

December 4, 2024

MOSH N' MINGLE

Exploring Third Spaces Through The New
Brunswick DIY Basement Show Scene



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RUTGERS–NEW BRUNSWICK

Institute for Women's Leadership

The Leadership Scholars Certificate Program is a two-year selective, interdisciplinary certificate program that prepares Rutgers undergraduate women to be informed, innovative, and socially responsible leaders.

Leadership Scholars design and implement social action projects to expand their understanding of issues and problems and to develop leadership skills.

This project gives Scholars the opportunity to apply the theoretical knowledge they have gained about leadership, advocacy, and social change with the practical and experiential knowledge they have developed about a particular policy issue or problem through the field site placement. It also further develops leadership skills by giving undergraduates the opportunity to *practice* leadership *through* action.

To find out more please visit the Institute for Women's Leadership's website at <http://iwl.rutgers.edu>.

creATORS



Abigail Alvarez (she/her)
Planning and Public Policy, WGSS
Policy track: Work



Mai Chiaet (they/he)
WGSS, Planning and Public Policy
Policy track: Education



CONTEXT

What is a third space?

A space that is open to the public, free or cheap, & offers the opportunity for social interaction outside of home or work (cafes, libraries, parks)

What is a basement show?

An underground community-led concert that showcases local bands in the area

Let's explore how these two are connected...



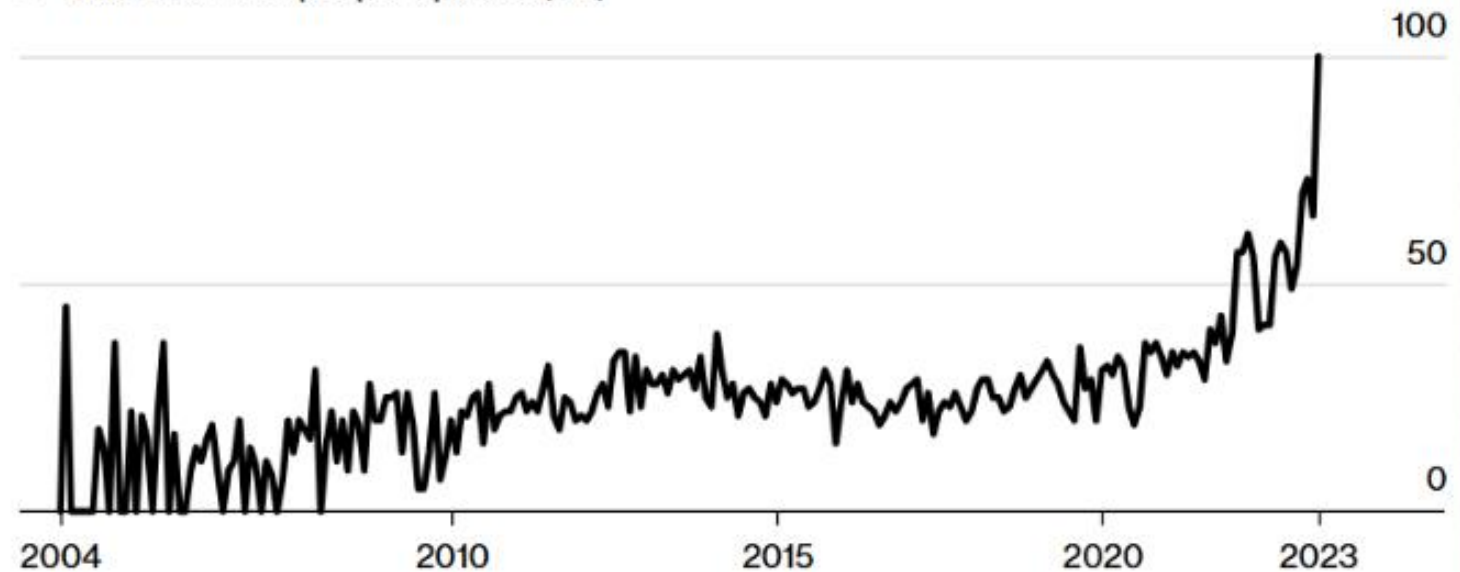
ADDRESSING THE PROBLEM

- According to the National College Health Assessment, **54%** of undergraduates reported being lonely in 2022
- **Only 29%** of participants in a Cleveland State University study could think of a third space in their community

The Loneliness Epidemic in a Search Term

Google Trends show that interest in finding connection is at record highs.

