



THE
NON-CONFORMIST

BUCKET LIST

A STEP-BY-STEP GUIDE
TO ACTING
COUNTERCULTURALLY

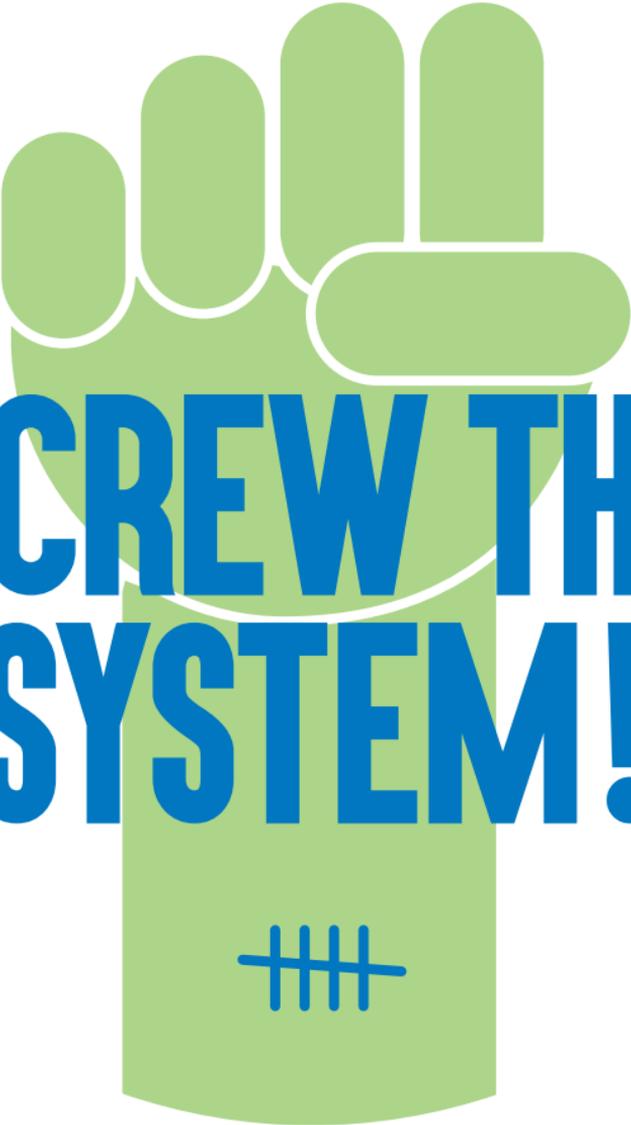
VOLUME 3

ISSUE NO. 7

COUNTERCULTURE

**125 WAYS
TO MAKE
SURE PEOPLE
KNOW
YOU'RE A
FREE THINKER
!**

Challenge accepted



**SCREW THE
SYSTEM!**



Try this fun and easy-to-follow list of challenges, and you too can become a non-conformist!

From simple ideas like what to wear, to things that are slightly more daring (and permanent), you'll venture further and further into the exciting world of countercultural behavior.

Develop a complete disregard for rules and expectations, and have fun in the process!

Keep track of your points with the scoresheet (pg. 76).

It will prove beyond a doubt that you are a daring individual.

1

STYLE



**NON
CON
FOR
MIST
STYLES**

CLOTHING OPTIONS

TRY THEM ALL!

01 \ TIGHT JEANS + STUDED BELT + TIGHT ROCK SHIRT

This style is sure to generate looks of disapproval from more than just your mom. Way to really show people that no one can tell you what to do.

5 PTS

02 \ IRONIC T-SHIRT

Make sure everyone fully grasps your dry, cynical sense of humor by sporting a shirt that features someone else's dry, cynical sense of humor.

1 PTS

03 \ ANY THRIFT STORE OUTFIT

This has a 100% success rate. Just find a shop, put together any combination of items, and walk out a totally unique individual - who may or may not smell like mothballs.

7 PTS

04 \ BLACK BAND SHIRT + CAMO PANTS

Since this approach is a little out of date, get bonus points for extra non-conformity.

4 PTS + 5 BONUS PTS

05 \ CLOTHES YOU'VE MADE YOURSELF

Everyone loves the itch of wool on skin. Give it a try!

Knit or crochet is preferable. Patches are encouraged.

6 PTS

06 \ MEGGINGS (MAN LEGGINGS)

For men who are incredibly comfortable with their sexuality... and legs. Welcome to the heated "Are leggings pants?" debate.

