

the 37* THINGS *Nation*

a man's gotta do this summer

presented by



MOUNT GAY®
Est. 1703 Barbados Rum

BLACK BARREL
SMALL BATCH HANDCRAFTED RUM

*Between weekends, vacations and bank holidays, you should have 37 free days this summer. We counted and everything.

Use #37Things and tweet or
Instagram to @insidehook this
summer. Include a pic.
We'll be doling out prizes all
summer long.

Editor's Note



Welcome to summer.

To properly get you in the
mood, do the following:

First, go put on Sly and the
Family Stone's "Hot Fun in the
Summertime." That's a must.

Then, read this: our first
summer guide, compiled with
help from our friends at Mount
Gay Rum. We call it 37 Things.

Why 37? By our Gregorian
calculations, there are 37 free
days between Memorial Day
weekend and the fall equinox.
Fifteen Saturdays. Fifteen

Sundays. Three bank holidays.
And let's say four vacation
days, so you can go ahead and
take the week of July 4th
completely off.

Among the 37 things:
adventure (BASE jumping; a
race called Death). A brand
new wardrobe. A few cocktails.

And, yes, a little music: a play-
list of the bands you're most
likely to encounter during
your summertime fun (sadly,
no Sly).

You've got your guide.
Now use it wisely, gentlemen.

Kirk Miller

ye olde

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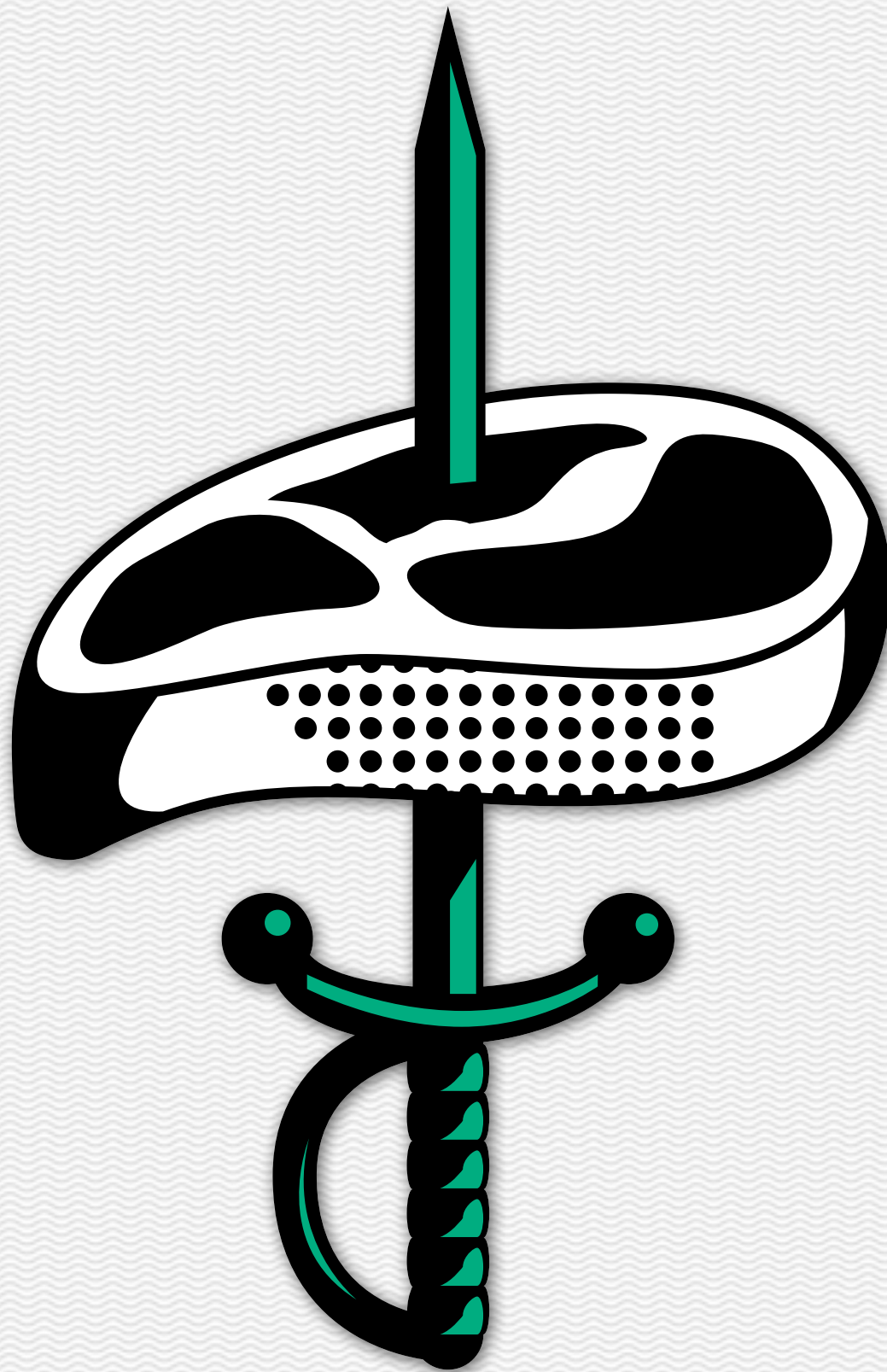
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FOOD & DRINK

