







Listening

Collaboration  
Skills are  
transferable



DESIGNERS participate.



Design let's you  
engage  
with bigger  
ideas ... you have  
to be out there  
in the world

All the partners  
come to work  
ready to design things  
and make things

I was very nerdy and felt  
disrespected as a kid ... but I  
could draw and that ... kept  
people from beating me up.



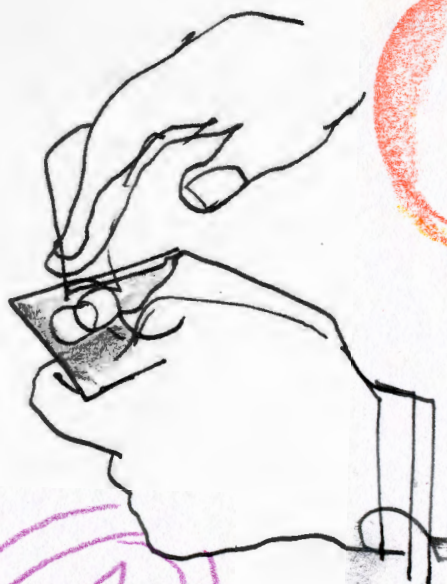


TRUSTING  
THAT PROCESS

P







Sometimes I'll have an idea & know exactly what to do.  
Sometimes... it has to get tricky

showing the Mastercard logo -

It's simple and memorable

Citi

Gehey on Bilbao and NYC had to take the Trump he was interested in and shift them to deal with what's there

On style - "If you book Chuck Berry, you want to hear Chuck Berry songs"







"Bill Clinton's  
idea of  
H4U  
sparked the  
Whitby  
logo"

sometimes the obvious things  
work. But then  
sometimes you have to do the  
in obvious things

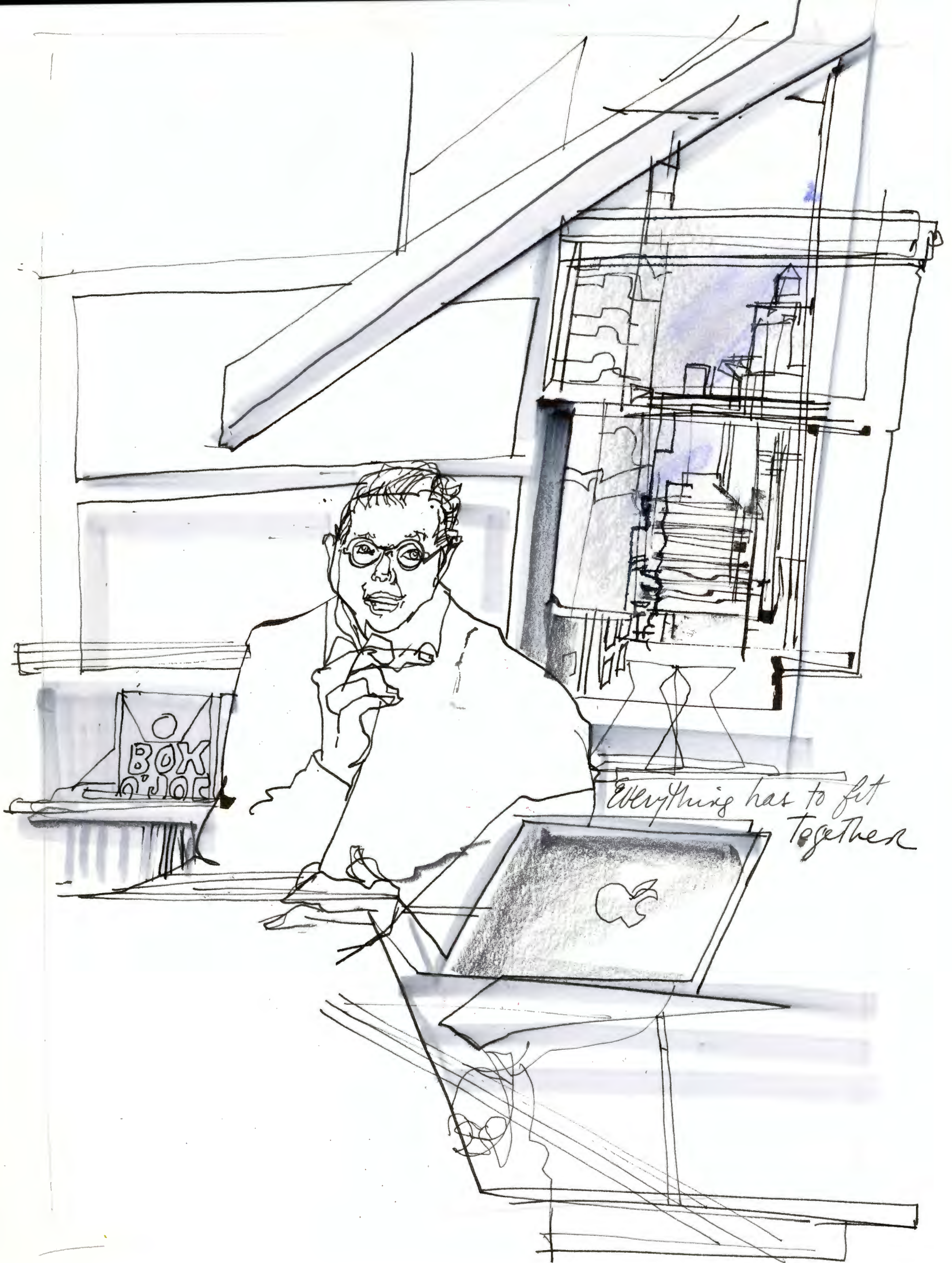
I always start by filling  
my sketchbook with the most  
obvious ideas and then  
go for the most unobvious