18 PTS

HAIRSTYLES

Style



01 \ THE ASYMMETRIC

If you are not ready for a full Mohawk, the asymmetric cut says, “I’m daring” without sacrificing a fashionable look. A good option for beginners.

To up the non-conformity factor, consider shaving one side.

- 2 PTS
- 4 PTS FOR ADVANCED

02 \ THE FRINGE

The moody fringe simultaneously creates an air of mystery while conveniently helping you avoid social interaction.

Increase the radius of your personal bubble by dyeing it a darker shade. Black is usually the most effective.

- 6 PTS

03 \ THE MOHAWK

While this might seem like an intimidating option, there are many forms you can try. Go fashionable, like a celebrity-adopted infant, or, for a more dramatic look, try 2-foot high spikes.

Bright colours are another great way to add to the intensity of the look.

- 9 PTS

SIX GREAT OPTIONS FOR ALIENATING PEOPLE



04 \ THE FREE SPIRIT (LONG AND FLOWY)

Show everyone your deep connection with nature by sporting long, loose, flowy waves.

Accessorize with braids and flowery headbands to give it a more authentic look.

3 PTS



05 \ THE VIKING (LONG AND MANLY)

Show everyone your deep connection with Odin by sporting long, loose, manly waves.

Accessorize with braids and leather straps to give it a more authentic look.

6 PTS



06 \ THE UNDERCUT

An accessible, Hollywood-approved option. Stay fashionable while maintaining a distinctive edge.

Going extra short on the sides is a sure way to show your willingness to stand out.

4 PTS

**CUT
YOUR
OWN
HAIR**

Style



6 PTS

**NOTHING
SAYS**

**REALLY
DON'T
CARE
WHAT
PEOPLE
THINK**

**—
QUITE
LIKE
GIVING
YOURSELF
YOUR
OWN
MULLET**



OTHER
HAIRY
PARTS

A MOUSTACHE FOR EVERY OCCASION



01 \ THE HANDLEBAR

Bring back this classic with a deliberate sense of irony. This highly conspicuous style will set you apart as a true individualist. Buy over-priced moustache wax to confirm you're the real deal.

5 PTS



02 \ THE BURT REYNOLDS

For a good dose of defiant manly swagger, this full-bodied bro-merang goes best with a cigar and cowboy hat.

7 PTS



03 \ THE IMPERIAL

Step up your game by going fully ironic. Try a subtle upward curve or even attempt multiple swirls.

10 PTS



04 \ THE DALI

While no one will pull this off as well as it's namesake, nothing says "I'm cray cray" like this skinny, gravity-defying moustache.

11 PTS



05 \ THE CHARLIE CHAPLIN

Although a certain Führer effectively ruined the toothbrush moustache for EVERYONE, this once approachable style regains its innocence when paired with a bowler hat. Be sure not to lose the hat.

10 PTS



06 \ THE TOM SELLECK

Also known as the Chevron, this has been named the sexiest moustache in the history of facial fur.

7 PTS

THE BEARDS OF REBELLION

01 \ THE NEAT & TIDY

An introductory level to non-conformist facial hair. This dapper beard tells the world you are the “creative type.” Someone who refuses to fit into the “metaphorical box.” This beard is well matched with the Hipster Abstract Tattoo. (see page 20)

3 PTS

02 \ THE WOLVERINE

Make people more uncomfortable the further you go - from scruffy sideburns to full-grown wildling muttonchops.

7 PTS

03 \ THE LUMBERSEXUAL

Fuller and more unkempt than the Neat & Tidy, this display of manliness will surely set you apart from the clean-shaven sheep in accounting.

6 PTS

04 \ THE CLEAN-SHAVEN

The newest way to break the rules. Set yourself apart from the bearded sheep in advertising.

6 PTS



THE LADY HAIR CHALLENGE

Channel one of the ultimate non-conformists, Frida Kahlo.

LEVEL 1 \ GROW OUT YOUR LEG HAIR

In the spirit of breaking gender rules, men, you get points for shaving your legs.

9 PTS

LEVEL 2 \ GROW OUT YOUR ARMPIT HAIR

Gentlemen, get points for shaving your armpits.

11 PTS

LEVEL 3 \ DYE YOUR ARMPIT HAIR BLUE

Trust us, this is a thing.

