority of the budget goes toward artist payment. According to Szeto, artists’ prices can range from \$1,000 to upwards of \$9,000 (with the occasional unpaid volunteer) depending on the artist’s caliber and asking price.

“Each concert that we put on – we don’t set out a budget first and then work from there to see what artists we can work

with for within that small portion of the budget,” Szeto said. “It really varies – obviously (for) our (larger) May shows, the budget is drastically different from the smaller shows.”

Second to the artist’s fee, the cost of renting a venue eats up the largest part of the budget. For the Student Committee for the Arts, which often works in conjunction with UCLA Live, the venue price tag is in the thousands.

SCA can only afford to rent out Royce Hall once or twice a year, since the cost of renting it for the night costs about \$12,000. Even if the event is being hosted by a student group, it’s \$12,000. Even if the adviser of the student group works for UCLA Live, the professional organization that programs Royce Hall events, it’s \$12,000. And even if the student group hosting the event has an office in Royce Hall, it’s \$12,000.

So when SCA hosts its big Royce Hall concert on May 16 in honor of its 50th anniversary, it will cost them about \$12,000.

Ackerman Grand Ballroom, in comparison, goes for approximately \$600 and also qualifies for UCLA Waiver Pool funds.

“It’s a huge deal for us. We were started 50 years ago by a chancellor who wanted to make sure there was more funding involved for student engagement in all sorts of arts opportunities,” said Elizabeth Pickrel, a third-year communication studies student and SCA’s programming co-director.

DAY OF CONCERT DUTIES

When Pickrel was a second-year student and SCA's general member, she chaired the Dawes, Thao with the Get Down Stay Down and Crystal Antlers shows. Beyond their various directors (marketing, green, educational and programming directors) and their duties, nothing is off-limits to another member, Pickrel said.

According to Pickrel, everyone helps out, especially when it's a Royce Hall concert. Planning takes months, but that does not prevent any of the last-minute hiccups.

"I think the biggest one is bands and their communication issues with their managers that sometimes get pushed off on us," Pickrel said. According to Pickrel, artists will often underestimate the number of backstage tickets they need and wait until the last minute to request them.

Preparations for a 7 p.m. show start at 10 a.m. with checking out the venue and the equipment and ensuring nothing has been lost in translation. As the day goes on, the main concern becomes the happiness of the band members – is their green room OK? Do they have all the equipment they need? Is everything they asked for on their rider accounted for?

A note on rider requests: They can be extremely ridiculous. Between CEC and CAC, the oddest requests have been 20 pairs of rainbow tie-dye socks, a Malawian orphan, a framed portrait of Diplo for Diplo himself, a gorilla suit and a pinata for Dillon Francis.

It's not required, but an ability to roll with the punches takes people a long way in the planning circuit.