Dining

Or, what you'll be eating (and drinking) this summer. And where. And how.

1

Outstanding in the Field



Share dinner and wine from your area's finest chefs in the great outdoors.

outstandinginthefield.com

2

Stella Artois Belgian Cider



Just launched, this is the first cider (here pronounced “see-dre”) that will appeal to guys as much as girls. Subtle, crisp and not too sweet.

stellaartois.com



Belcampo

A storied SF eatery (with amazing food, like the pictured Bully Burger) now offering their grass-fed beef via the mail. A full rack of Wagyu beef, known as “The Best Rack,” will only set you back \$2,000.

belcampomeatco.com



37 THINGS

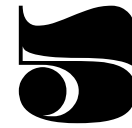
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New Belgium Tour de Fat

A family-friendly celebration of beer and bicycles, and a good place to test out four new (and secret) brews.

newbelgium.com



Uproot Wines

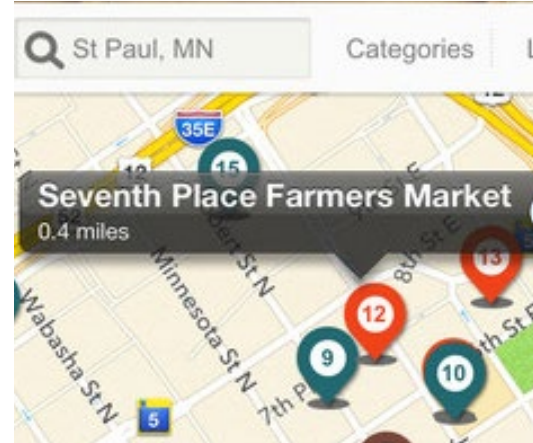


Silicon meets Napa Valley at this vino startup, where color-coded tasting notes are appended to bottles of Sauv Blanc and Cabernet Sauvignon.

drinkuproot.com



Food Tripping



An app for finding the finer and/or healthier options when you're on the road, from farmers markets to microbreweries.

shft.com/foodtripping

37 THINGS

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37

The Picnic

Your Ultimate Basket
by [Mantry](#) and [Club W](#)



The Perfect Picnic. Because she wants to go. Because you want to make her happy. And because you can do better than baby carrots and hummus. So we asked Mantry and Club W (among others) to suggest a few items. You're welcome.

