

modmuze

x Lindsey + Asp





modmuze x LINDSEY + ASP

HOUSE DIVIDE

Every year toward the end of football season, tensions seem to rise in Oklahoma. With the last game of the year being Bedlam, rivalry and animosity begin to divide our state into two. Now, there's nothing wrong with a bit of friendly competition, but we wanted to do something that would celebrate both of our great universities. With this collaboration between modmuze and Lindsey + Asp, we wanted to foster a sense of unity between our schools; working to create something together, rather than competing with each

other. We met in the middle-ground, at Pops in Arcadia, Oklahoma, to do a photo shoot that would represent our school spirit as well as friendships between OSU and OU students. Thank you to the students at modmuze and Lindsey + Asp for putting down the rivalry for a day to create this amazing editorial shoot. It was a great change of pace to work with students at OU rather than against, and we look forward to collaborating with them again in the future. We all played nice at our photoshoot, but we can't make the same promise for the game...

BOOMER SOONER AND GO POOKES!

EDITOR-IN-CHIEF,

Morgan Malget







modmuze

modmuze mag is a fashion and lifestyle magazine produced by students, for students. Our magazine provides a unique platform for students to freely express themselves creatively -- in any and all ways imaginable.

LINDSEY + ASP

At the University of Oklahoma, we have several organizations that are meant to give students more experience before they are in the real world. One of the places where we take pride in our organizations is at the Gaylord College of Journalism and Mass Communication. In this college, we have several clubs that help give students a lot of experience. One of these organizations is Lindsey + Asp which is located on the second floor of Gaylord College.

Lindsey + Asp is a student-led advertising agency that has multiple clients all around the Norman area. We have clients such as OU Marketing, Oklahoma Nutrition and Information Education (ONIE), Dress for Success, and many others. We have been around for over 10 years and have made a large impact on the University of Oklahoma.







A young man with dark hair and a beard, wearing a red long-sleeved shirt with "THE UNIVERSITY OF OKLAHOMA SOONERS" printed on it, stands on the left side of the bar. He is smiling and looking towards the camera.

A young woman with long dark hair, wearing a grey plaid jacket, sits at the bar. She is smiling and looking towards the camera. Behind her, two orange pom-poms are hanging from the ceiling.

A young man with short black hair and glasses, wearing a maroon and white striped sweater, sits at the bar. He is smiling and looking towards the camera. A bottle of "Fitz's Orange Soda" is on the counter in front of him.

A young woman with short dark hair, wearing a grey sweatshirt with "SOONERS OKLAHOMA" printed on it, sits at the bar. She is smiling and looking towards the camera. A bottle of "IZZE" is on the counter in front of her.

A young man with curly hair and glasses, wearing an orange zip-up hoodie, sits at the bar. He is smiling and looking towards the camera. A bottle of "IZZE" is on the counter in front of him.

A young woman with curly dark hair, wearing a red long-sleeved shirt with a white logo and a blue denim jacket, stands on the right side of the bar. She is smiling and looking towards the camera. A bottle of "IZZE" is on the counter in front of her.

