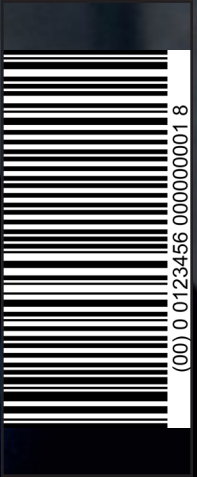
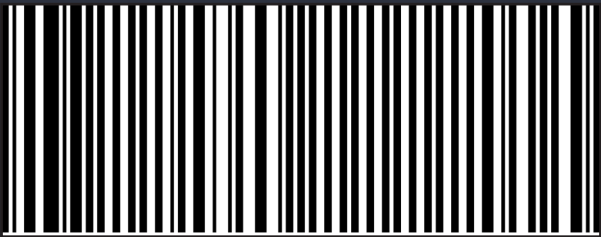


RESONANCE

SAN MARCOS

MAY 2017



CONTENTS

MUSIC INTERN **3**
+CHANCE THE RAPPER

UPCOMING DATES **4**
+TOURS AND CONCERTS

RESONANCE **6**
ABOUT THE MAGAZINE

NEW ARTIST **8**
+SAMPHA

SUPERFLY **10**
LOCAL RECORD STORE

NEW ALBUM **14**
+KENDRICK LAMAR

16 **MAKIN' HITS**
MUSIC PRODUCERS

17 **MUSIC LEGENDS**
HONORING PAST ARTISTS

18 **GIRL FROM VIDEO**
+FKA TWIGS

20 **FLOAT FEST**
+LOCAL MUSIC FESTIVAL

21 **SXSW**
+MUSIC

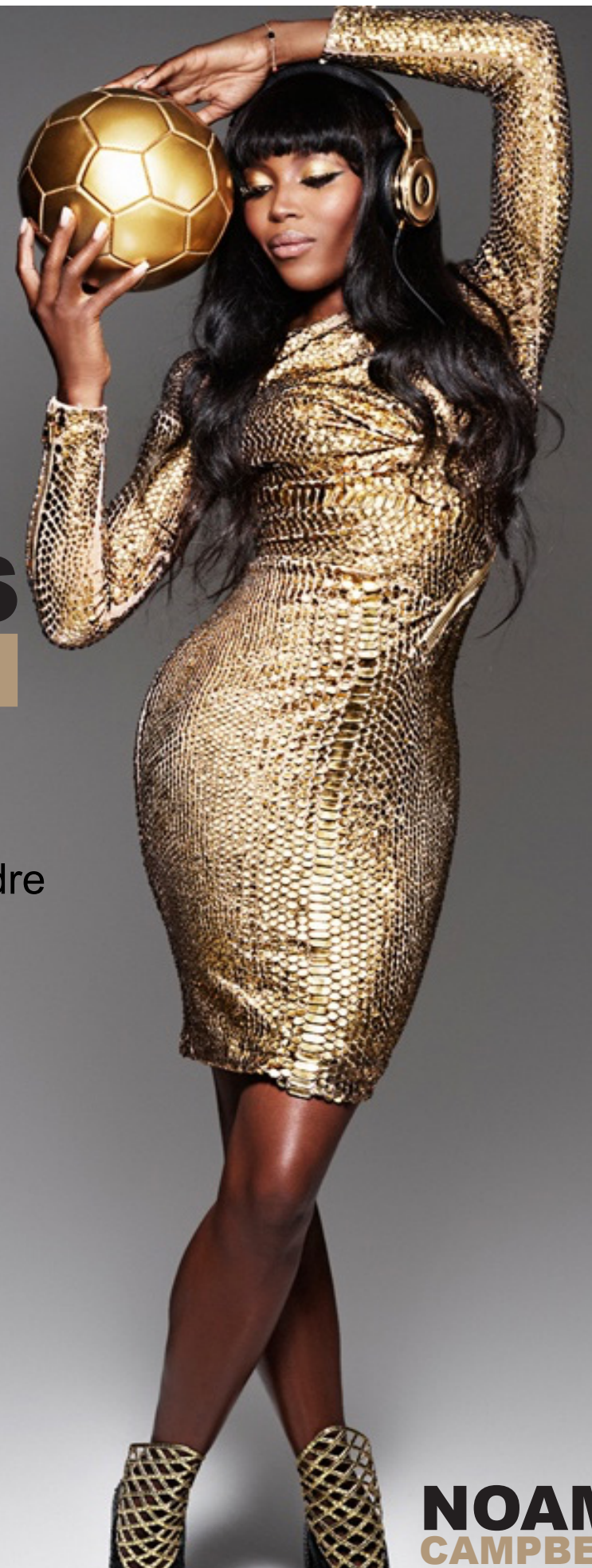
22 **LEMONADE**
MAKING OF AN ALBUM



MUSIC IS
GOLDEN



beats by dre



NOAMI
CAMPBELL

LEMONADE

THE START OF AN ALBUM



Lemonade is the sixth studio album by American singer Beyoncé. It was released on April 23, 2016, by Parkwood Entertainment and distributed through Columbia Records. The record is Beyoncé's second "visual album", following her eponymous 2013 record, and a concept album.

While its predecessor featured individual music videos for each track, *Lemonade* was accompanied upon its release by a one-hour film aired on HBO. Primarily an R&B album,

Lemonade encompasses a variety of genres, including pop, reggae, blues, rock, hip hop, soul, funk, Americana, country, gospel, electronic, and

trap. The album features guest vocals from James Blake, Kendrick Lamar, The Weeknd, and Jack White. The album contains samples and interpolations of a number of hip-hop and rock songs.

The record was made available for online streaming on April 23, through her co-owned streaming service Tidal. It was released for paid purchase the following day, and later launched for purchase by track or album to Amazon Music and the iTunes Store on April 25, and at physical retailers on May 6.

The record was widely acclaimed by critics, who praised it as Beyoncé's boldest

work to date. *Lemonade* debuted at number one on the US Billboard 200, selling 485,000 copies in its first week (653,000 with additional album-equivalent units), and earning Beyoncé her sixth consecutive number-one album in the country.

The album was supported by five singles: "Formation", "Sorry", "Hold Up", "Freedom" featuring Kendrick Lamar, and "All Night"; alongside a promotional single, "Daddy Lessons" featuring Dixie Chicks. In April 2016, Beyoncé embarked on the Formation World Tour, to promote the album.



MUSIC INTERN

+CHANCE THE RAPPER

Taking his now hiring announcement to Twitter, Chance specified requirements in his search of an intern capable of writing proposals and decks.

"I'm looking for an intern, someone with experience in putting together decks and writing proposals,"

he tweeted. "I want intern resumes formatted as creative decks, pitches or proposals.