37 THINGS



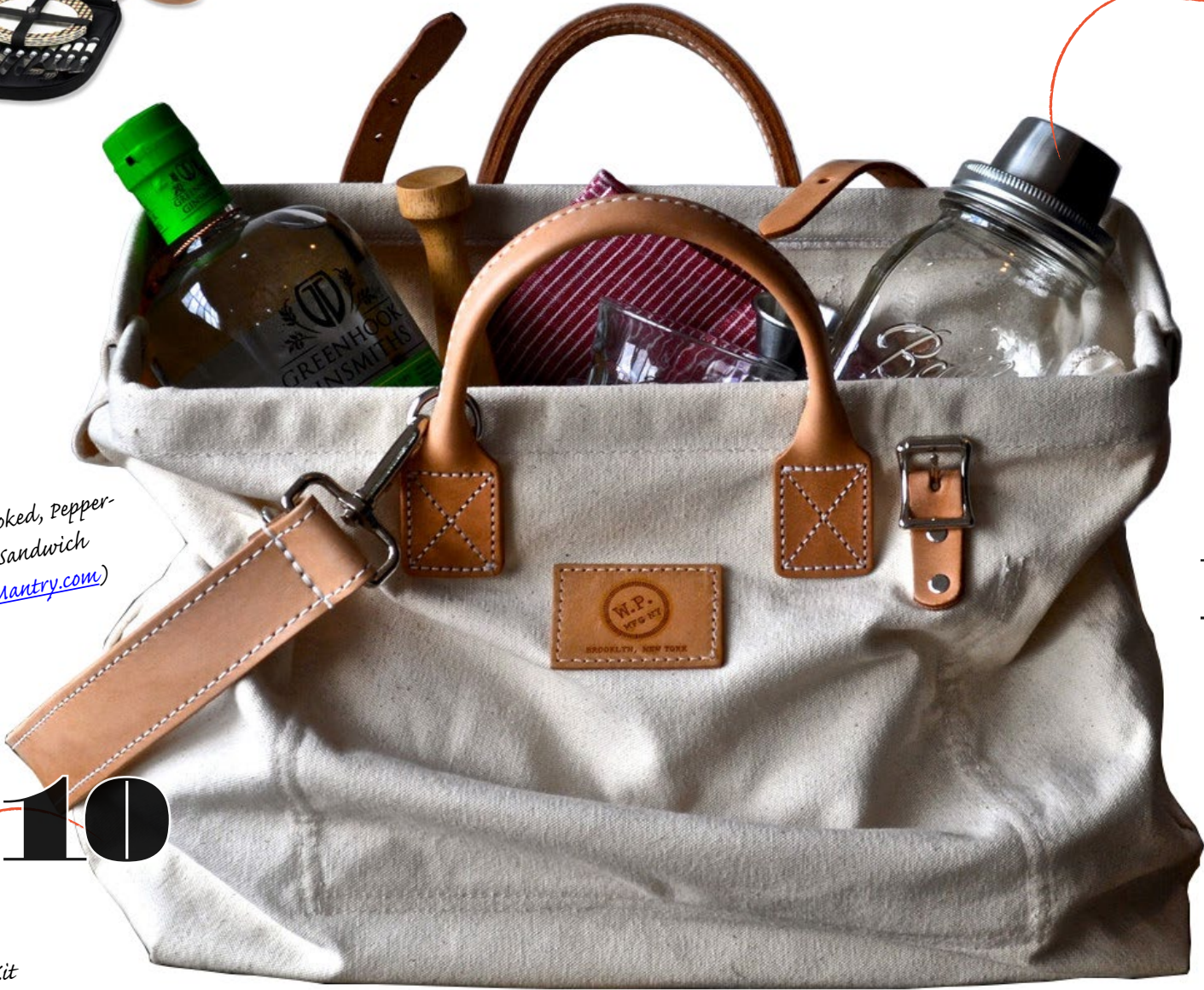
insulated Picnic
Ascot Backpack Cooler
[rei.com](#)



Logitech UE Boom Portable Speaker
[ultimateears.com](#)



Mason Shaker
[masonshaker.com](#)



the Bourbon-Smoked, Pepper-Crusted Steak Sandwich
(see recipes at [Mantry.com](#))

2012 Juliette Rosé, Provence
[clubw.com](#)



W&P Cocktail Kit
[masonshaker.com](#)

Cocktail Recipes

Your guests deserve better than vodka soda, sir. Much better.



12

King St. Sour

Credit: David Delaney Jr. of [Still & Stir](#) in Worcester, MA

Ingredients

- 1/2 oz Zacapa Rum
- 3/8 oz Tanqueray No. Ten Gin
- 1/2 oz Orgeat syrup
- 3/8 oz fresh lime juice
- 3/8 oz egg white
- 1 dash bitters

Directions

Add egg white into mixing tin and dry-shake for 10 seconds. Add Zacapa, Tanqueray, orgeat syrup, lime juice and bitters into shaker, add ice, shake vigorously and double-strain into chilled glass. Garnish with fresh grated nutmeg and serve in a coupe.