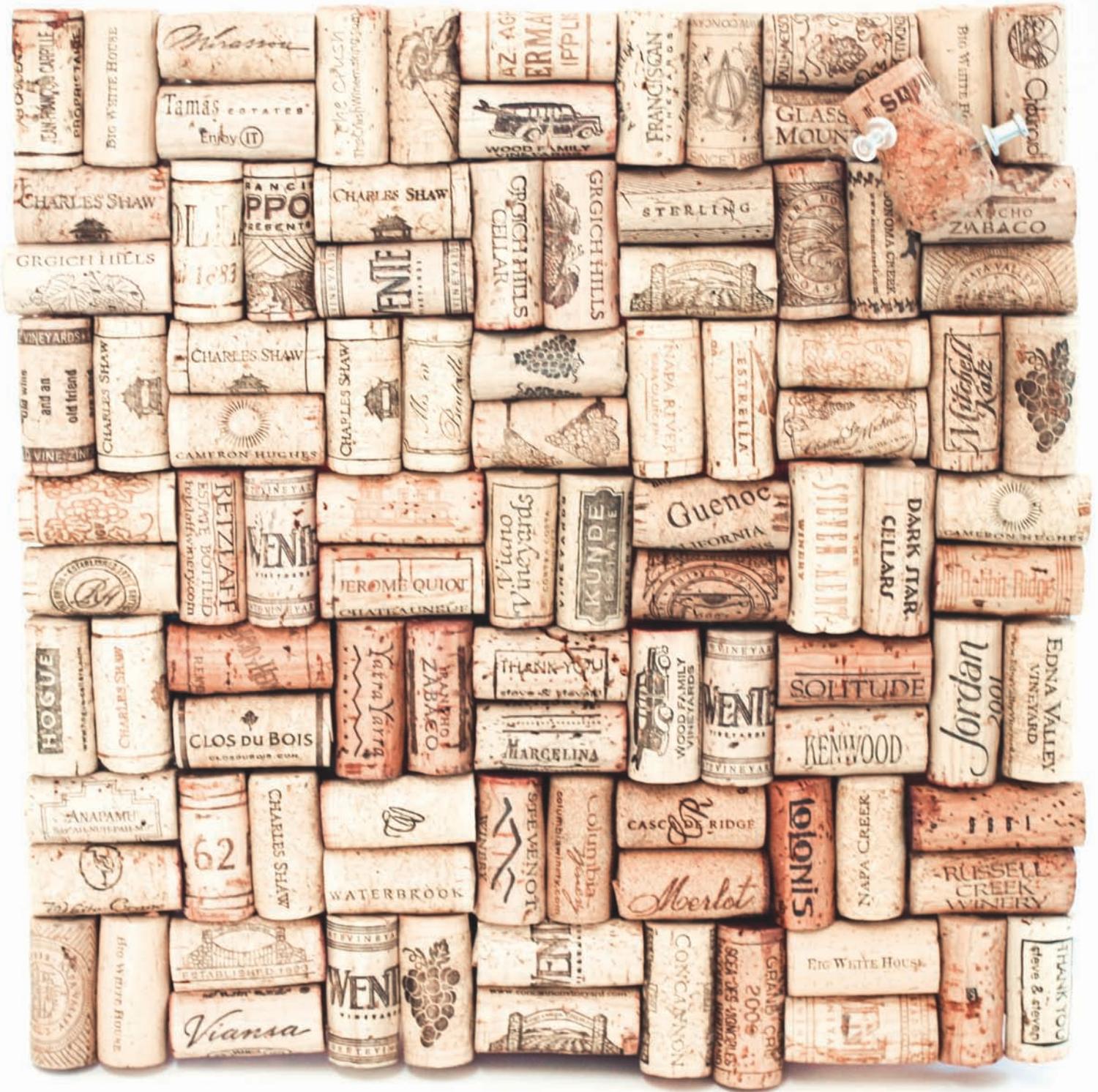
"You won't be able to control everything that happens," Pickrel said. "I'm a total neurotic control freak, and that's why I'm good at this on some levels because I can think ahead ... but it's music. It's artists. There's always going to be something that was just out of nowhere."



Right: Donald Glover's alter ego, rapper Childish Gambino, performs on the Bruin Bash stage.

Below: Drake Stadium is packed with UCLA students getting ready to watch Major Lazer, Childish Gambino, Kendrick Lamar and Starting Six perform.





Alcoholic Crafts



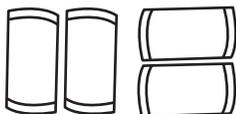
Corkboard

Materials:

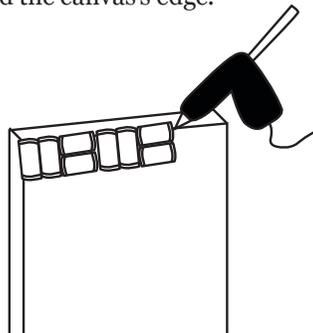
- Canvas
- Wine corks (enough to cover canvas)
- Hot glue
- Champagne cork (optional)

Instructions:

1 Divide your corks into pairs and measure your canvas size. Figure out how many corks you will need to fit across the canvas.



2 Apply hot glue to canvas, but only to the area you are immediately placing a cork. The corks should extend slightly beyond the canvas's edge.



3 You can hot glue a champagne cork in the corner to stick extra push pins in.



Top: A variety of corks gives your corkboard character. Try asking friends for extras.
 Bottom: Use your corkboard to display UCLA memories and important reminders.
 Opposite page: A wine bottle lamp is a simple way to give your space some light and color.