UNIVERSITY OF OKLAHOMA

EST. 1890





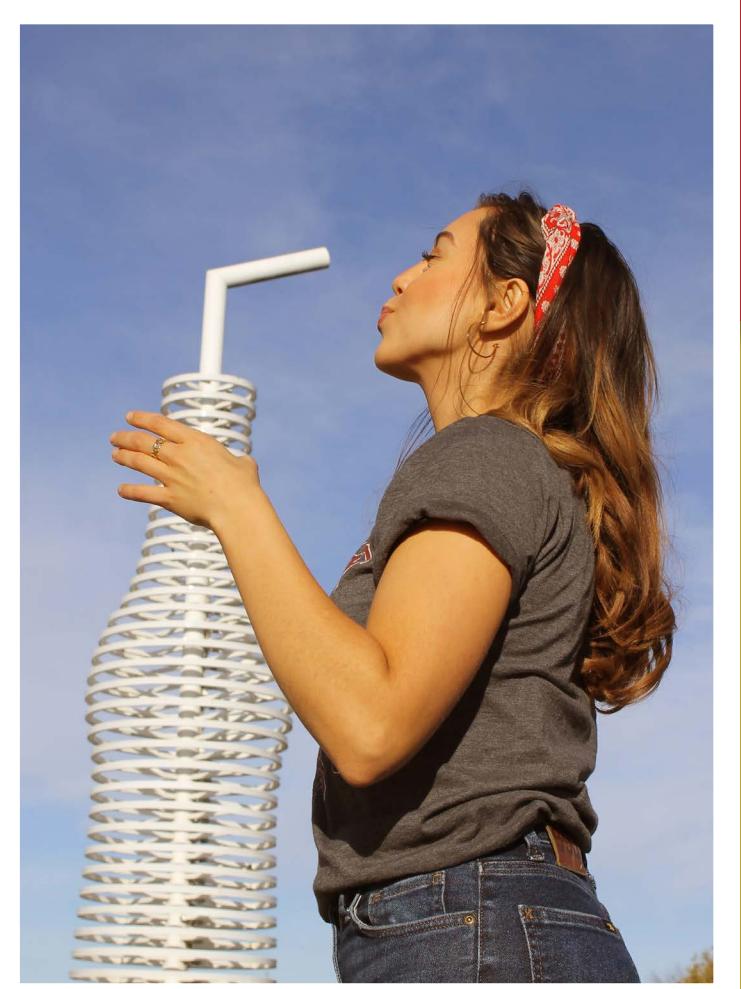
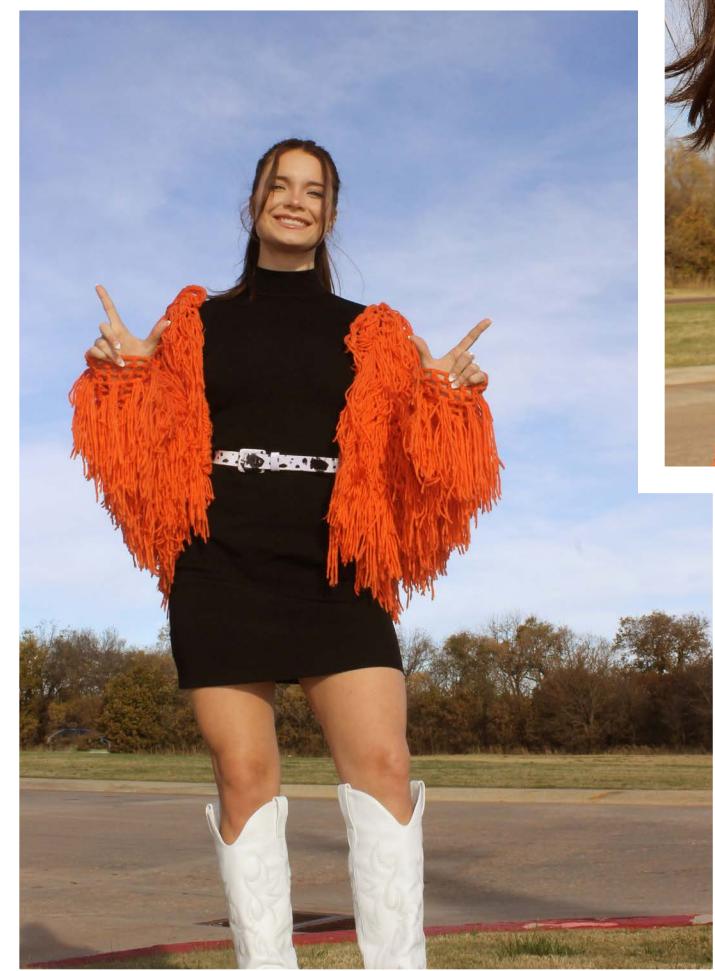


20 modmuze OCT



OCT modmuze 21

OKLAHOMA STATE COWBOYS



OKLAHOMA
SOONERS



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LOVE,
modmuze x LINDSEY + ASP

