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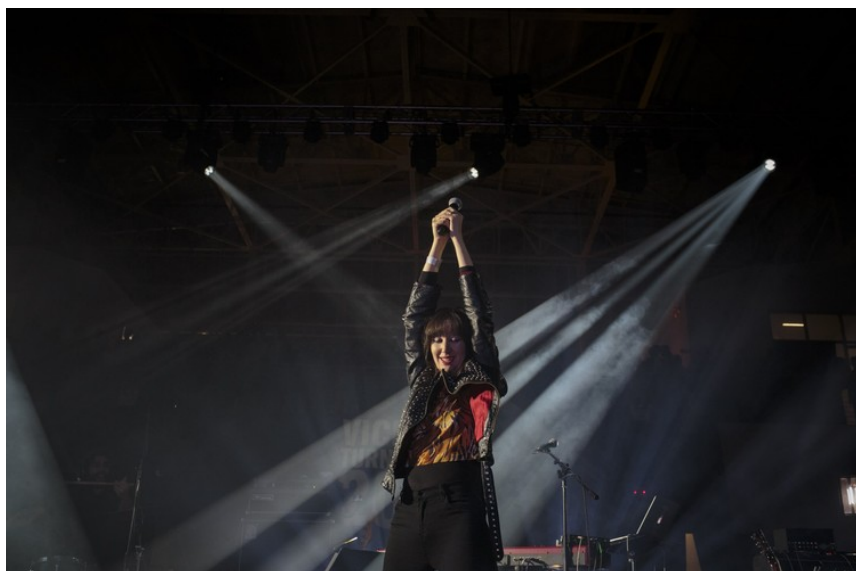
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NY CULTURE

## The Virtues of Vice: a Celebration of 20 Years

Karen O, Lil Wayne and Jonah Hill Rock in Brooklyn

By



The Yeah Yeah Yeah's Karen O closes out her set at VICE's 20th anniversary party. *ANDREW WHITE/VICE MEDIA*

**ANDY BATTAGLIA**

Dec. 7, 2014 7:04 p.m. ET

The mischievous multimedia enterprise Vice fulfilled its promise for a “more than a little chaotic” 20th anniversary party on Friday, with a lineup of unlikely musical unions and an audience of 3,000 at the Brooklyn Navy Yard.

At the 35,000-square-foot Duggal Greenhouse, a live band played behind a rotating cast of microphone-toting stars, musical and otherwise: Karen O, Jarvis Cocker from Pulp, the rapper Lil Wayne, actors Scarlett Johansson and Jonah Hill, and members of Pussy Riot, Megadeth and Wu-Tang Clan.

“We wanted to throw a party—not a concert,” said Suroosh Alvi, one of the founders of Vice, which started as a magazine in Montreal and is now a diversified media company based in New York. “We have developed a family in this city, so we wanted to celebrate together.”

The first song featured the night’s master of ceremonies, Andrew W.K., screaming his rock anthem “Party Hard” with support from a supergroup led by Nick Zinner of the Yeah Yeah Yeahs.

From there, the lineup zigged and zagged. Ms. Johansson sang a cover of New Order. Mr. Hill, with help from his Hollywood peer Spike Jonze on guitar, sang a song by Drake. Mr. Cocker surprised hip partygoers with a stirring version of “The Power of Love” by Celine Dion.



Scarlett Johansson performed a New Order song at the event. *SAM CLARKE/VICE MEDIA*

“We’re many things now as we’ve grown into news, fashion and technology, but music is at the heart of what we care about,” said Vice global general manager Hosi Simon.

Audience members took in the tunes while milling about for drinks and food-truck offerings, among them artisanal pupusas and falafel. Walls were

decorated with 20 years’ worth of peculiar magazine covers: a drawing of a shark with legs, letters announcing an issue devoted to “Horror Rap,” a picture of a woman with a ferret on her derrière. The “Fashion Issue” from 2009 featured a close-up of a smiling warthog.



Lil Wayne ANDREW WHITE/VICE MEDIA

“I like the one with the wolf,” said Kennan Gudjonsson, a music producer who had worked with Pussy Riot on a new song the day before. “Or it might be a coyote.”

Young Heller, an illustrator, said he liked Vice’s eye for eccentricity. “They’re real, and they’re doing important work bringing weird stories from corners of the world where no one is daring to go,” he said. Among his favorite

Vice offerings is a full-length documentary titled “The Cannibal Warlords of Liberia,” about a commander named General Butt Naked who became a Christian preacher after he killed and ate his enemies.

Gokul Luwang, at the party from New Delhi, India, said he knows Vice as a web portal more than a publishing house.



Guests take in the show. ANDREW WHITE/VICE MEDIA

“I didn’t know Vice had a magazine,” he said. “I

know it as a web portal. Their videos are big in India—they’re inspiring for us.”

Among the night’s performers was an émigré who found a home in New York with support from Vice.

“I came here fresh out of the boat from Iraq and now I’m almost an American citizen,” said Marwan Hussein, whose band, Acrassicauda, was the subject of the Vice film “Heavy Metal in Baghdad.”

For part of the night’s program, he played drums in a group made up of heavy-metal legends and peers.

“Did I imagine when I was in Iraq that this was going to happen to me?” Mr. Hussein asked. “Did I imagine I would be playing with Megadeth? No.”