Reminding interested

candidates to take their time,

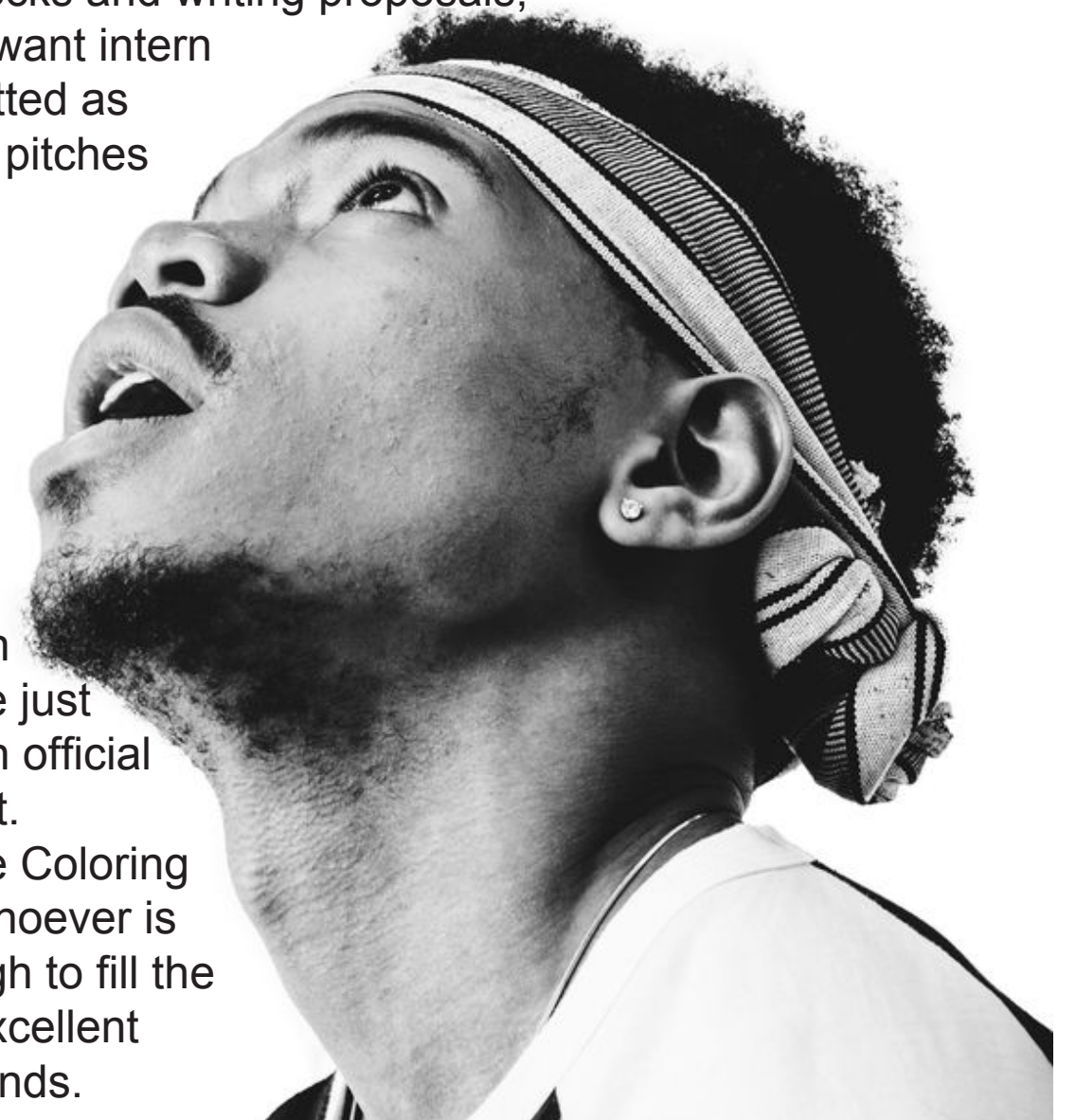
he also said

that it's actually more of a

position than an internship — he just

doesn't have an official job title for it yet.

Considering the Coloring Book rapper, whoever is fortunate enough to fill the slot will be in excellent professional hands.



UPCOMING DATES +TOURS AND CONCERTS

STARBOY TOUR
+THE WEEKND **MAY 06**

COLORING BOOK
+CHANCE THE RAPPER **MAY 07**

BIRDS EYE VIEW
+TRAVIS SCOTT **MAY 11**

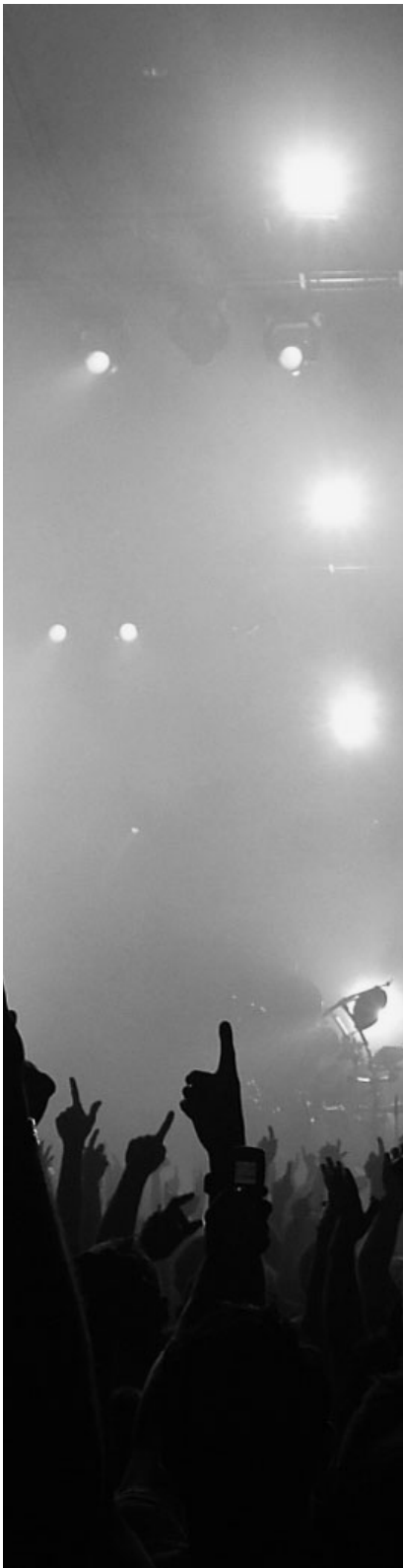
FPSP
+MUSIC FESTIVAL **JUN. 04**

NOBODY SAFE TOUR
+FUTURE **JUN. 22**

4 YOUR EYEZ ONLY
+J.COLE **AUG. 18**

ONE MORE LIGHT
+LINKIN PARK **AUG. 23**

HONDA CIVIC TOUR
+FITZ & THE TATRUMS **SEP. 12**



The SXSW Music Festival is one of the largest and most influential global music industry events of the year, taking place every March in Austin, Texas – the Live Music Capital of the World.