13

The Parrot's Grog

Credit: Theo Lieberman of [Milk & Honey](#) in NYC

Ingredients

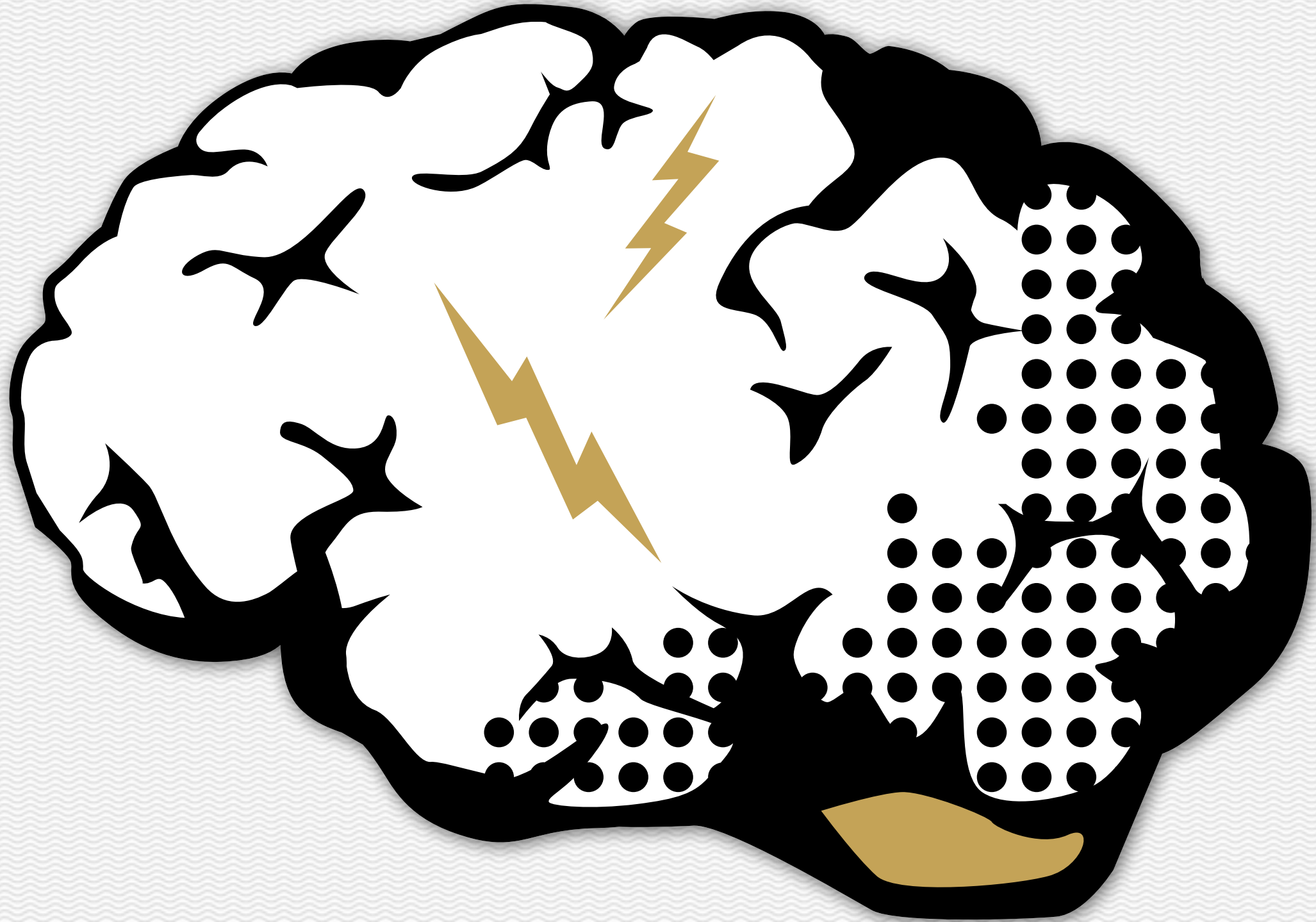
- 1 oz Campari
- 5 oz Smith & Cross
- 1 oz fresh grapefruit juice
- .5 oz fresh lime juice
- .5 oz honey syrup

Directions

Combine all ingredients, shake and strain over fresh ice. Top with club soda, serve with umbrella and paper straw.