✓ "where to meet people" queries (US)



Source: Holder, 2023

ADDRESSING THE PROBLEM

The Do-It-Yourself (DIY) offers young people third spaces through basement shows

- DIY is especially important for marginalized communities
- Queer utopias: not a noun, but a verb (Kroon, 2021) - theoretical and critical framework to envision futures that resist heteronormativity (Vallerand, 2021)
- DIY envision queer utopias
 - mutual aid, community care
 - clothing swaps, raising funds, charity, food drives, etc.
- History in NB: Punk ethos, anti-establishment



**NO COPS! NO JERKS!
NO PHOBES!
NOTAFLOP! DIY OR DIE!**

WHAT IS MOSH N' MINGLE?

SAP GOAL STATEMENT

The goal of our social action project is to honor the DIY and basement show scene as third spaces in New Brunswick. Our mission is to engage with DIY through a three-part symposium in which attendees can learn about the importance of community-building among women, queer, and POC communities through exploration, art, and mingling.



Panel Session



**"Find Your Third
Space" Fair**



**Live Music
Performance**

FEMINIST LEADERSHIP



- Feminist practices: place-making, radical inclusivity, education
 - Diversity of the panel session
 - Student orgs: women, DIY, and LGBTQ+
- Collaborative and inclusive
- Safe place to explore (name tags, pronouns, check-in, face to face)

PR AND OUTREACH

- Instagram: @moshnmingle.sap
- Email blasts
- In-Person flyering and presentations
- Post-event survey



MOSH N' MINGLE

14 posts 209 followers 100 following

Abigail n Mai
Free event and open to the public ⚡ ⚡
Come Mosh n' Mingle with us on Nov. 15
Busch Student Center 📍
Register today!

www.eventbrite.com/e/mosh-n-mingle-exp...

INTENDED TIMELINE

JULY



Design marketing materials, PR strategies, and reach out to collaborators

AUGUST



Communication with collaborators, advisor, and panelists

SEPTEMBER



Communication with collaborators, bands, and finalize panelists, book event space

OCTOBER



Curate materials, executed marketing strategies, and finalized panelist questions

ORIGINAL DATE: LATE OCTOBER

MEET THE

PANELISTS



**Professor
Kelcie
Ralph**



**Frank
Bridges
PhD**



**Christie
Lutz
(Curator)**



**Shalom
(Artist)**



**Mattie
Lacognata
(Drag Queen)**

PANEL SESSION

“You have to hate something enough to want to change it, and you have to love something enough to wanna try” ...will stick with me forever.’

Bridging the gap between academia and counterculture

- Diverse panelists with perspectives spanning across race, gender, age, and discipline
- Led hour-long enriching discussion about the intersections of third spaces and the New Brunswick DIY Basement Show Scene
- Valuable knowledge and anecdotal experiences - community-building, social interaction, placemaking, radical inclusivity



COME MINGLE



digital zine archive



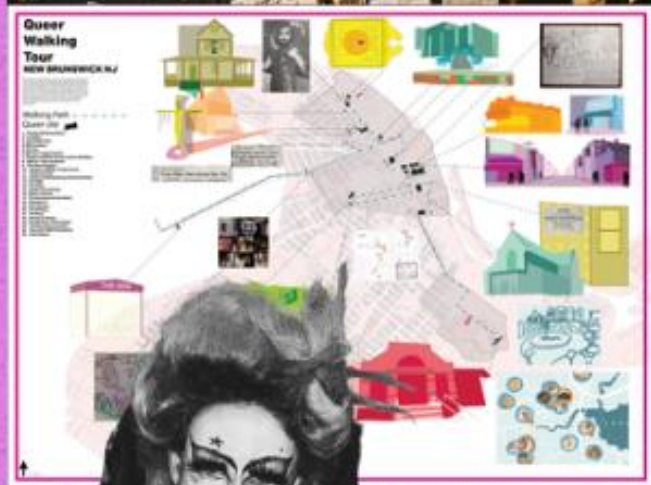
“FIND YOUR THIRD SPACE” FAIR

Interacting in communities beyond the New Brunswick DIY basement show scene

- **Featured six collaborators:** LLEGO, Humanities 4 Humanity, the G Spot, Her Campus, Livingston Theater Company, and RU Thrifty
- Resources and community
- **Call-to-action:** preserving local third spaces
- Free food, snacks, and stuff!