Each year the SXSW Music Festival hosts a comprehensive mix of brand new, up-and-coming, international, and legendary artists performing in bars, clubs, parks, churches, hotels, and just about everywhere else you can imagine around Austin, Texas.

Not limited in genre or region, audiences can enjoy a vast variety of musical styles at SXSW. Record labels, booking agencies,

management and PR firms, export offices, publishers, media outlets, lifestyle brands, festivals, and more curate showcases with brand new, developing and established talent looking to enhance their careers, gain unparalleled promotional exposure, and reach new audiences.

SXSW Music registrants enjoy primary access to official showcases, Conference programming, and more, encouraging the networking, discovery, and exposure of these amazing musicians to industry attendees.



FLOAT FEST

TUBING • MUSIC • FUN



FLOAT FEST COMBINES TWO OF TEXAS' FAVORITE ACTIVITIES, TUBING AND LIVE MUSIC TO CREATE A ONE-OF-A-KIND FESTIVAL EXPERIENCE.

Festival goers can also enjoy camping on site under the stars. July in Texas is hot during the day, perfect for a dip in the river, and just right in the evening at a comfortable 75 degrees. FF 2017 will take place, July 22nd and 23rd 2017, offering 2 days of live music and tubing on the beautiful San Marcos River. FF 2017 will take place once again at Cool River Ranch about 5 miles east of San Marcos, TX. CRR is a 225 acre riverfront property that is home to Float Fest.

Float Fest 2017 will be the fourth annual festival.

Float Fest has hosted many national and regional acts including Grouplove, Rick Ross, Santigold, Chromeo, Metric, Bleachers, Kongos, Portugal The Man, Phantogram, Ghostland Observatory, Local Natives, Dr Dog, Bun B, Devin the Dude, Wild Cub, MuteMath, Robert Delong, and more.

Don't like to tube? No problem, come join us for the music! Float Fest offers delicious food, art, activities, a carnival!, camping, bars, and more. Tubing is open from 10am-5pm each day and the concert gates open at 2pm.



FLOAT FEST

SAN MARCOS, TX

AUGUST
28
29
30
2015

- GHOSTLAND OBSERVATORY
- PHANTOGRAM
- LOCAL NATIVES
- YOUNGBLOOD HAWKE
- BRIGHT LIGHT SOCIAL HOUR
- MUTEMATH
- ROBERT DELONG
- BUN B
- DR. DOG
- WILD CUB
- PAUL WALL
- MAX FROST
- ROBERT ELLIS
- DEVIN THE DUDE
- QUIET COMPANY
- SARAH JAFFE
- WRESTLERS
- THE EASTERN SEA
- A.D.d+
- WALKER LUKENS
- THE DIGITAL WILD
- SON OF STAN
- HYDRA MELODY
- SAM LAO
- OTIS THE DESTROYER
- THE ROCKETBOYS
- PURPLE
- MOBLEY
- LEV
- O CONQUEROR
- SIP SIP

RESONANCE

+ABOUT

RESONANCE is a monthly American magazine, published in print and online editions, that focuses on music, trends, and technology. Owned by Dionna Womack, it is headquartered in San Marcos, Texas, and has been in publication since its first issue in March/April 2017. Several spin-offs have been launched including: RESONANCE UK, RESONANCE Italia, RESONANCE Japan and RESONANCE Germany.

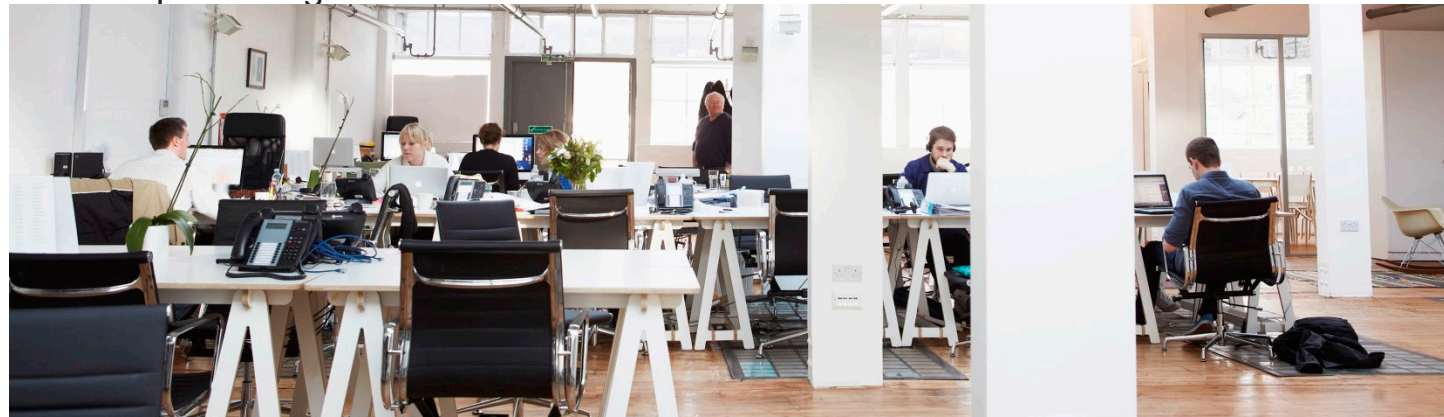
In its earliest colophons, RESONANCE credited Paper magazine creator Marshall McLuhan for its “design aesthetic” From its beginning, the strongest influence on the magazine's editorial outlook came from techno-utopian co-founder Stewart Brand and his associate Kevin Kelly.

From its early beginning in 2017, RESONANCE magazine and RESONANCE News (which publishes at RESONANCE.com) had separate owners. However, RESONANCE News remained responsible for republishing RESONANCE

magazine's content online due to an agreement when Womack purchased the magazine. In 2017, Dionna Womack bought

RESONANCE News for \$25 million, reuniting the magazine with its website.

RESONANCE is known for coining the terms "the Long Tail" and "crowdsourcing", as well as its annual tradition of handing out Vaporware Awards which recognize "products, videogames and other nerdy tidbits pitched, promised and hyped, but never delivered".