37 THINGS





CULTURE

Outdoor Fun

From BASE jumping to recreating the first flight, your feet may never touch the ground.

B.A.S.E. = buildings, antennas, spans (bridges) and earth (cliffs).

15



Moab B.A.S.E. Jumping

A husband-and-wife team lead you on tandem BASE jumps from 1000-ft. cliffs.

Moab B.A.S.E. Adventures
Moab, UT
moabbaseadventures.com

16



Gunstock Treetop Adventures

Opens May 18

Ziplining, camping, treetop adventure courses and more in New England.
Bonus: family suitable.

Gunstock Mt. Resort
Gilford, NH
gunstock.com
603-293-4341

17



Trek Travel Crater Lake & Oregon Cascades

July and August

Explore the temperate climate of Oregon via bike during late summer and experience luxury amenities.

Trek Travel
Eugene, OR
trektravel.com
866-464-8735

18



Kitty Hawk Dune Hang Glide

All Summer

Celebrate 100 years of flight with hang gliding lessons, then hit up a kiteboarding camp down the street.

Kitty Hawk Kites Hang Gliding School
Nags Head, NC
kittyhawk.com
252-441-2426

19



The Resort at Paws Up

All Summer

Luxury tents along the beautiful Blackfoot River. Oh, and camp butlers.

The Resort at Paws Up
Montana
pawsup.com
800-472-0601

“...And camp butlers.”

37 THINGS



Kalon Surf

All Year

A luxury surf resort in Costa Rica, with one-on-one surf lessons by day, private chefs and luxury suites at night.

Kalon Surf
Costa Rica
kalonsurf.com
949-342-6215

20

The Death Race

June 21st



21

The name's no joke. A 48-hour obstacle course with cinder blocks, chopping axes and barbed wire, both over land and through water.

Spartan Death Race
Pittsfield, VT
youmaydie.com

The ultimate spartan race promises 90% of its participants will fail.

Wilderness App

Online



22

For your camping adventures: a quick and (relatively) painless first-aid app for for nearly any wilderness emergency.

Wilderness
wfa-app.com

37 THINGS

Shows



Matt & Kim

all summer

mattandkimmusic.com



37 THINGS

You'll have to go somewhere else for one of those exhaustive lists of every single show. These right here? These are the three we're definitely not missing.

Q & A

"You can't really pin down our music." So says Matt of Matt & Kim, the ever-upbeat Brooklyn indie-pop duo that's booked on ... well, pretty much every single summer festival this season (17 of 'em, actually). Why? They fit anywhere, says Matt. Here are more reasons why the M&K are this summer's go-to live band.

During your recents show, you've introduced Kim as "my partner in doing it." How's that going over?

(Laughs) That one does come up here and there. My parents were at one of those. I probably should have classed it up, but that's not my style.

We calculated — you're playing

about 17 festivals this summer. What is it about big shows that you like?

I like places that open doors to people who haven't heard of us. It's a challenge: I want those people to leave our show and think it was fun.

How do you stay cool during a summer fest?

Just mentally picture that it's freezing cold, but you're in a warm and cozy place.

Have you ever had a moment during a bigger show when you've been like, "Uh oh. This isn't our crowd?"



MATT & KIM
continued...



I feel we make sense wherever — we just jump around and get wild. We did Ultra Festival this year — it’s an electronic festival, very different for us. In typical Matt & Kim fashion, we won everyone over. It’s actually the more traditional rock fests where it’s more difficult — people are like “No guitars? A Ludacris cover? What?” But there aren’t too many beer cans thrown at us.

What band are you looking forward to seeing?

We never get to watch the bands we want to see! We come in, do our thing and have to leave. It’s a frustration of mine.