Boys, this one is for you too.

13 PTS

LEVEL 4 \ DITCH THE TWEEZERS

Save time and sport a full brow.

8 PTS

Extra points for achieving the unibrow.

+ 9 PTS

GENDER EQUALITY

Don't let the name fool you. The Lady Hair Challenge is for everyone.

See details for male-specific instructions.

For the really daring, shave off your eyebrows entirely. This will give you a big leap ahead in non-conformity points.

+ 16 PTS

WALK

**1/4
MILE**

\ APPREHENSION

\ MISTRUST

**A
MILE**

**1/2
MILE**

\ ISOLATION

**IN
THESE**

**3/4
MILE**

\ EXCLUSION

SHOES

SUCCESS!

THE THREADS AREN'T ENOUGH

FOOTWEAR \

Make sure your look is authentic from head to toe.

2 PTS \ EACH

THE BAREFOOT MOVEMENT \

Free yourself from convention and connect directly with the earth and its electric energy.

8 PTS

TIP: When someone points out that we spend 90% of our time on concrete, casually deflect by talking about the health benefits of Kombucha.



ARMY SHOES



SKATE SHOES



HIPPIE SANDALS



SANDALS & SOCKS



LATEX HEELS



5 FINGER SHOES



SPIKED HEELS



COMBAT BOOTS



ROCKABILLY CREEPERS



EXTRA POINTY BOOTS



BALLET HEELS



AU NATUREL

TATTOOS



Style

THE HIPSTER ABSTRACT TATTOO

Says, "I'm a free spirit," while the random shape you choose (that is clearly as profound as the works of Nietzsche) shows the world how deep you really are.

2 PTS

THE ROCKABILLY PIN-UP

Make sure your art is American old-school. That is obviously the only acceptable style.

5 PTS

THE METAL HEAD SKULL

This is a great way to start intimidating people. You don't even have to open your mouth. Just wear a cut-off band t-shirt, flash some tattooed biceps, and people will know you mean business.

9 PTS

A PROGRESSION FROM APPROACHABLE TO SCARY



THE PUNK NECK TATTOO

This is the threshold to cross if you no longer want to work at a desk or in the service industry.

15 PTS

THE ANARCHIST FACE TATTOO

Whether you like it or not, you will never again be able to convince a grandmother that you are trustworthy.

25 PTS

HOW FAR WILL YOU GO?

For a long time, the earliest known examples of tattoos were Egyptian, found on several female mummies dating to c. 2000 B.C. But following the more recent discovery of the Iceman, this date has been pushed back to 3000 B.C.

[smithsonianmag.com/
history/tattoos](http://smithsonianmag.com/history/tattoos)

BONUS POINTS CLICHÉ TATTOOS TRY A BUNCH!