MINGLE & MORE



Gallery Walk: Historic show
flyers and contemporary
basement show photography

DIY Arts & Crafts: Bracelet-
making and zine-making

Thesis Showcase:

Mapping Desire: Queer Space
in New Brunswick by Avery
Kaplan



COME MOSH

JACK FLOWERS

AND THE
PETAL TONES



LIVE MUSIC PERFORMANCE

Showcasing the vibrant and gritty New Brunswick DIY Basement Show scene

- Organized an hour-long set from Jack Flower and The Petal Tones
- Highlighted the voices of a local trans-lesbian alternative punk band
- Made history by being the first people to ever mosh in the Busch Student Center (Haha!)



TIMELINE

AUGUST

Finalized SAP logistics, intended budget, and goals

SEPTEMBER

Communication with collaborators, advisor, and panelists

OCTOBER

Secured band, collaborators, event space, logistics, and updated budget

NOVEMBER

Curated materials, executed marketing strategies, and finalized panelist questions

FINAL DATE: NOVEMBER 15

BUDGET

Collaborators Expenses Table

Item	Cost
Buttons	\$70
In-person flyers and zine materials	\$30
Printing photos/flyers	\$50
Crafts materials, name tags, etc.	\$50
Room Booking (equipment, sound system, labor)	\$600
TOTAL EXPENSES:	\$800