So, one summer fest you’re not playing is Metallica’s Orion Festival. How’d you miss that?

That’d be a good challenge. We’ve supported loud or heavy bands before. There were haters, but in the end, we’ve been successful. And it’d be fun! I’ve done my share of headbanging. I’ve had my share of “bangovers.” ⚡

24

Newport Folk Festival



Folk in name only, the long running music fest is now — thanks to retro-y music trends — possibly the coolest fest of the year. Featuring Beck, the Avett Brothers, Frank Turner, Feist, The Lumineers, Jim James and dozens more.

July 26-28
newportfolkfest.net

25

Lollapalooza



Still the reigning champ of alternative music, featuring The Cure, The Killers, Nine Inch Nails, New Order, Vampire Weekend, Hot Chip and more.

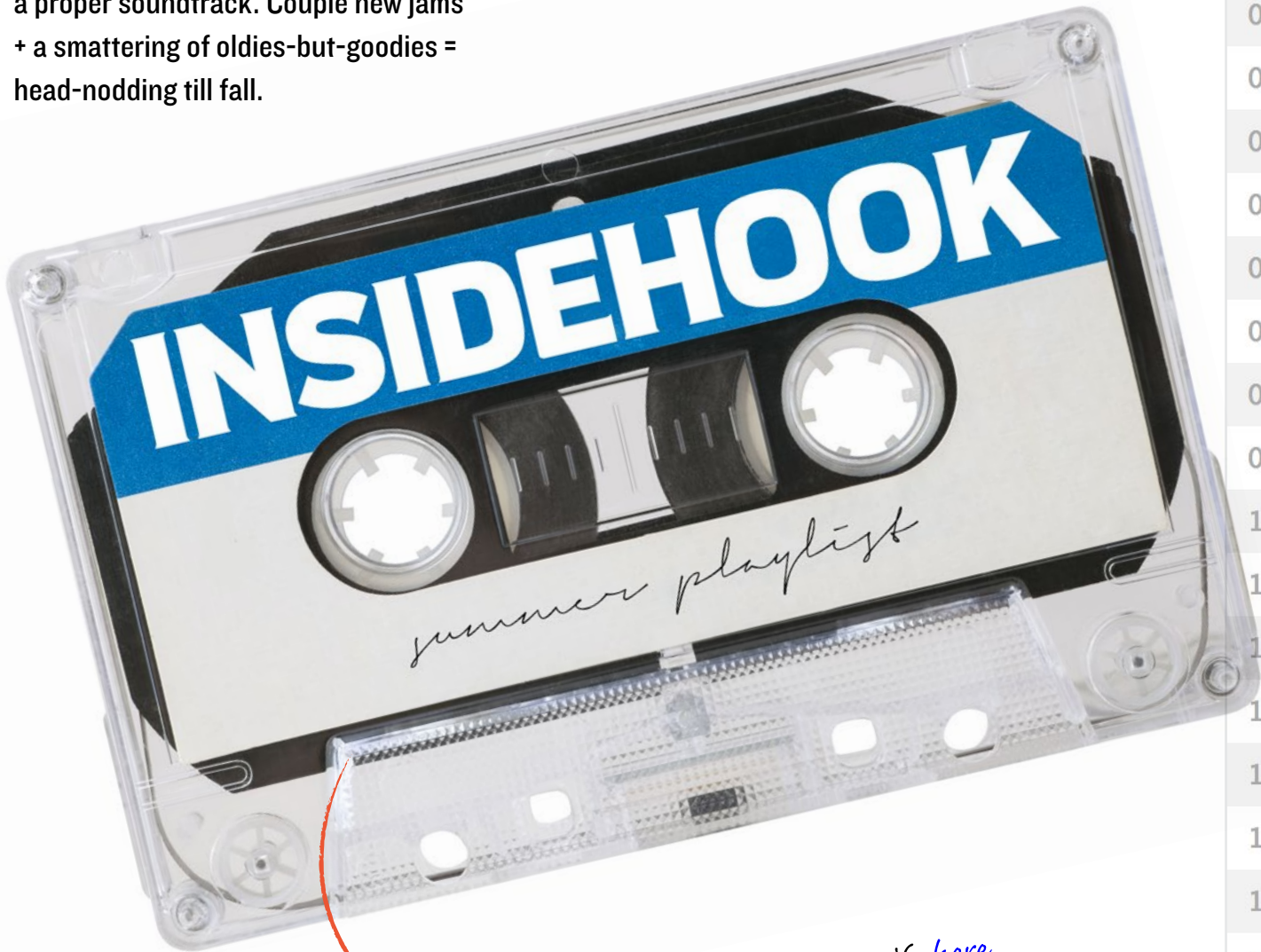
Aug. 2-4
lollapalooza.com

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1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37

The Playlist