Bottlelamp

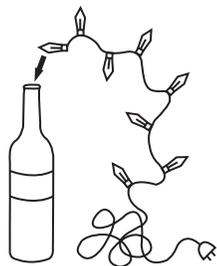
Materials:

Empty wine bottle (with or without label)
Christmas lights
Duct tape or packing tape

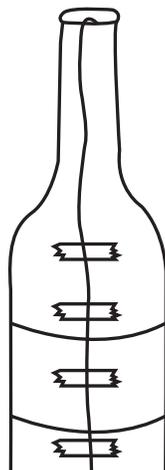
Instructions:

1 Rinse and thoroughly dry the inside of your bottle.

2 Insert the Christmas lights into the top of the wine bottle until you have all of the lights inside the bottle. You should have about a foot of cord left over.



3 Tape the excess cord flush to the back of the wine bottle so that the cord doesn't show when it is plugged in.



Top: Tape the excess cord to the back of the bottle to give the lamp a more finished look.

Bottom: Choose your lights based on the colors and ambiance that you desire.



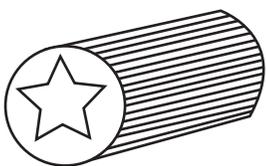
Corkstamps

Materials:

Wine cork (cork, not plastic)
Felt-tip pen
X-Acto knife
Ink pad or paint

Instructions:

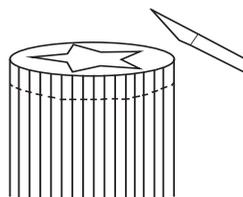
1 Pick a simple shape that you want to make into a stamp. Using your felt-tip pen, draw the shape in the center of the cork.



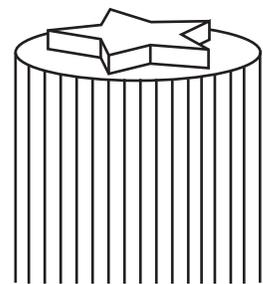
2 Using your X-Acto knife, slice along the lines on the top of the cork, carving about 1/8 inch into the cork.



3 Once you have traced the drawn lines, use your X-Acto knife to cut into the side of the cork until the areas surrounding your shape can be removed.



4 Coat your stamp in either ink or paint and stamp away.



Top: You can use paint or ink to stamp.
Bottom: Reverse any words you want to stamp or else they will stamp in reverse

Student Profiles:

Recipes from Home

Story by Noor Eid

Photos by JOY JACOBSON

Life after the dining halls means finding a slew of recipes to cook up, and where better to pull from than family recipes? We asked students to open up their fridges and prepare their kitchens to share meals from home. Along with showing off some culinary skills, these two UCLA students also share family recipes that keep them connected to home.





Tijuana Torta (serves four)

Ricky Loa, third-year English student

“Tortas have always been one of my favorite foods. ... I don’t eat them often but I enjoy it when I do.” - Ricky Loa, third-year English student

According to Loa, the torta is not as common as other Mexican cuisines. Yet Loa said he believes it is one of the best tasting dishes of his culture. Loa’s mom taught him how to make them and he used to make tortas with the whole family. Now that he has his own apartment, he looks forward to preparing tortas whenever he can. Loa said it’s a fun and easy meal to make with a group of people, giving each person a task and coming together. Loa said he adds his own twist to the traditional food, including pairing the warm sandwich with a nice cold beer.



Ingredients:

1 15 oz. can black beans, or pinto beans, rinsed
3 tbsp. salsa
1 tbsp. chopped pickled jalapeño
1/2 tsp. ground cumin

1 ripe avocado, pitted
2 tbsp. minced onion
1 tbsp. lime juice
1 baguette, preferably whole-grain
1 1/3 c. shredded green cabbage

Preparation:

1. Heat beans in a pot over stove on medium heat. (Loa adds more flavor to the beans by combining enchilada sauce, Tapatío and Frank’s RedHot Original Sauce.)
2. Mash heated beans, salsa, jalapeño and cumin in a small bowl.
3. Mash avocado, onion and lime juice in another small bowl.

4. Cut baguette into four equal lengths. Split each piece in half horizontally. Pull out most of the soft bread from the center so you’re left with mostly crust. Toast bread to make it warm and crunchy.
5. Divide the bean paste, avocado mixture and cabbage evenly among the sandwiches. Cut each in half and serve.