2 PTS \ EACH

You can really rack up the points

Style



I HEART MOM



TRIBAL



ANCHOR



BIRDS



DOLPHIN



YIN YANG



CELTIC



TRAMP STAMP



ASIAN CHARACTERS



BUTTERFLY



BARBED WIRE



QR CODE

NOW, SET YOURSELF
APART FROM OTHER NON-CONFORMISTS
AND GET TO KNOW YOUR LOCAL

TATTOO REMOVAL

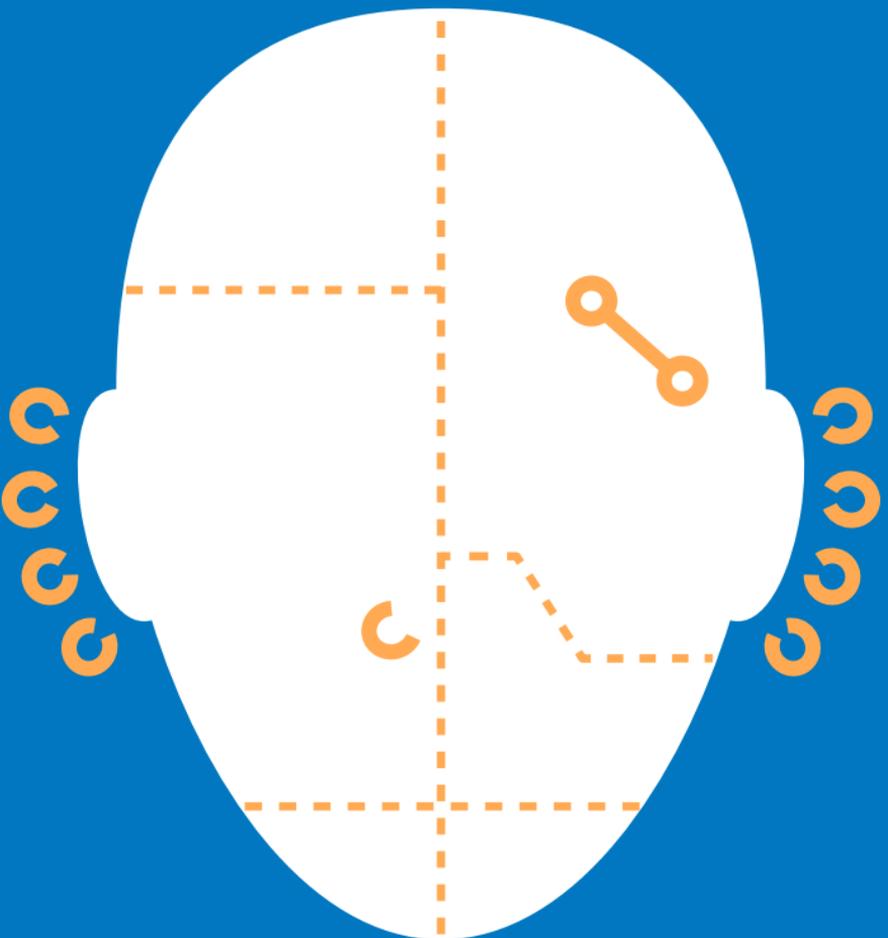


TECHNICIAN !

No need to look like all those other so-called freethinkers.
You can have your ink removed. But don't worry about blending in with
the boring masses - you'll be left with scars that are 100% unique!



18 PTS



Style

WELCOME TO THE WONDERFUL WORLD OF EXTREME BODY MODIFICATION

01 \ EAR STRETCH

- 20MM - 3 PTS
- 50MM - 12 PTS
- 100MM - 25 PTS

02 \ FACE IMPLANTS

HORNS
OR
BAGEL HEADS

- 25 PTS \ EACH

If you don't know what these are, they're worth Googling. Trust us.

03 \ TEETH SHARPENING

- 25 PTS

04 \ EYE INJECTIONS

- 25 PTS

WARNING

\
Not for the faint of heart... or conviction. There are no take-backs with this one (or very few). Only the ultimate non-conformists will have the brass marbles to attempt these.

2

**ART &
LITERA
TURE**



**MAKE
YOUR
MARK**

GO EXPRESS YOURSELF

01 \ A BACK ALLEY

4 PTS

02 \ A BRIDGE

6 PTS

03 \ A MEAN NEIGHBOUR'S FENCE

Get real satisfaction from this one.

4 PTS

04 \ AN ICE CREAM TRUCK

6 PTS

05 \ AN ADVERTISING BILLBOARD

8 PTS

06 \ A POLICE STATION

10 PTS

GRAFFITI

Screw personal property.

Make your own tag and spray it on any wall you can find.

REQUIRED READING

Art & Literature



Make sure to have a copy of *Anarchism and Other Essays* on you at all times.

If you don't have one, find an independent bookstore immediately.



6 PTS

BECOME AN
ARTIST
FOR
A DAY

Blow off work to stay home and create an up-cycled masterpiece.
Use eclectic pieces you find in the trash,
a full container of glue, and perhaps some paper clips.
Feel a special sense of pride when people seem confused with
your creation.



8 PTS

@

#

!!

%

&

*

!!

/

@

TRY SWEARING. IT'S FUN!

USE YOUR IMAGINATION

There are so many colourful words that can help spice up your countercultural monologue.

The beauty of the 4-letter word: there are so many possibilities.