A summer is not truly great until it's got a proper soundtrack. Couple new jams + a smattering of oldies-but-goodies = head-nodding till fall.

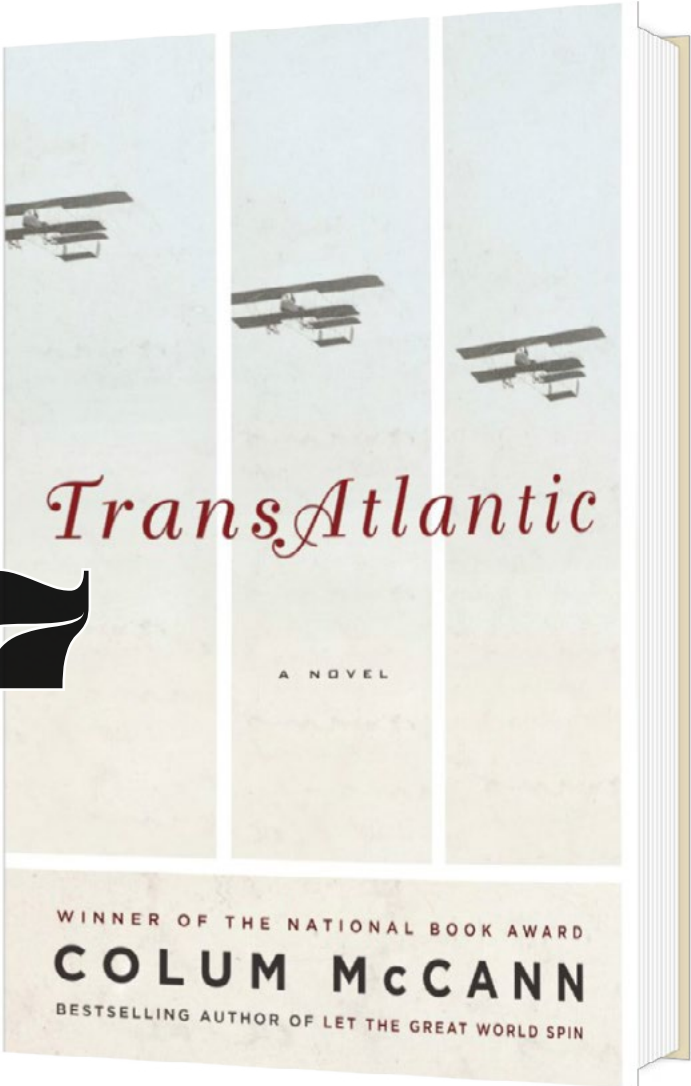


stream through spotify [here](#)

01	Ready For The Weekend by Icona Pop
02	The House That Heaven Built by Japandroids
03	Alive - M4SONIC Remix by Empire Of The Sun
04	My God Is the Sun by Queens Of The Stone Age
05	Let's Go by Matt & Kim
06	Heavy Feet by Local Natives
07	Stubborn Love by The Lumineers
08	Diane Young by Vampire Weekend
09	I Wanna Dance [But I Don't Know How] by SKATERS
10	Ain't Messin 'Round by Gary Clark Jr.
11	Hold On by Alabama Shakes
12	Myth by Beach House
13	American Girl - Live by Tom Petty And The Heartbreakers
14	Looks Good With Trouble (feat. Kendrick Lamar) by Solange
15	Yet Again by Grizzly Bear
16	It's Time - Passion Pit Remix by Imagine Dragons
17	Geri by Superhumanoids
18	Aunt Betty by Middle Class Rut

Summer Reading

27



A literary epic spanning continents, centuries and grand historical figures.