you sometimes  
can do improv.  
Sometimes you  
have to memorize  
your lines





Everything has to fit together





The inspiration  
comes from the  
clients. And I  
feel that way  
about everything  
we do. "



Life is a delicate  
balance between order  
and disorder.



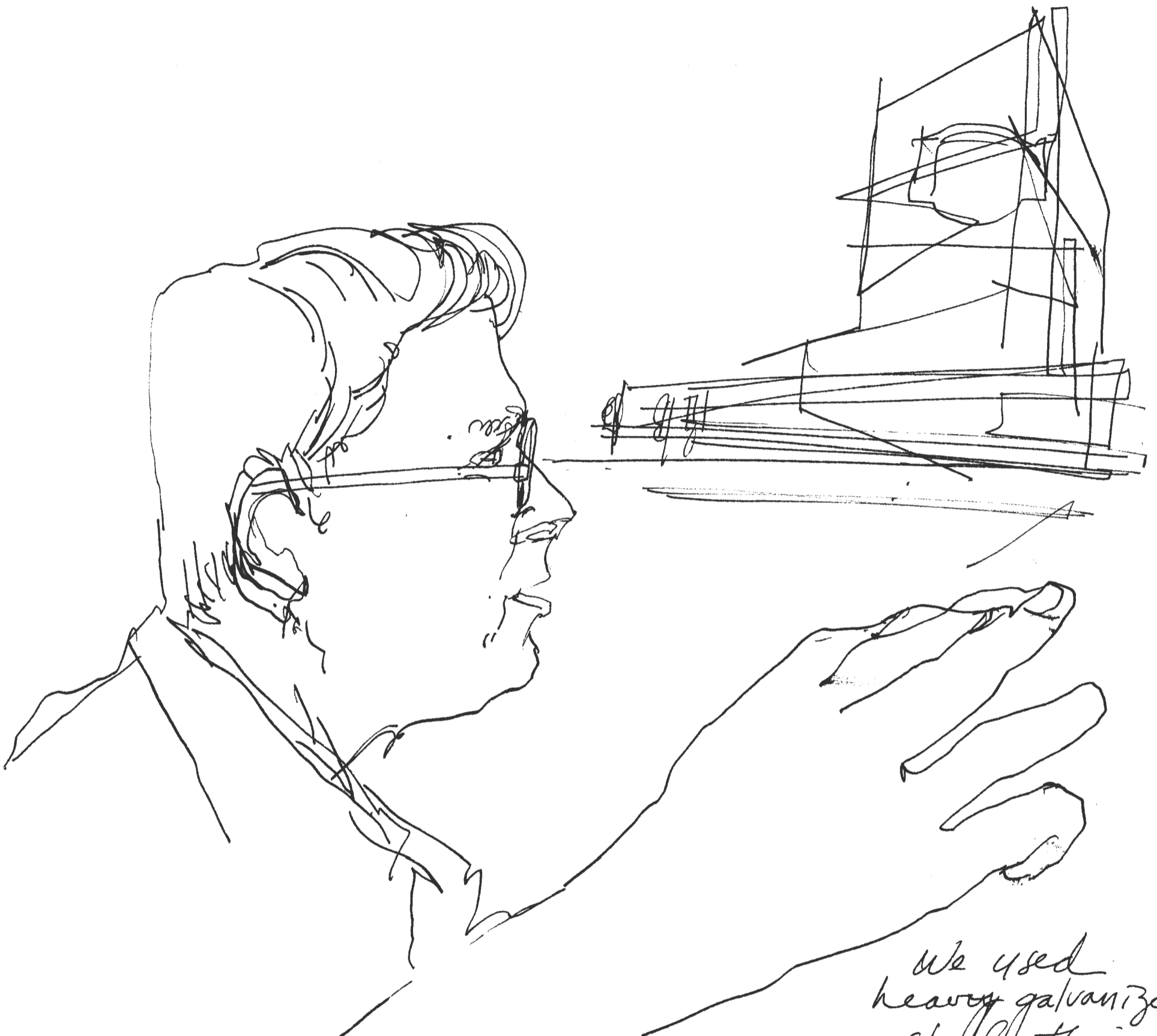
I FEEL  
INCREDIBLY  
LUCKY

Everyone  
remembers  
being in  
your  
position.

"So great  
how open  
everyone  
has  
been."

It can be daunting.  
We all teach - we don't do  
it for the money... teachers learn more than  
you do





We wanted the Harley Davidson logo to be like the jewel in the crown.