01 \ _ _ _ _

4 PTS

02 \ _ _ _ _ _ _
 _ _ _ _ _ _

6 PTS

03 \ _ _ _ _ _ _ _ _ _

3 PTS

04 \ _ _ _ _ _ _ _ _

7 PTS

05 \ _ _ _ _ _

5 PTS

06 \ **ADD YOUR OWN!**

3 PTS / EACH

3

SOCIAL

ACT

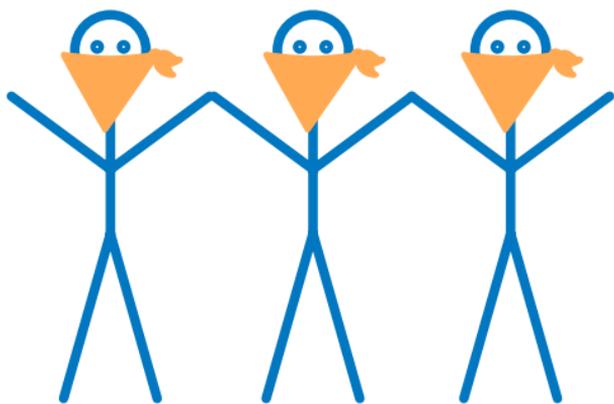
IVITIES

MAKE



FRIENDS

PROTEST EVERYTHING

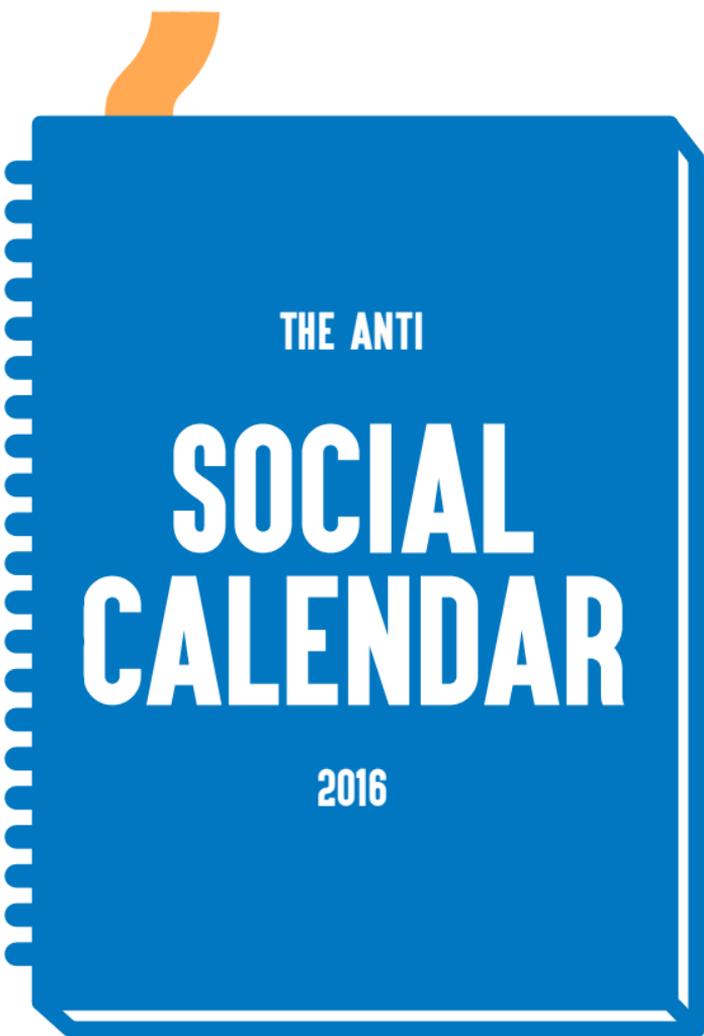


Protesting

A perfect Sunday afternoon activity.
You can even bust out cocktails with friends!
(See page 53 for recipe).



7 PTS



THE ANTI
**SOCIAL
CALENDAR**

2016

FUN FRIDAY NIGHTS

01 \
HAVE DINNER WITH
YOUR 7 WIVES

6 PTS

02 \
STAY IN...
AGAIN

Nothing beats an evening of charades and Kool-Aid with your cult leader and commune family.