Total cost: \$1,774

LOGISTICS

Date: Friday, November 15th, 2024

Time: 7:00 pm - 10:00 pm

Location: Busch Student Center
Multi-Purpose Room and Fireside
Lounge

Food: Gerlanda's Pizza, snacks, and
water/soda



EVENT ITINERARY

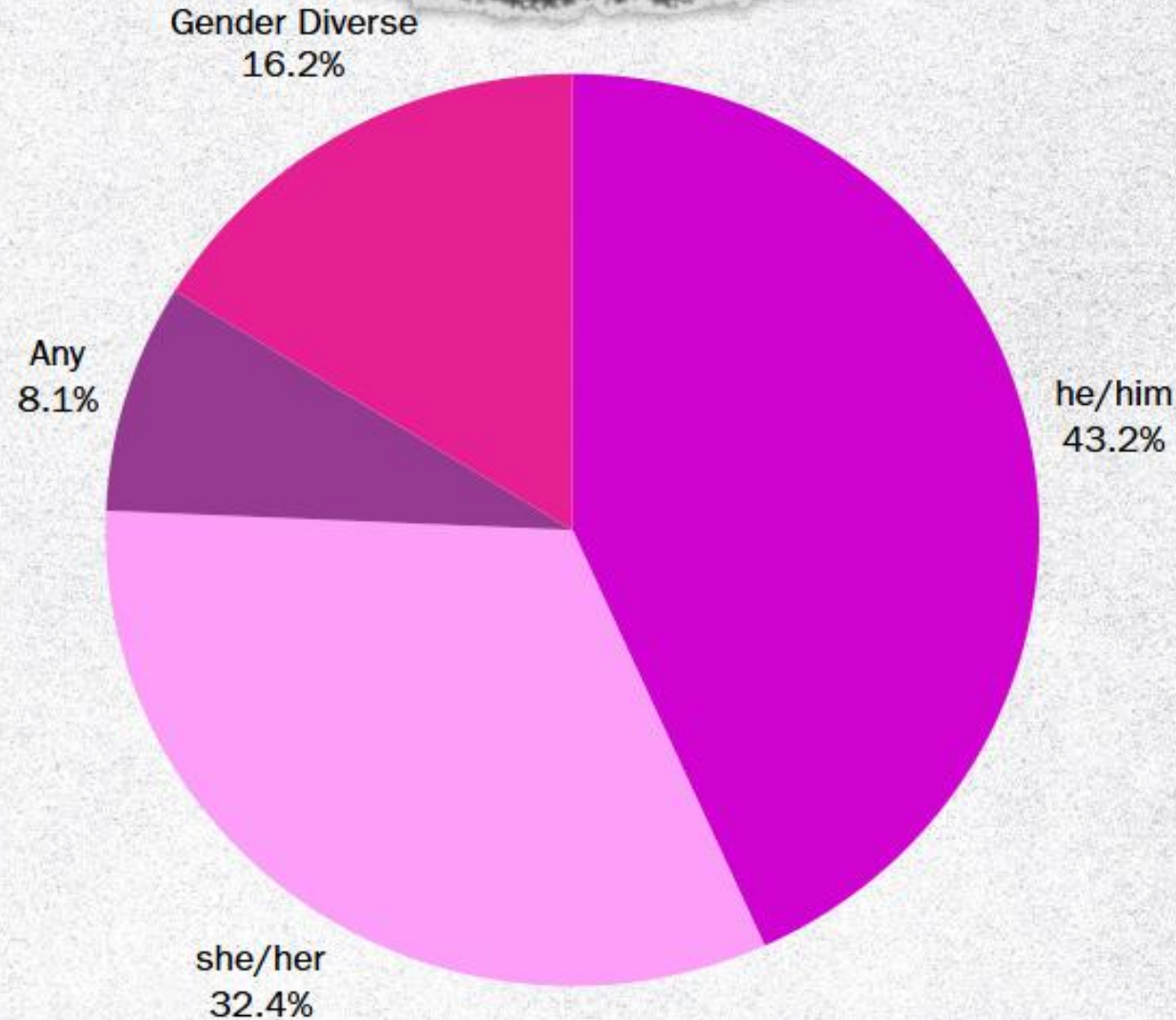
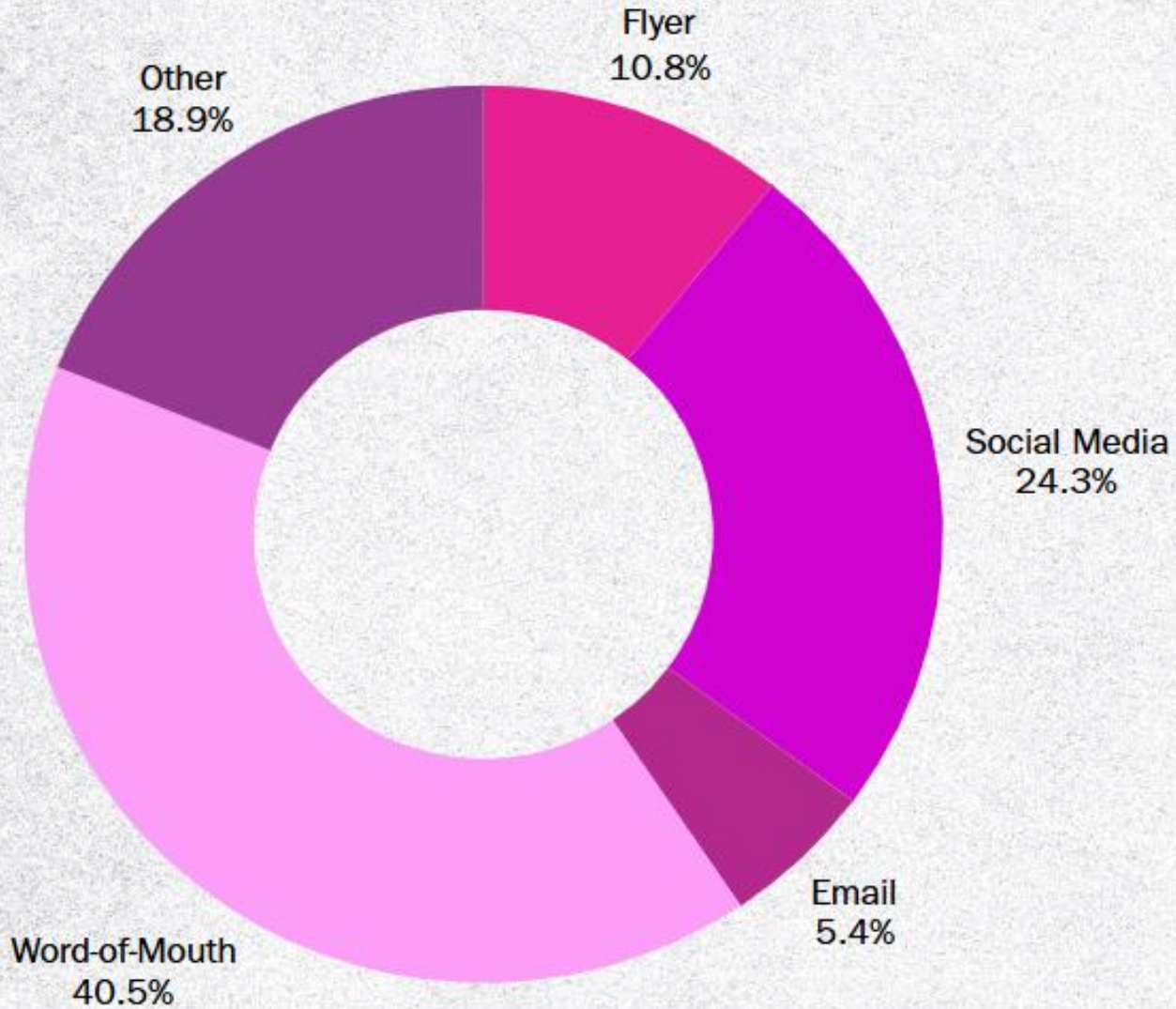
6:30pm to 7:00pm: Check-In