We used heavy galvanized steel... things that are big + strong for the aesthetic... Harley is a heavy bike.



b'ber

WE ASK AN ARCHITECT TO SOLVE A PROBLEM AND SOMEHOW THE SOLUTION ALWAYS TURNS OUT TO BE A BUILDING

#x@!



The Architecture of Pasta

If I've done it before I get bored. If I haven't done it before I get anxious

a Canoli solves the entrance problem of the Oaks

we designed a system of houses for the Nampsons

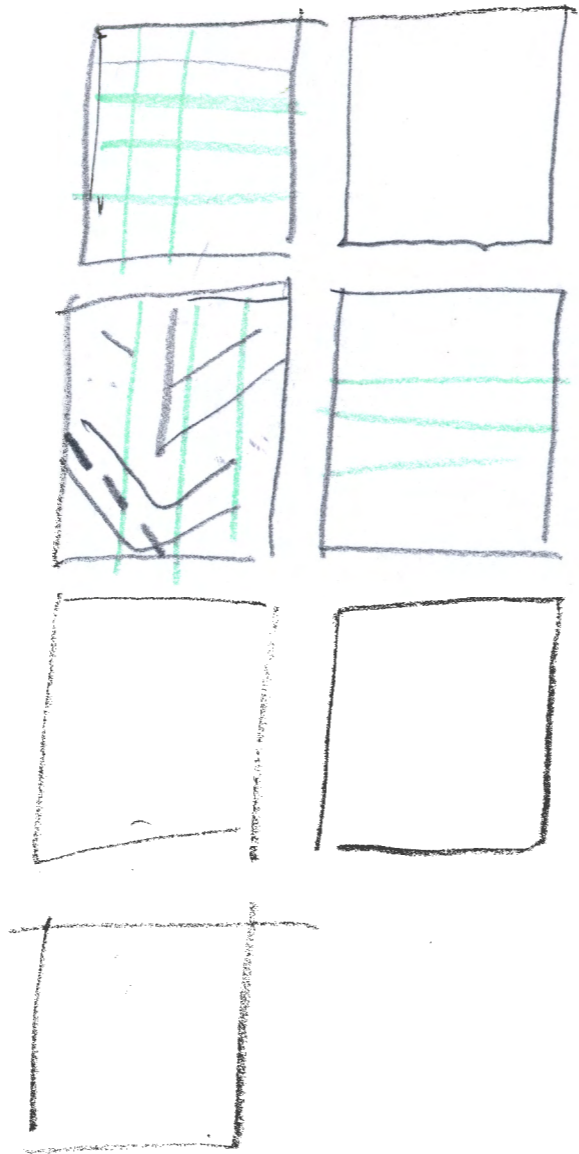
" We don't go on when we're ready. We go on at 11:30"

Time Michaels

In other words, don't wait for perfect con. You have to finish on?