THE GIRL FROM THE VIDEO

+FKA Twigs





FKA TWIGS

The Girl from the Video

LP1 received rave reviews from music critics. At Metacritic, which assigns a weighted mean rating out of 100 to reviews from mainstream critics, the album received an average score of 86, based on 38 reviews, which indicates "universal acclaim".

Miles Raymer of Entertainment Weekly stated, "A singular kind of diva who asserts herself subtly, twigs sings in a near whisper that often threatens to blend in with the instruments behind it. But she exerts enough of a magnetic pull to lure listeners into some challenging territory".

Christopher Hooton of The Independent wrote that "while sultry, drug-addled R&B is an increasingly crowded genre, Twigs takes a hammer to the kind that The Weeknd made famous and plays in the rubble." Hooton continued, "FKA Twigs emerges the high priestess of R&B's latest corruption, and the world will kneel at the altar."

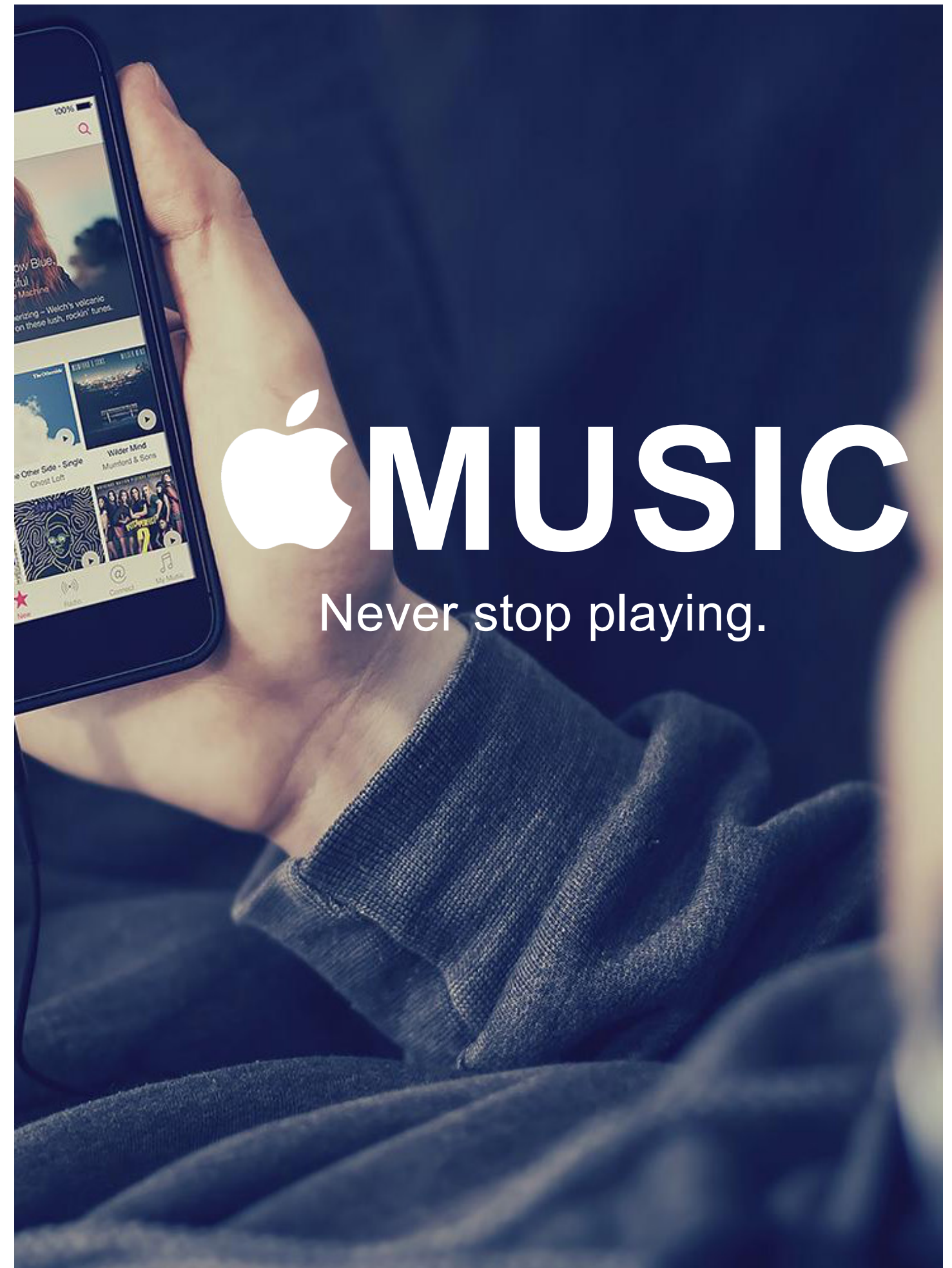
Kyle Fowle of The A.V. Club commended FKA Twigs for "manag[ing] to craft a cohesive aesthetic that draws on modern R&B and electronic while also remaining inventive", concluding, "Few debuts possess such control and

ambition all in one; LP1 is the rare album that manages to sound both lived in and completely futuristic."

AllMusic's Heather Phares noted the album contains "a lush sound that's more accessible, and more overtly R&B, than FKA Twigs' earlier work but maintains its ethereal sensuality", adding that "FKA Twigs' music was already so fully realized that LP 1 can't really be called Barnett coming into her own; rather, her music has been tended to since the 'Water Me' days, and now it's flourishing."

Jonathan Zwicker of Spin described the album as "unconventional stuff, drug-like, elemental and extraterrestrial" and opined, "In its menacing incandescence, LP1 sounds like nothing else in the world right now."

Pitchfork Media's Philip Sherburne praised LP1 as a "huge album" and a "monumental debut", while writing that "FKA twigs is not a masterful lyricist, at least not yet; some of her couplets feel clunky, like she's grasping in the dark for rhymes and coming up with the objects closest to hand [...] But when she zeroes in on the essence of a thing, she hits hard."