28



A taxi driver's wild ride in an apocalyptic future.



STYLE

Outlier

outlier.cc

Activewear for the dapper man. Or is it
dapper wear for the active man?
You decide.

29

Linen bandana

features the art of [Dan Funderburgh](#)

30

with custom-designed
corozo buttons

Pivot shirt

31

Three-way longs

Unis

unisnewyork.com

For casual nights out, try this NY e-tailer. Their specialty: simple, classic designs that refuse to go out of style.

a formidable piece for your summer wardrobe

52



Emmett Vintage Khaki Shorts

55

Shuron Sidewinder Black sunglasses



54



No side seams, circular knit

Merz B. Schwanen Blue Grey t-shirt

M.Nii

mnii.com

These surf trunks were inspired by the waverider paradise of Makaha. Note the tasteful crop – and subsequent female gazes from all directions.



Low-Pressure Trunk

Made in Los Angeles



Makaha Drowner Surfari



Double Pinline Trunk

*with
classic dual stripes*

CHECK LIST

Use #37Things and tweet or
Instagram to @insidehook this
summer. Include a pic.

We'll be doling out prizes all
summer long.

Food and Drink

Dining:

- | | |
|--------------------------------|--------------------------|
| 1. Outstanding in the Field | <input type="checkbox"/> |
| 2. Stella Artois Belgian Cider | <input type="checkbox"/> |
| 3. Belcampo | <input type="checkbox"/> |
| 4. New Belgium Tour de Fat | <input type="checkbox"/> |
| 5. Uproot Wines | <input type="checkbox"/> |
| 6. Food Tripping | <input type="checkbox"/> |

The Picnic:

- | | |
|---------------------------|--------------------------|
| 7. Recipes via Mantry | <input type="checkbox"/> |
| 8. Picnic Backpack Cooler | <input type="checkbox"/> |
| 9. Portable Speaker | <input type="checkbox"/> |
| 10. Cocktail Kit | <input type="checkbox"/> |
| 11. Rosé Wine via Club W | <input type="checkbox"/> |

Cocktail Recipes:

- | | |
|----------------------------|--------------------------|
| 12. King St. Sour | <input type="checkbox"/> |
| 13. The Parrot's Grog | <input type="checkbox"/> |
| 14. Mount Gay Black Barrel | <input type="checkbox"/> |

Culture

Outdoor Fun:

- | | |
|--|--------------------------|
| 15. Moab B.A.S.E. Jumping | <input type="checkbox"/> |
| 16. Gunstock Treetop Adventures | <input type="checkbox"/> |
| 17. Trek Travel Crater Lake &
Oregon Cascades | <input type="checkbox"/> |

- | | |
|-----------------------------------|--------------------------|
| 18. Kitty Hawk Dune
Hang Glide | <input type="checkbox"/> |
| 19. The Resort at Paws Up | <input type="checkbox"/> |
| 20. Kalon Surf | <input type="checkbox"/> |
| 21. The Death Race | <input type="checkbox"/> |
| 22. Wilderness App | <input type="checkbox"/> |

Shows:

- | | |
|---------------------------|--------------------------|
| 23. Matt and Kim | <input type="checkbox"/> |
| 24. Newport Folk Festival | <input type="checkbox"/> |
| 25. Lollapalooza | <input type="checkbox"/> |

- | | |
|------------------|--------------------------|
| 26. The Playlist | <input type="checkbox"/> |
|------------------|--------------------------|

Summer Reading:

- | | |
|-------------------|--------------------------|
| 27. TransAtlantic | <input type="checkbox"/> |
| 28. Carnival | <input type="checkbox"/> |

Style

Boutiques:

- | | |
|----------------|--------------------------|
| 29-31. Outlier | <input type="checkbox"/> |
| 32-34. Unis | <input type="checkbox"/> |
| 35-37. M.Nii | <input type="checkbox"/> |

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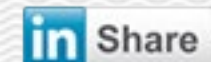


Enjoy the summer, fellas.

***InsideHook: for adventurous
and discerning men.***

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