8 PTS

03 \
ATTEND YOUR
ANARCHY FOREVER
MEETING

4 PTS

04 \
GO TO YOUR
WICCAN PRAYER
CIRCLE

6 PTS





KEEP

IT

UP

**YOU'RE
DOING
GREAT**

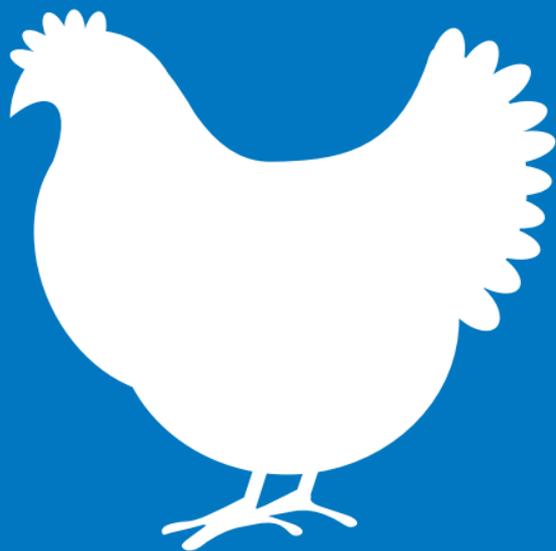
**KEEP FOLLOWING THESE GUIDELINES
AND YOU'LL BE AN EXPERT
NON-CONFORMIST IN NO TIME!**



4

FOOD

FOOD \ AN UNEXPECTEDLY RICH



SOURCE OF REBELLION



GROW YOUR OWN

GO REALLY LOCAL

Keep a chicken in your backyard, and never buy capitalist eggs again.



10 PTS

**FIND A RECIPE FOR THE
MOST INEDIBLE**

**VEGAN
MUFFINS**

**AND FORCE THEM ON
ALL YOUR FRIENDS**



5 PTS

A GROTESQUE SCAVENGER HUNT

01 \ MISSHAPEN BLOB

3 PTS

02 \ EXTRA BUMPS

3 PTS

03 \ EXTRA APPENDAGES

5 PTS

04 \ OVERSIZED

4 PTS

05 \ PHALLIC SYMBOL

8 PTS

UGLY FRUIT

\

Scour the city to find the ugliest examples of fresh produce.

As much as 40% of produce goes uneaten because it doesn't meet retailers' strict cosmetic standards.

[endfoodwaste.org/
10-reasons-why](http://endfoodwaste.org/10-reasons-why)



**THE
DUMPSTER
DIVE
CHALLENGE**

REAPPROPRIATE YOUR DINNER

FROM THESE 4 LOCATIONS

01 \ PUBLIC MARKET

7 PTS

02 \ BAKERY

5 PTS

03 \ BIG CHAIN GROCERY STORE

10 PTS

04 \ PHARMACY

7 PTS

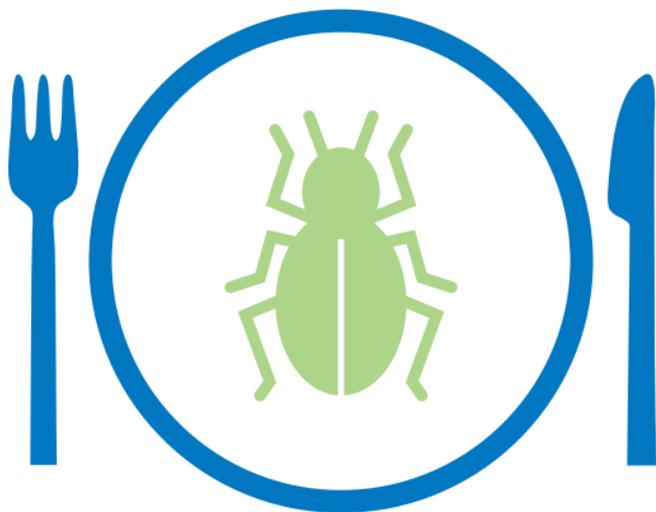
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While this may seem a little extreme to novices, you can become part of the growing number of people rebelling against a system of waste.

A large portion of perfectly good food is discarded by shops daily. Help salvage goods, eat for free, and one-up your other non-conformist friends by living outside the system.

DISCOVER NEW DELICACIES

HOST AN INSECT DINNER PARTY



9 PTS

Extra points for not warning your guests.

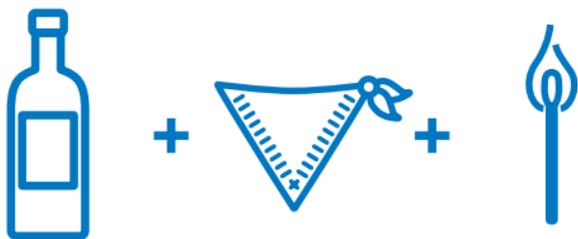


5 BONUS PTS



MAKE A MOLOTOV COCKTAIL

53



Mix 1 bottle of vodka with 1 bandanna. Light fabric with a match.
Share your cocktail with others.