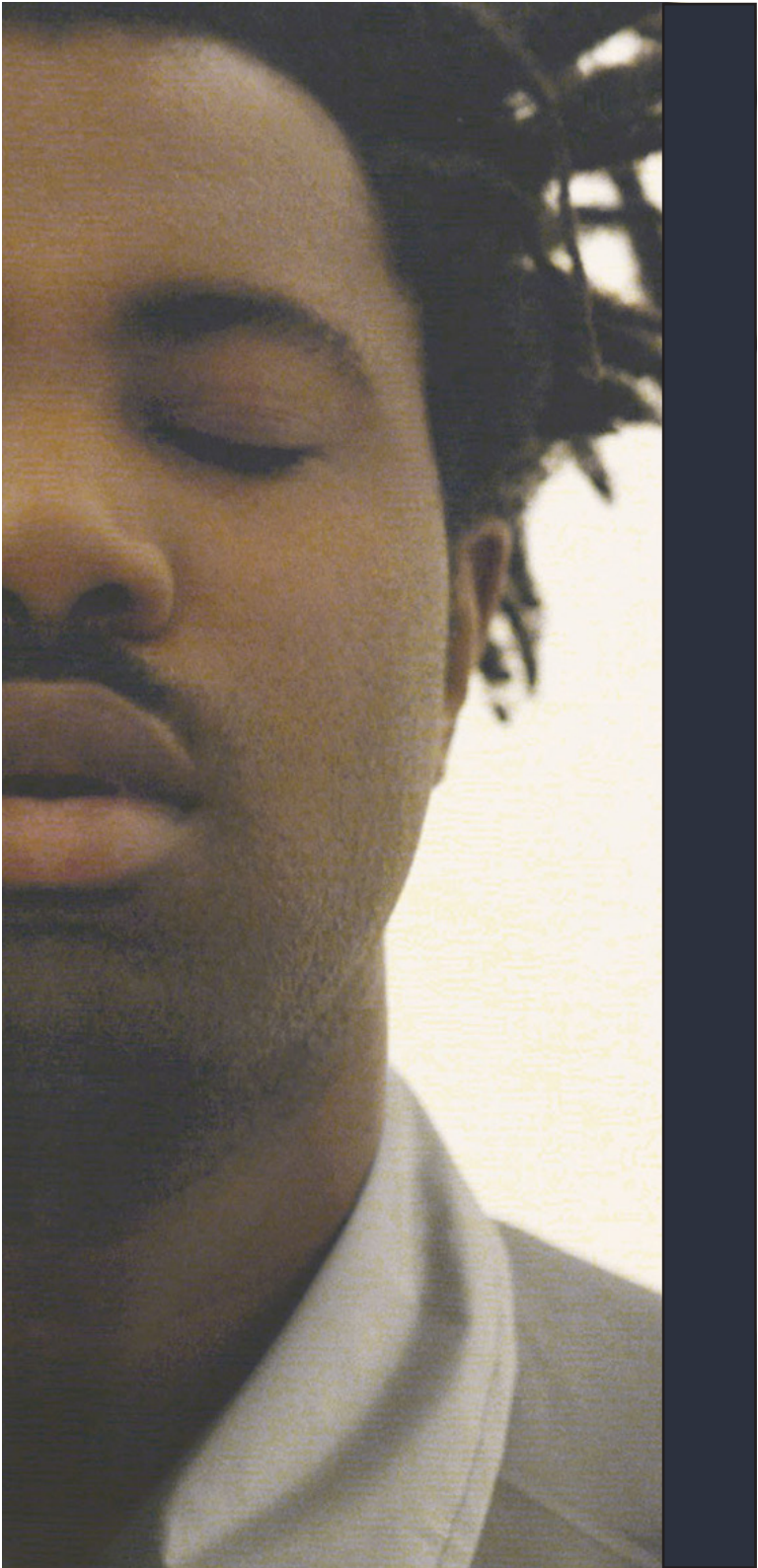


Apple MUSIC

Never stop playing.

NEW ARTIST

+SAMPHA



Sampha Sisay (born 16 November 1988), who uses the stage name Sampha, is a British singer, songwriter and record producer from Morden, South London, United Kingdom.

Sampha is known widely for his collaborative work with SBTRKT, Jessie Ware, Drake, Kanye West, Solange, Koreless, Lil Silva, Katy B and others. Sampha has released two solo EPs: Sundanza (2010) and Dual (2013).

Sampha’s introduction to music came from learning to play on the piano at his parents’ home in Morden and absorbing records given to him by his older siblings. Later, he discovered music production as a young teen, after his older brother, Sanie, built himself a makeshift home studio.

Subsequently in 2007, through Myspace.com, Sampha met London producer, Kwes, whose music Sampha said changed his life. Kwes guided and introduced Sampha to musicians, Mica “Micachu” Levi, Ghostpoet, DELS and his now label-home, Young Turks, in 2009.

MUSIC LEGENDS

HONORING THOSE WHO PASSED

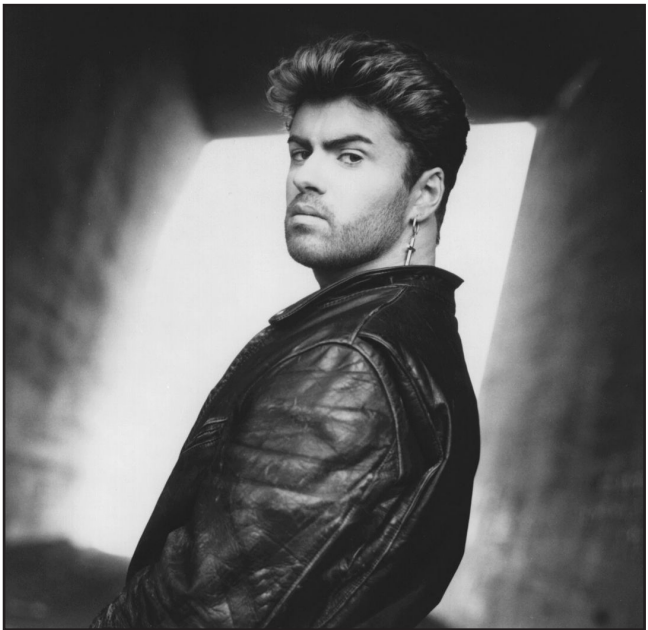
+PRINCE



(June 7, 1958 - April 21, 2016)