100  
ideas  
for  
NY







b.b.ber architects





It's Sigmund  
Freud  
with a cigar

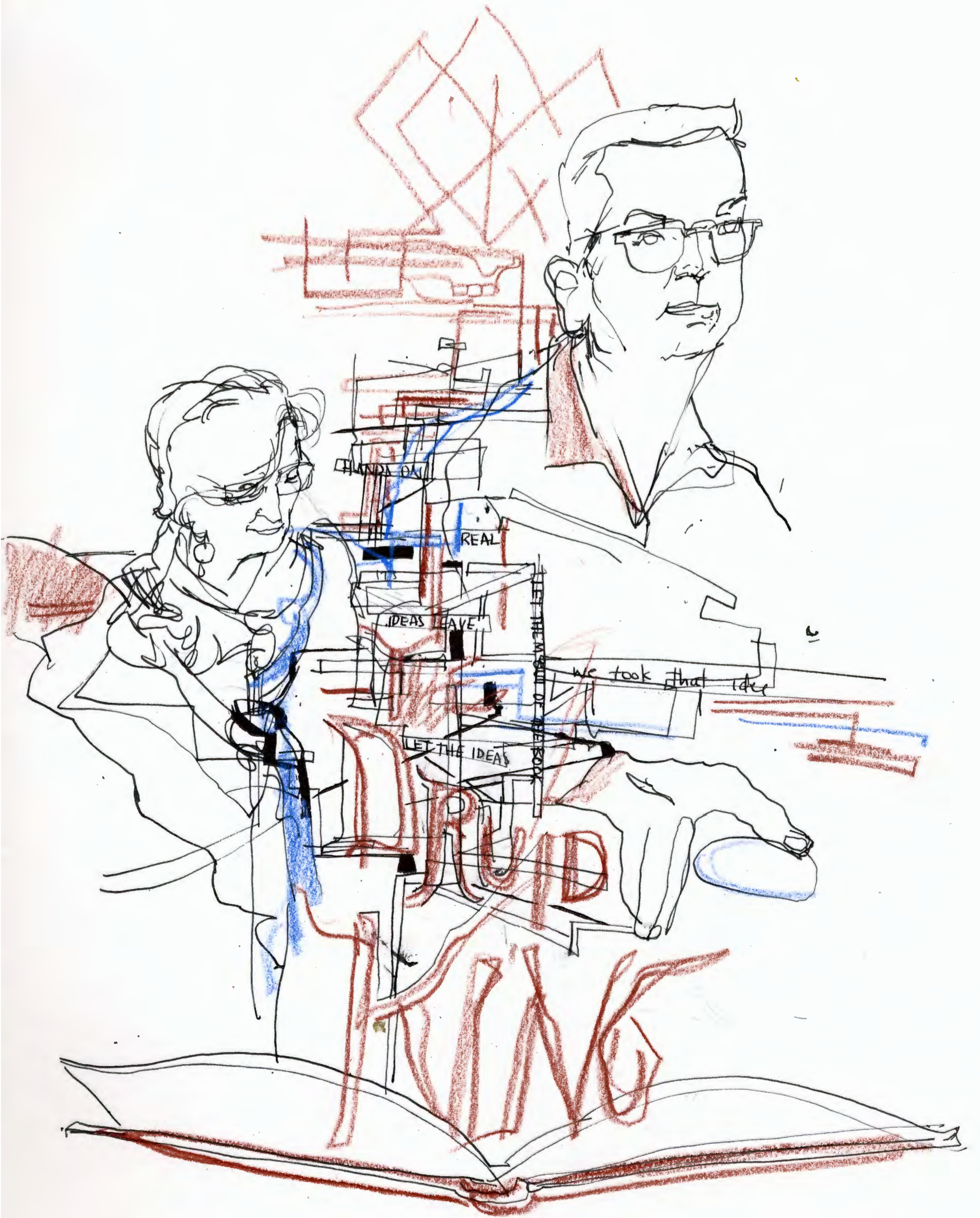




"Our work is about storytelling and a sense of community"

my design work is about solving problems.  
My sculpture is about creating them





HANDS ON!