Blue Corn Pancakes (serves four)

Molly Johnson, fourth-year American literature student

“My dad would make it on the weekends for breakfast.” - Molly Johnson, fourth-year American literature student

This recipe reminds Molly Johnson of her childhood.

Growing up, these were her favorite pancakes, and she has taken her dad’s simple breakfast recipe to school. Johnson said even on her busy mornings before class, she can still manage to eat a hearty meal, since she said you can make the batter the night before and store it in the fridge. On the weekend, when Johnson has more time, she makes these pancakes for her roommates just as her dad did for her, filling their cozy apartment with the sweet aroma. After eagerly waiting to try her dad’s recipe that she made on a rainy Saturday morning, the warm pancakes with oozing blueberries instantly felt comforting. Not only is it delicious, but this meal is great for college students on the go or trying to make a homey meal on a budget.

Ingredients:

3/4 c. flour	1 tsp. salt
3/4 c. blue corn meal (available at Whole Foods)	1 tbsp. molasses
1/3 c. oatmeal	2 eggs
1 1/2 tsp. baking soda	1 c. milk
	1 c. blueberries (or any fruit of choice)

Preparation:

1. Mix all dry ingredients in a bowl.
2. Mix eggs and milk in separate bowl and then add to dry ingredients.
3. Add molasses to batter and stir all contents well. Then stir in fruit of choice.
4. Over medium heat, melt butter in a pan on the stove.
5. Pour 1/4 cup batter into pan to make one pancake. Do as many as can fit in the pan without having them touch. *Left-
6. Flip each pancake with spatula after a few minutes or once batter begins to bubble on the surface. Wait a few minutes for other side to cook, then remove from pan.
7. Drizzle syrup or honey as desired.



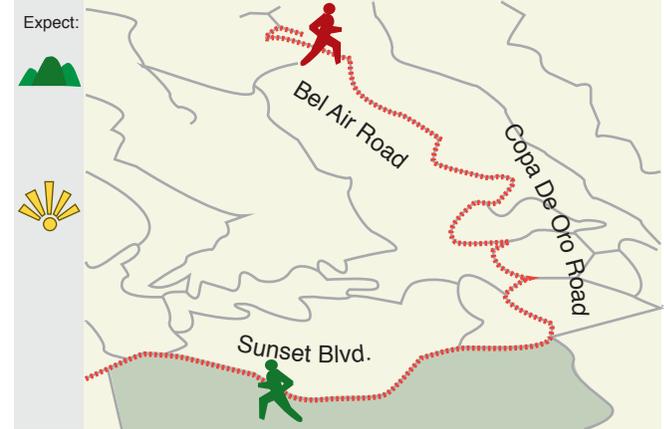
Off the beaten track

You can only run on the track or follow UCLA's perimeter so many times. Here are some other routes around UCLA, some easy, some hard, that will let you explore the area and challenge yourself.

Bellagio Loop — 3.03 miles



Copa De Oro — 6.57 miles round trip



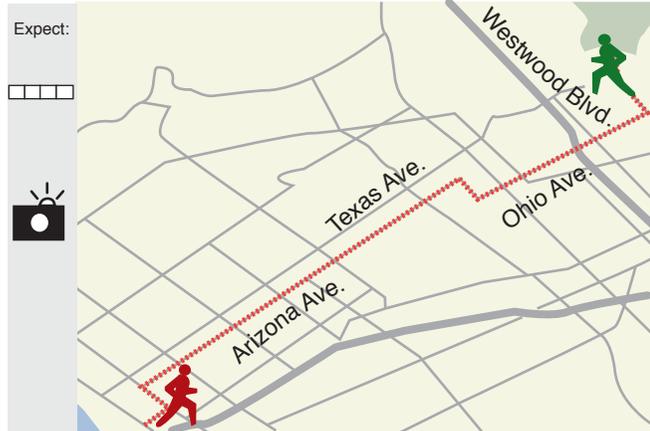
Fresh Prince of Bel Air — 6.79 miles round trip