Greatest Hits:
I wanna be your Lover
1999
Do me, Baby
Adore
Purple Rain
A kiss

+GEORGE MICHEALS

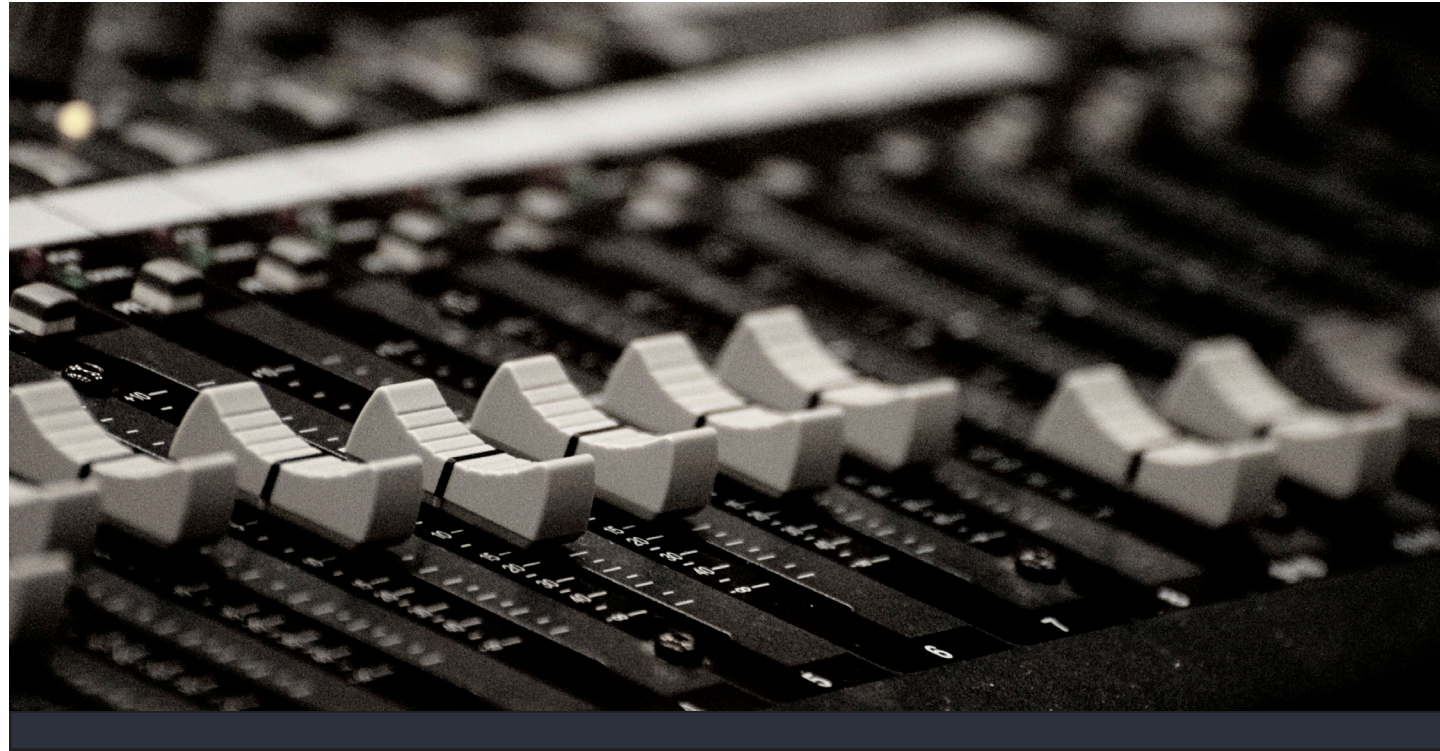


(June 25, 1963 - December 25, 2016)

Greatest Hits:
Careless Whisper
Faith
One More Try
Father Figure
Freedom! ‘90
Jesus to a Child

MAKIN' HITS

THE PRODUCERS BEHIND THE MUSIC



“Okay, This is a touchy subject because the term “Music Producer” has become very distorted in the last few years by the advent of the digital music creation stations, Logic, Fruity Loops, Reason, Ableton Live, Pro Tools, Etc.

A music Producer is the guy that is in charge of making your song sound the way he thinks your song should sound to be competitive in the market that your song will be in. A guy who makes beats on his laptop with FL studio is a Beatmaker guy. “The music producer should be the guy that picks the studio and the engineer to work on your song from his experience of having worked on similar songs with the same guys. The music producer is hired because of his ideas in your genre of music.

Then there are also vocal producers, those guys can take your vocals and make

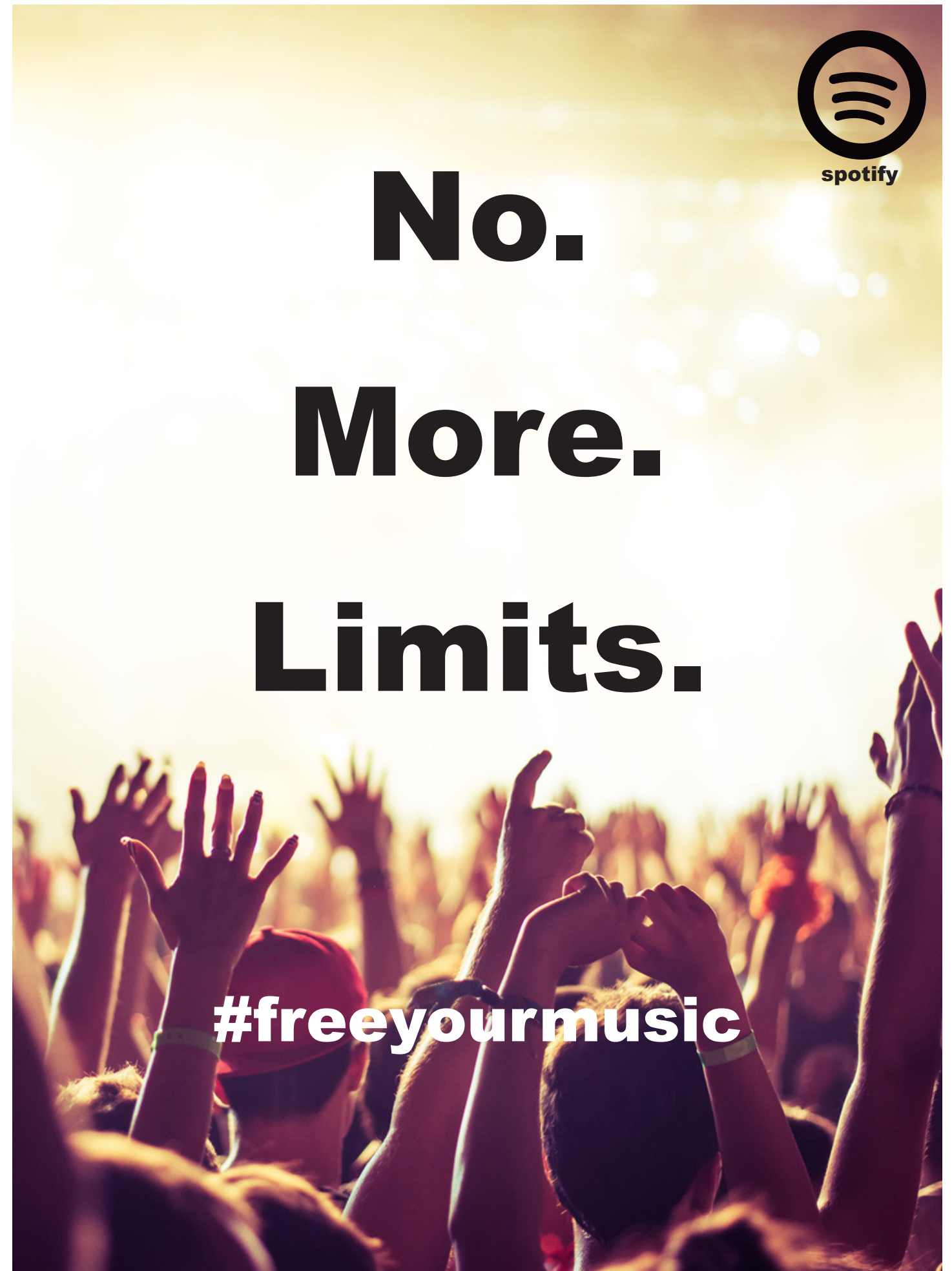
you sing the way they know you can and the way the song needs for you to sing. Then they usually work with a mix guy that they trust to put the vocals together in the way the songs needs to be the best it can be. Beat makers take samples and put them together with other samples to make a “song”

They are not music producers. Sorry.”