REAL

IDEAS HAVE

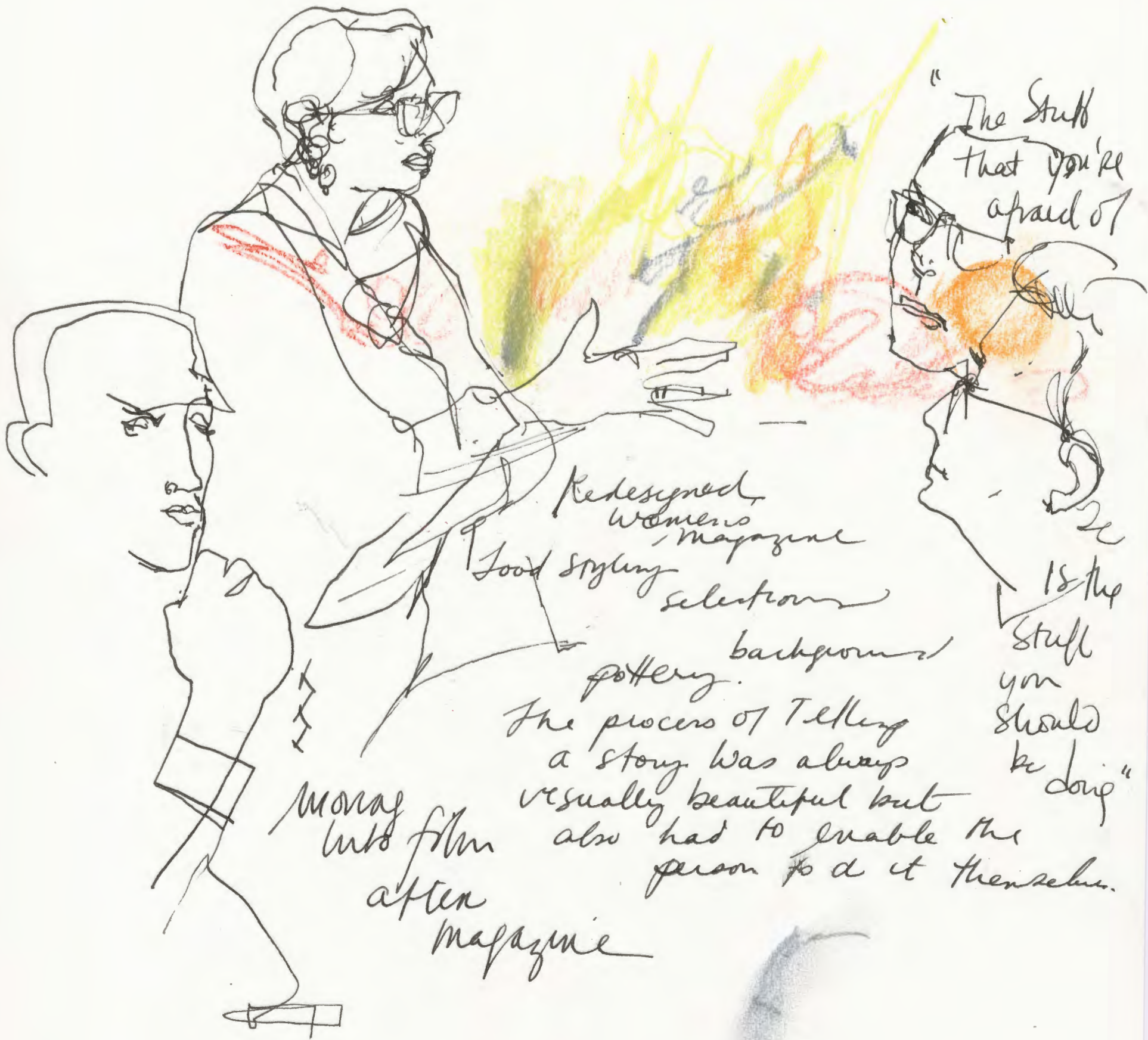
LET THE IDEAS

LET THE MESS OF THE ROOM

we took that idea

THINKING





"The stuff that you're afraid of"

Redesigned  
Womens  
Magazine  
Food styling  
selections

background  
pottery.

The process of Telling  
a story was always  
visually beautiful but  
also had to enable the  
person to do it themselves.

is the  
stuff  
you  
should  
be doing"

Money  
into film  
after  
magazine





How do you  
unleash the  
creativity in  
yourself?






Eventually  
I filmed all  
these creative  
women  
and they  
said the  
same  
thing









~~The presentation~~  
was 9 am  
today

Now  
logos have  
to come alive  
on screen





"If you don't follow your instincts you will do nothing in this world"





My mother  
only wore  
white

her  
closet  
was a  
museum

The last sentence  
you say is usually  
the most  
important

I walk  
and take notes -  
I fall in love  
1000 times  
a day



I sometimes  
think about if I  
should have  
gone back  
to school  
and got  
a degree,  
and then  
I think,  
nah!