For an added touch, rather than sliding it down the bar,
give it a good overhand toss. Vodka can be substituted with
moonshine, Southern Comfort, or Peach Schnapps.



5 PTS

5

**HOUSING
& TRANS
PORT**

HOUSING



OPTIONS

SHACKING UP

01 \
WESTFALIA
CAMPING VAN

8 PTS

02 \
INDUSTRIAL LOFT

5 PTS

03 \
COMMUNE

13 PTS

04 \
SQUATTING

16 PTS

05 \
TINY HOUSE

8 PTS

**DON'T SIGN
ON THE
DOTTED LINE**

Before renewing
your lease,
consider these
colourful
alternatives.

BECOME COMPLETELY



LOCATION INDEPENDENT

HOW LONG CAN YOU MAKE IT?

COUCH SURFING

No longer just for university students who can't pick a major!

Show everyone how off-the-grid you really are by crashing on an overly-friendly person's lumpy futon.

01 \ WEEKEND GETAWAY

4 PTS

02 \ 2 WEEKS

6 PTS

03 \ 1 MONTH

9 PTS

04 \ 6 MONTHS

19 PTS

05 \ 1 YEAR

25 PTS

FUN WAYS TO GET AROUND

01 \ WESTFALIA CAMPING VAN

Not only can this be your house, it's also perfect for camping out at your ultra hip music festivals.

6 PTS

02 \ HITCHHIKING

This has likely been an unsafe form of transportation since people have had thumbs. But no one is going to tell you what to do.

9 PTS

03 \ HELL'S MOTORCYCLE

Every mother's nightmare.

9 PTS

04 \ FIXIE

Who needs brakes? People should just know to get out of your way.

5 PTS

\

Hell no, you're not leasing a sedan!

Try out these alternative modes of transportation and be sure to piss off your loved-ones. But who cares? You don't follow rules!

MOVING DAY

MOVING TRUCKS ARE FOR CONFORMISTS



USE YOUR BIKE

Just strap that mattress to your back and start pedalling.

HOW FAR WOULD YOU GO?

-
- ACROSS THE CITY 8 PTS TO ANOTHER CITY 20 PTS OUT OF PROVINCE 50 PTS

THE UNICYCLE

MAKE IT

YOUR MAIN

FORM OF

TRANSPORT



BIKES ARE SO PAGE 61

15 PTS

6

TECHNO LOGY & FINANCE

CULTIVATE AN AVERSION



TO TECHNOLOGY

GO "BACK TO THE WOODS"

DISCONNECT FROM THE DIGITAL WORLD \

Really set yourself apart from the masses and give up your technological devices.

Enjoy laughing at all the followers who still check for email.

LEVEL 1 \

Put your phone down and talk to someone *while* making eye contact.

4 PTS

LEVEL 2 \

Get a vintage flip phone.

6 PTS

LEVEL 3 \

Close your Facebook account.

9 PTS

LEVEL 4 \

Start using your phone as a colourful paperweight.

5 PTS

LEVEL 5 \

Go without email. People can write you letters instead.

11 PTS

FRAUD NO CRISIS
LONGER BAILOUT
FISCAL HOUSING
MARKETS TRUST
LIQUIDITY RATE
BANKS DEFAULT
CREDIT RISK
MANAGEMENT.



INSTEAD STASH YOUR CASH

GET CREATIVE

There are plenty of ways to hoard your bills while flipping off the banking system.

01 \ IN A HOLLOWED- OUT BIBLE

Get extra points for rejecting two institutions at once. You're on a roll!

10 PTS

02 \ INSIDE A FLASHLIGHT

Unscrew and switch out batteries with your money roll.

2 PTS

03 \ BEHIND A LIGHT SWITCH

Great if you want to try out the paranoid, conspiracy theorist approach to non-conformity. Make sure you don't start a fire.

4 PTS

04 \ INSIDE AN OLD VHS TAPE

Have fun with this one. Bust out E.T. or your Baywatch collection.

8 PTS



05 \ IN A BOX OF LAXATIVES

You can be sure no one will be touching this one.