No. More. Limits.

#freeyourmusic



SUPERFLY

+LONE STAR MUSIC EMPORIUM

Superfly's is the new home of Lone Star Music!

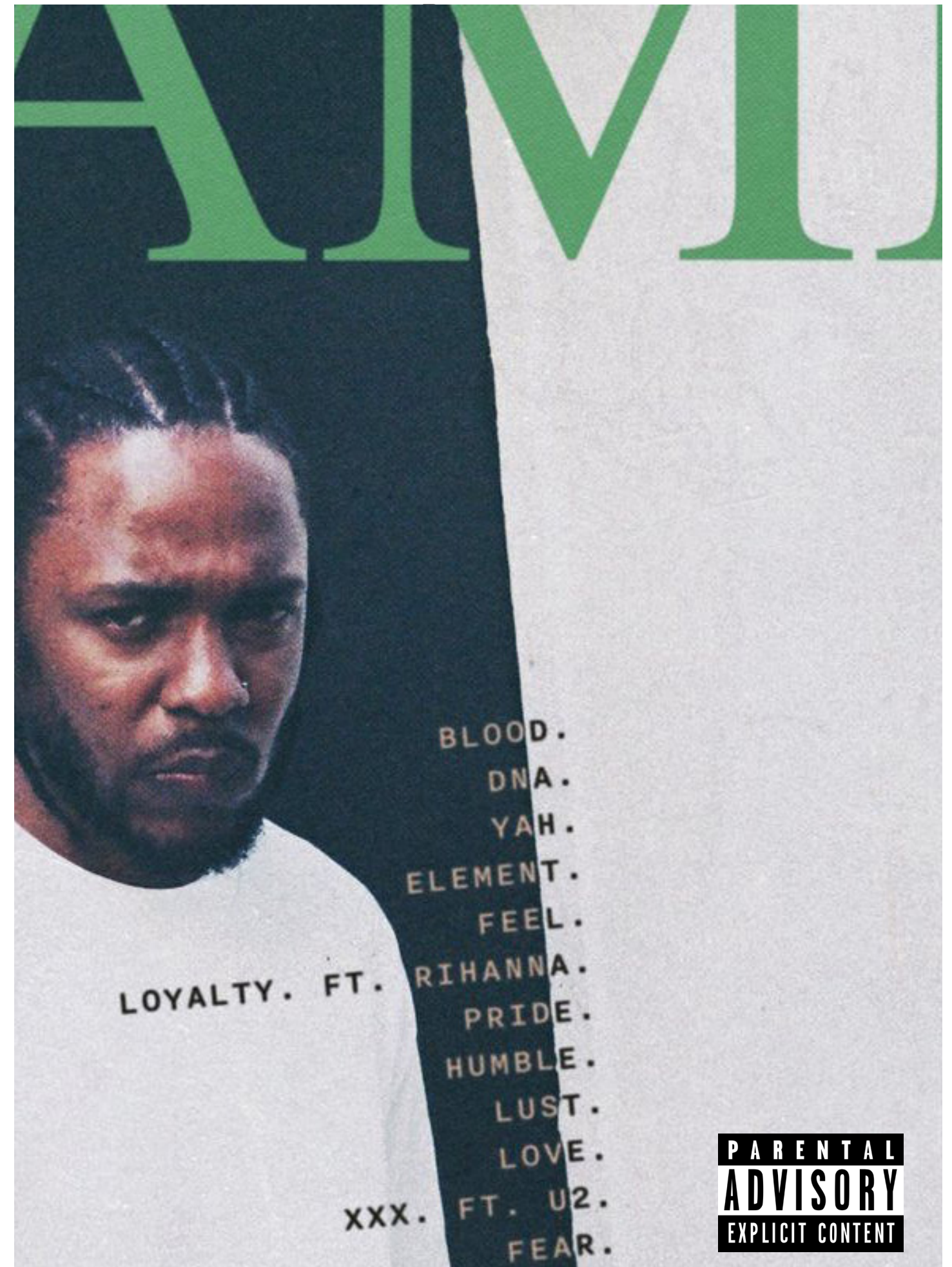
Come check out our store-within-a-store for the biggest and best selection of Americana and Texas Music that can be found in the Lone Star State!

Superfly's Lone Star Music Emporium stocks a vast collection of CDs, DVDs, t-shirts and music collectables in all genres, plus over 30,000 new & used vinyl LPs.

Texas's newest music mecca also features free live music in-store performances, celebrity guest clerks & DJs, turntables & music accessories and

one-of-a-kind, on-demand custom garment printing, custom made for you while you shop!

San Marvelous's own indie record store! Because every college town needs a record shop. All genres - Vinyl, CDs and more.