As a non-traditional student  
I want to ask - what advice  
would you give  
to your younger  
self?

I always had  
the itch to go back to  
school, and didn't want  
to look back and  
say "what if."



"Everything  
I wanted to do  
I did.  
Maybe I would  
have let go of  
some of the guilt."



It's all creative  
and it's all connected...



I really can  
digress and go for  
a field. And it's  
all a whole...  
I want my  
life to be  
my work



That perfect  
moment when you  
feel completely  
yourself... and fine.  
Like my 8 year old  
idea of Pippi Longstocking



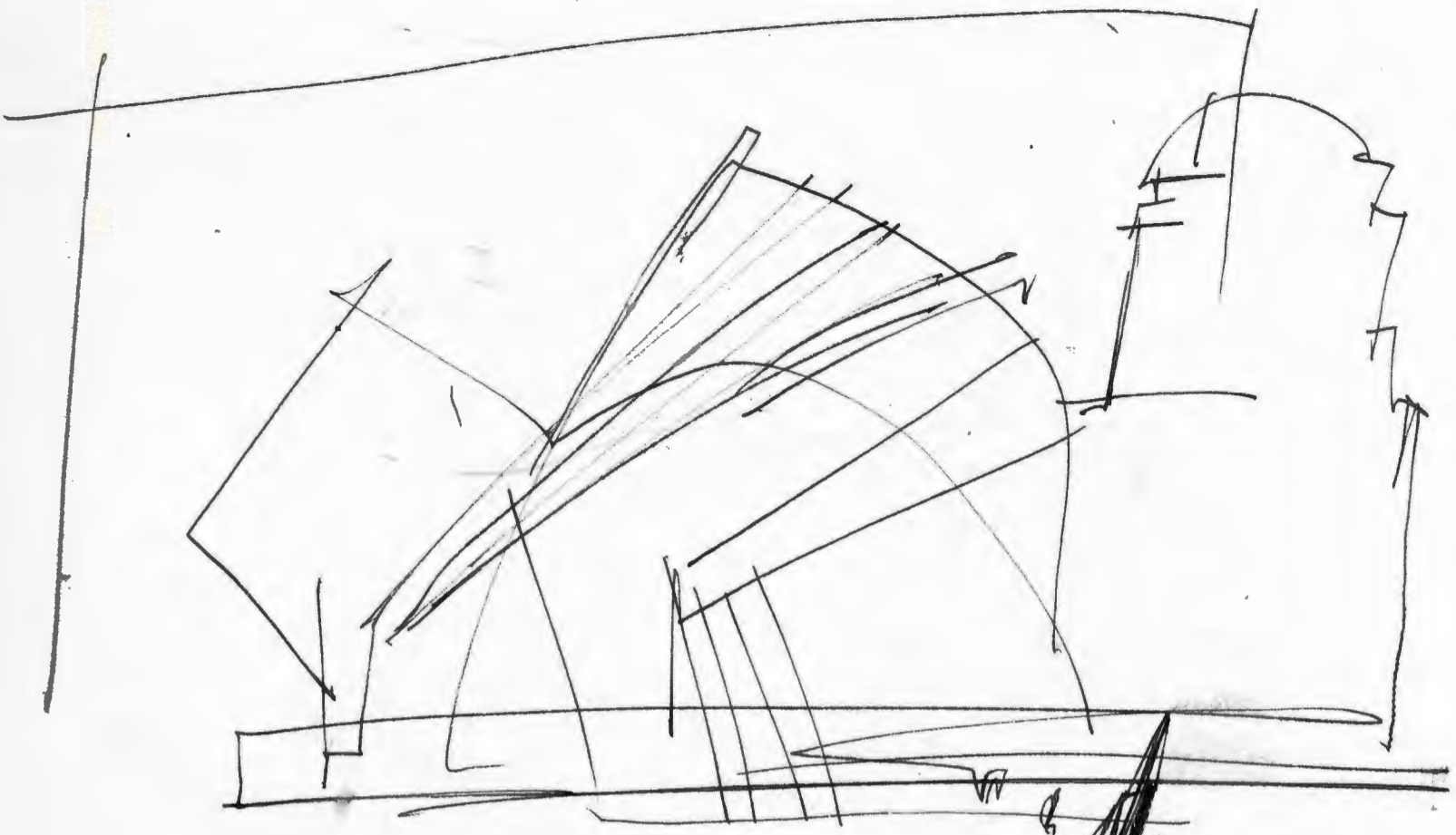
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~~A~~ Rules of LAMPRE Anderson  
+ Lou Reed

