

WHALEBONE

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Analog Living in a Digital World

"Life moves pretty fast. If you don't stop and look around for awhile, you could miss it." - Ferris Bueller

The king of spring fever hijinks knew what he was talking about even decades before our modern lives got inexplicably faster.

I think we can all agree that summer is short enough already. It flies by in a flurry of perfectly filtered pics and work emails from the beach chair. So why are we letting our constantly connected, distracted-way-of-life not only fastforward the time but eat up our supposed space for relaxation? The result is far worse than a Monday after the Bordy Barn. It's leaving many heading home from the beach feeling like they were barely there at all.

Which is why I bring you this list of Ferris Bueller inspired rules for the summer of 2015.

Rule 1: Play Hooky – Seize the day and make it count. Pretend you are catatonic if it helps with the boss man. It's a little childish and stupid but really, so is the rat race. Nothing makes you feel better than a day to yourself to be **REAL-LY** off. No phone, no email. It **WILL** survive without you, you little narcissist. Set boundaries. You earned it.

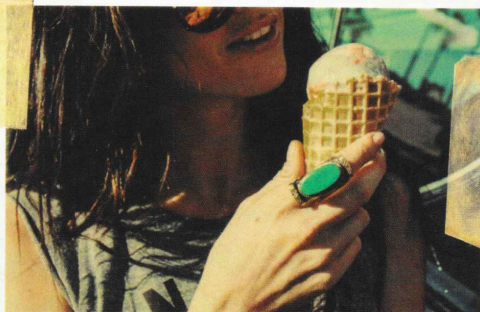
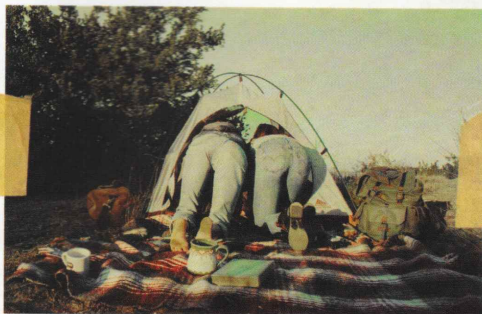
Rule 2: Self Medicate – Don't be a Cameron. You're not dying. Your over-connected brain is fried and you just can't think of anything good to do besides scroll Instagram in bed. Put down the phone. Get up, sing in the shower, slap a smile on your burnt out noggin and walk out the front door.

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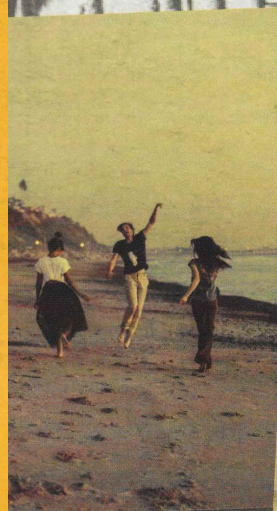
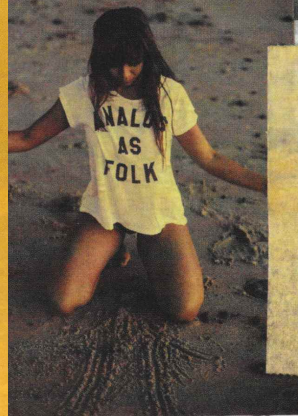
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Rule 3: Go Silent - A little absence always makes the heart grow fonder. You do not need to tell people where you are and what you are doing every second of the day no matter what society has led you to believe. Think about the greater human connection when you return and people ask how your vacation was over the water-cooler. An actual face-to-face conversation could take place! And it'll probs be more emotionally fulfilling than the typical "Saw your trip on Facebook. Looked fun".

Rule 4: Tune In - Pick up a vinyl record, CD, mixtape or instrument. No offense to Spotify but the instant gratification of tunage has taken the thought out of the music and distanced the connection to the artist. Take the time to make the ultimate playlist for your road trip, not just click the link on someone else's. Sit and listen to an album, beginning to end, the way the artist intended. Look at the cover art and read the liner notes wondering who DT is next to that heart.

Rule 5: Say Cheese - Take pictures the analog way. Point, shoot and wait entire days to see the single shot you took on the beach of actual people laughing and smiling together, versus multiple photos of your "good times" including the strategically placed cocktail next to your hotdog legs frying in the sun. I mean would you ever really frame that and put it on your dresser? Less is more.



Rule 6: Go Topless - Rent, borrow or steal a convertible and feel the wind in your hair. Smell the sea and jam with your copilot. Put the 3rd wheel in the glove box where it belongs and get lost.

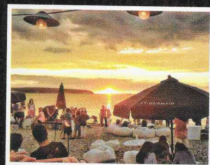
Rule 7: Look Up - Enjoy the world from a new perspective. Lay in the grass under the clouds, trees, fire-fly's, and sun. Fall asleep there. The fresh air will do you good. Visit a museum and stand and just absorb. No pictures. Just feel it. Bask in it. How does it make you feel? No posting that thought. Keep it for you, and you alone, to call upon when you are back in the old cubicle.

Rule 8: Slow Food - Eat at an amazing meal at home, picnic, or try restaurant in silence. Listen to the utensils clink, feel the water and wine travel down into your belly, appreciate where the food came from and the time and people who prepared it. No food pictures. Spoiler alert...no one cares.



Rule 9: Waste Paper - Put your feet up and get paper back in the game. With all our sleek and sexy new devices taking the front seat - actual books, magazines, & newspapers have been forced into retirement. Bring them off the bench and let the centerfolds fill with sand, make notes, dog-ear pages, and pass it on. Your beach blanket bud will thank you and so will your brain. Science says you will actually retain over 30% more of it.

Rule 10: Rebel Rouse - Be the one that gives other people "bad ideas" and you'll be a righteous dude. They may think going offline, ignoring the constant lure of text messages, and leaving the house without a phone is a 1st class ticket to nowhere, but you know it's a 1st class ticket to rejuvenation. All the cool kids are doing it.



MONTAUK'S FAVORITE BEACHFRONT RESTAURANT

Navy Seal Foundation Fundraiser 6/13
American Summer RIVIERA Weekend 7/25 - 7/26