PARENTAL
ADVISORY
EXPLICIT CONTENT

NEW ALBUM

+KENDRICK LAMAR

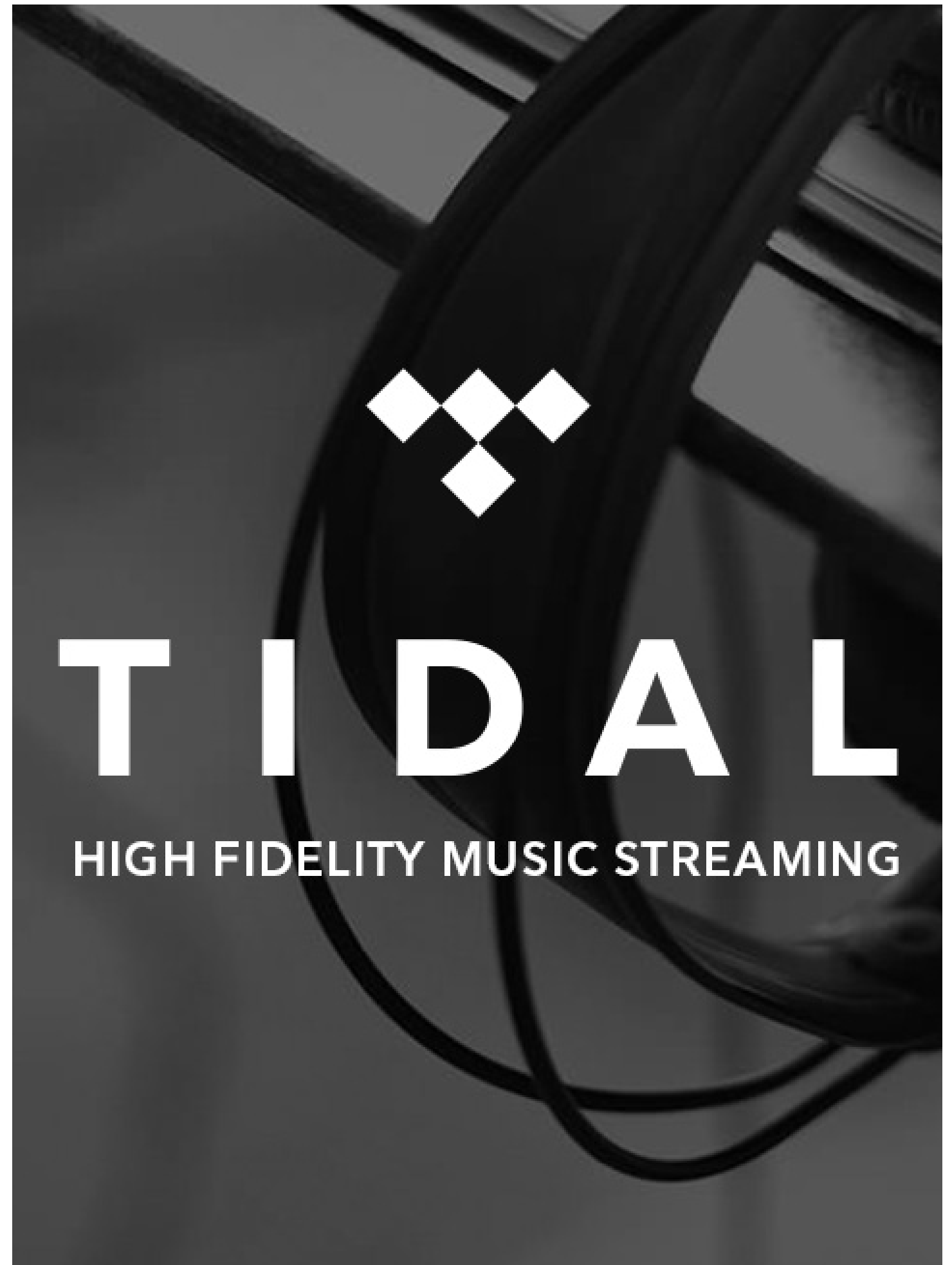
DAMN

Merely hours after Kendrick Lamar released his masterful new album, DAMN., a rumor surfaced that set the internet ablaze. It is unclear who the original author was, but the theory was Kendrick actually had plans to release 2 albums that weekend. The details were wildly creative yet also stunningly detailed...all the ingredients to make what would typically be dismissed as a fanciful rumor stick.

The key elements of the theory were as follows. DAMN. was released on Good Friday and represented Kendrick's death. Speculators suggested he would release another album titled NATION. on Easter Sunday, representing his resurrection. When put together, the entire project would thus be DAMNATION. Kendrick has had an element of spirituality in much of his music, dating back to his album Section.80, which had songs like "Kush & Corinthians" and featured a bible on the artwork. He

also said in an interview with The New York Times leading up to the album's release that "We're in a time where we exclude one major component out of this whole thing called life: God. Nobody speaks on it because it's almost in conflict with what's going on in the world when you talk about politics and government and the system. This is what goes on in my mind as a writer."

When we listen to the album in the order in which it was released, it takes us down a path of gradual enlightenment. The question of "wickedness or weakness" is explored through several contrasting themes. Kendrick seems to make several choices that show he is not wicked and is often able to overcome weakness. The order of the song titles suggest the evolution. Kendrick moves from "LUST." to "LOVE.," "PRIDE." to being "HUMBLE.," having "FEAR." to feeling like a "GOD."



COACHELLA



Coachella offers more delicious food than you could eat in a single weekend, with over 100 vendors serving everything from wood-fired pizza and hand-crafted burgers to authentic street tacos and fresh-from-the-wok pad thai. With plenty of options for every taste and budget, and ample menu items for vegetarian, vegan and gluten-free guests, we promise you'll never go hungry.

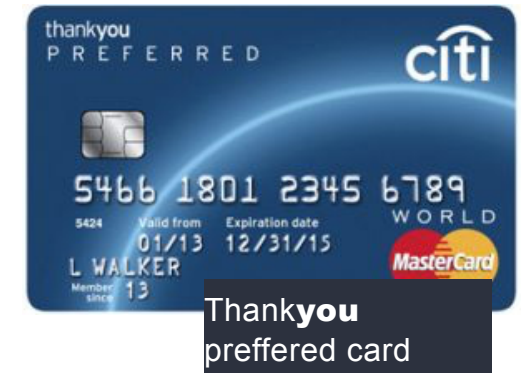
The Coachella Valley Music & Arts Festival is committed to efforts that contribute to the betterment of the Coachella Valley. We have several initiatives to help achieve that goal. Each year, the Coachella Valley Music and Arts Festival commissions a number of original, large-scale, site-specific art installations to be displayed throughout the festival and campgrounds. We search far and wide to include established and up-and-coming artists, and consider the works an essential element of the Coachella experience that distinguishes each year. This is art as landmark, public space and

icon—to be viewed from an infinite variety of perspectives by an ever-shifting audience. The Coachella Valley Music and Arts Festival (commonly referred to as Coachella or the Coachella Festival) is an annual music and arts festival held at the Empire Polo Club in Indio, California, located in the Inland Empire's Coachella Valley, in the Colorado Desert. It was co-founded by Paul Tollett and Rick Van Santen in 1999, and is organized by Goldenvoice, a subsidiary of AEG Live.

The event features musical artists from many genres of music, including rock, indie, hip hop, and electronic dance music, as well as art installations and sculptures. Across the grounds, several stages continuously host live music. The main stages are the: Coachella Stage, Outdoor Theatre, Gobi Tent, Mojave Tent, and Sahara Tent; a smaller Oasis Dome was used in 2006 and 2011, while a new Yuma stage was introduced in 2013 and a Sonora stage in 2017.



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