10 PTS

7

**THAT
EXTRA
STEP**

**NORMAL
IS THE
NEW
BLACK**

**NOW THAT YOU LOOK,
SOUND, AND SMELL UNIQUE
LIKE EVERYONE ELSE**



**FORGET EVERYTHING
WE JUST SAID**

Quick! Before anyone can accuse you of being an imposter counterculturalist, ditch the piercings, fanny pack, and quinoa patties. No need for the handbook. Nothing says non-conformity better than just not giving a



(See page 33 for list of 4-letter words to choose from)

8

YOUR SCORE SHEET

ART & LITERATURE

GRAFFITI

$$\square + \square + \square + \square + \square = \square$$

$$\square + \square + \square + \square + \square$$

READING

$$\square + \square + \square + \square + \square = \square$$

ARTIST

$$\square + \square + \square + \square + \square = \square$$

SWEARING

$$\square + \square + \square + \square + \square = \square$$

$$\square + \square + \square + \square + \square$$

$$\square + \square + \square + \square + \square$$

$$\text{TOTAL } \backslash = \square$$

FOOD

URBAN FARMING

$$\square + \square + \square + \square + \square = \square$$

VEGANISM

$$\square + \square + \square + \square + \square = \square$$

UGLY FRUIT

$$\square + \square + \square + \square + \square = \square$$

DUMPSTER DIVING

$$\square + \square + \square + \square + \square = \square$$

EATING INSECTS

$$\square + \square + \square + \square + \square = \square$$

MIXOLOGY

$$\square + \square + \square + \square + \square = \square$$

$$\text{TOTAL } \backslash = \square$$

**TOTAL
NON
CONFORMITY
SCORE**

=



TEAMWORK!

ORANGE
TANGO

W/A

01 \ ORANGETANGO

orangetango is a Montreal communications agency with a 20-person team, specializing in branding strategy and related design, advertising, and creative and interactive applications. In its 20 years of marketing communications, our agency has won over 400 awards and distinctions. orangetango's achievements are founded on its exploration of new avenues, coupled with its bold approach, intuition, and passion.

ORANGETANGO.COM

02 \ WAYWARD ARTS

Wayward Arts is a collaborative magazine showcasing the pure unfiltered spirit of Canadian graphic design. Each month, a prominent Canadian design studio creates a new issue filled with innovative design, featuring specialty printing and finishing techniques. Every issue is an unpredictable expression of creativity.

Special thanks!

Rich Pauptit
David Gallant
Derek Emerson

WAYWARDARTS.CA



03 \ FLASH REPRODUCTIONS

Flash Reproductions is widely considered to be Canada's most innovative and versatile print production facility, collaborating with brilliant designers and marketers to produce award-winning results since 1969.

Rich Pauptit
rich@flashreproductions.com

PRINTING

Printed on Finch Opaque, 80 lb text and 100 lb cover, smooth finish.

FLASHREPRODUCTIONS.COM



04 \ VERITIV

Veritiv is a North American leader in business-to-business distribution solutions. Helping to shape our customers' success drives everything we do. Our print management solutions, industry leading experts, and creative ideas provide our design and corporate communication clients with the assistance they need to stay ahead.

Susan Corbeil
susan.corbeil@veritivcorp.com

VERITIVCORP.COM



05 \ FINCH

Finch specializes in the manufacture of uncoated papers for the digital and traditional printing markets, and we often customize tailored substrates for specific applications. Our promise is simple: high quality products, made with environmental integrity, and delivered with the type of personal service you will respect and remember. Renowned as the leader in 96 bright opaque, Finch Opaque offers trusted runnability with the size and weights you need and the environmental benefits your clients require.

FINCHPAPER.COM

**THAT'S
IMPOSSIBLE,
IT WILL NEVER
WORK**

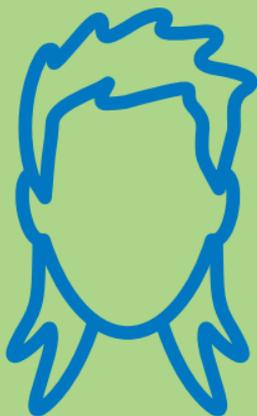
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LET'S DO IT



FLASHREPRODUCTIONS.COM

BUSINESS IN THE FRONT



PARTY IN THE BACK



VERITIVCORP.COM

Don't let our serious exterior fool you.

TRY THEM ALL!



THE IMPERIAL MOUSTACHE



THE FACE TATTOO



THE INSECT DINNER PARTY



THE UNICYCLE

Try this fun and easy-to-follow list of challenges and you too can become a non-conformist!

W/A

VOLUME 3 \ ISSUE NO. 7

COUNTERCULTURE