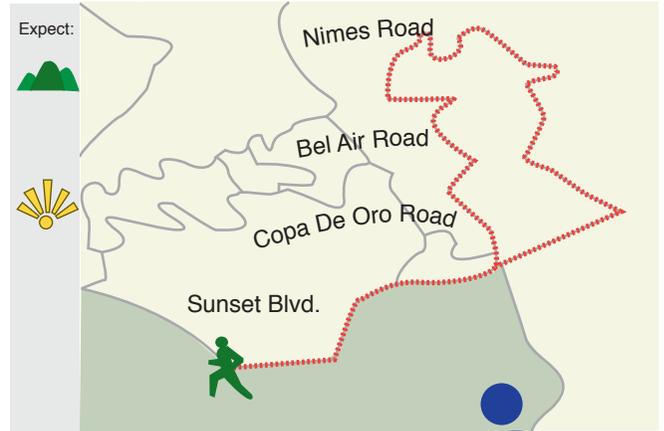
Playboy Mansion — 3.6 miles round trip



Santa Monica Pier — 6.39 miles



Nimes — 4.17 miles



UCLA	Hills	Sidewalks	Scenic	Landmark	Start	End





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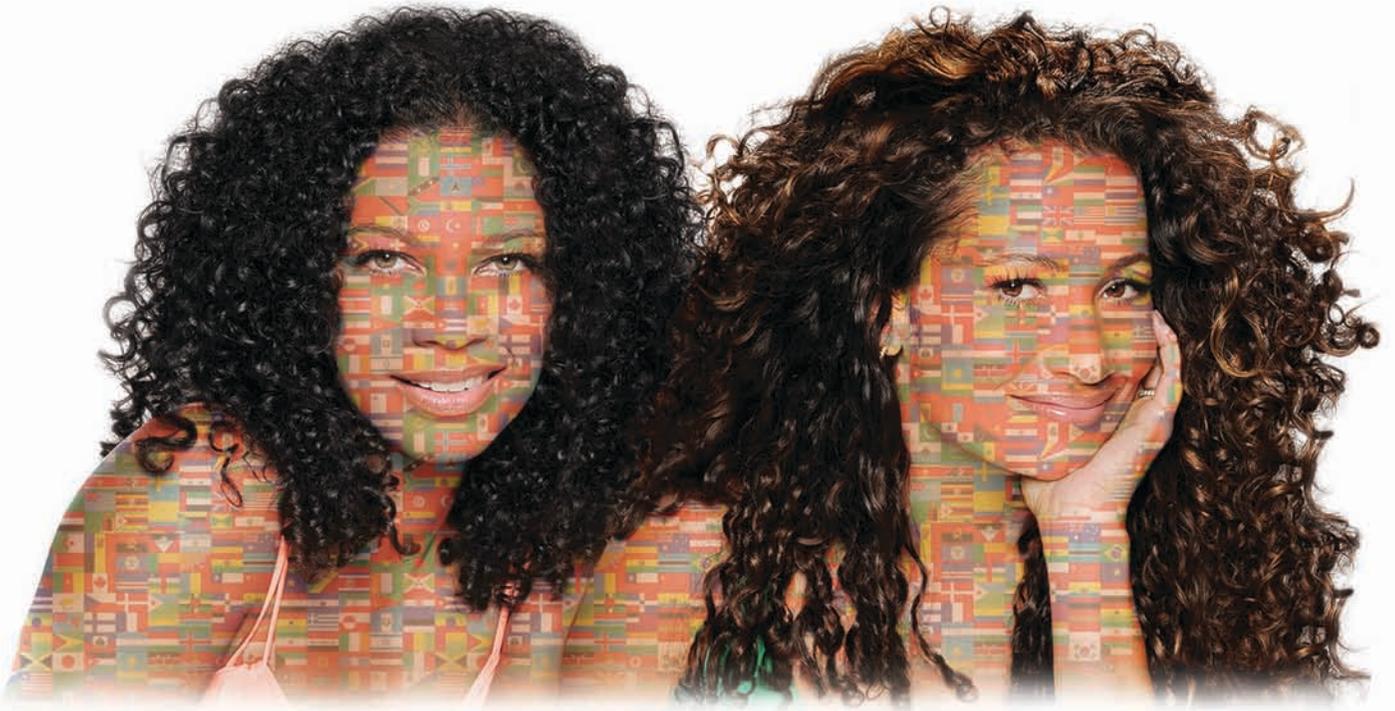
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