7:00pm to 8:00pm: Panel Session

8:15pm-9:00pm: "Find Your Third Space"

9:15pm-10:00pm: Performance by Jack
Flowers and The Petal Tones

STATISTICS



IMPACT AND EVALUATION

175

attendees

200+

Instagram followers

200+

posters & photos

14

collaborators & organizations

125

flyers

144

slices of pizza

10+

shoutouts & reposts



TESTIMONIALS

“As the parent of an almost college age kid, I left with a very warm feeling...I would be very happy if she goes to RU and gets involved in the DIY scene!”

“This is a fantastic example of how to make academia exciting and relevant.”

“There was a sense of real camaraderie and it felt like home.”

“Cool queer people, great vibes, free clothes, food. Wins all around.”

POST-EVENT SURVEY

Before Mosh n' Mingle, 70% had gone to a basement show. After, **100%** were interested in going to a basement show.



97% reported that they felt that Mosh n' Mingle was a safe space.

Only 79% of attendees knew what a "third space" was. After, **97%** of respondents were able to.

A screenshot of a survey titled "Mosh n' Mingle: Post-Event Survey". The survey header includes the event name and a photo of a person. The main text asks for feedback on the event. The user's email is visible as "mko129@scarletmail.rutgers.edu" with a "Switch account" link. A "Not shared" status is shown. A red asterisk indicates a required question. The question is "Did you attend the Mosh n' Mingle symposium on Friday, November 15th?". There are two radio button options: "Yes" and "No".

MOSH N' MINGLE

Mosh n' Mingle: Post-Event Survey

We want to hear your thoughts on "Mosh n' Mingle!" Please help us with sharing your feedback on your experience of the event by completing this short anonymous survey. Responses may be shared with our sponsors.

mko129@scarletmail.rutgers.edu [Switch account](#)

Not shared

* Indicates required question

Did you attend the Mosh n' Mingle symposium on Friday, November 15th? *

Yes

No

LESSONS LEARNED

- We are only 2 people
- Timing Constraints
- Communication
- Networking
- Relationship-building
- Academia vs. counterculture



For future scholars:

- More academic discussions about DIY culture
- Social media series (highlight local women-led, queer-led bands and projects)

ACKNOWLEDGEMENTS

- Institute for Women's Leadership Faculty and Staff
- Edward J. Bloustein School of Planning and Public Policy
- Advisor: Professor Ralph (and panelist!)
- Dean Endick
- School of Communication and Information
- Our panelists
- Collaborators
- Jack Flowers and the Petaltones
- Leadership Scholars Cohort
- Friends, family, roommates, etc.



THANK YOU!

QUESTIONS FOR US?

REFERENCES

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