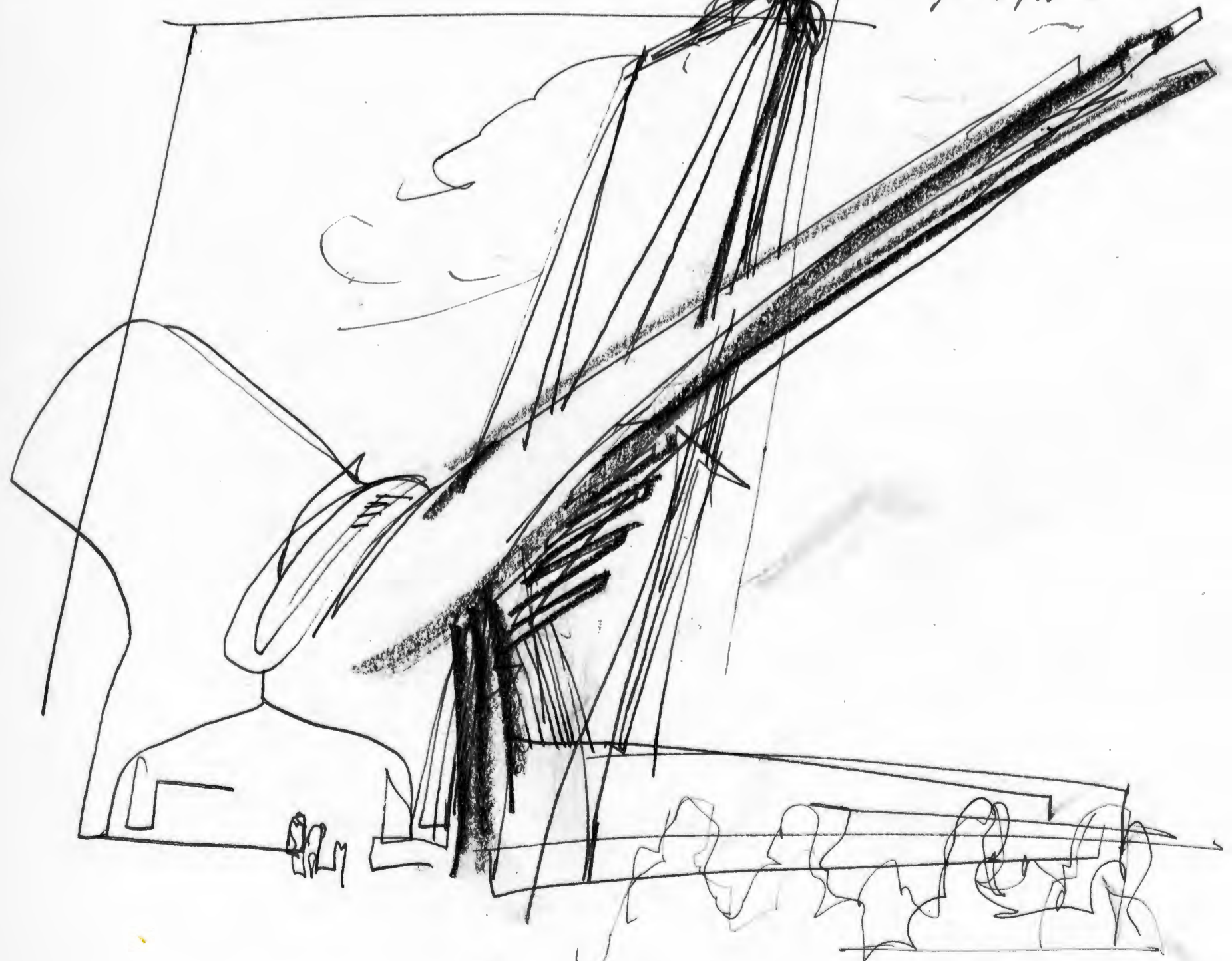
Be Gentle - be Tender  
Don't be Afraid of Anyone  
Have A Good Bullshit Detector







sunshuio



group photo in front of reflection

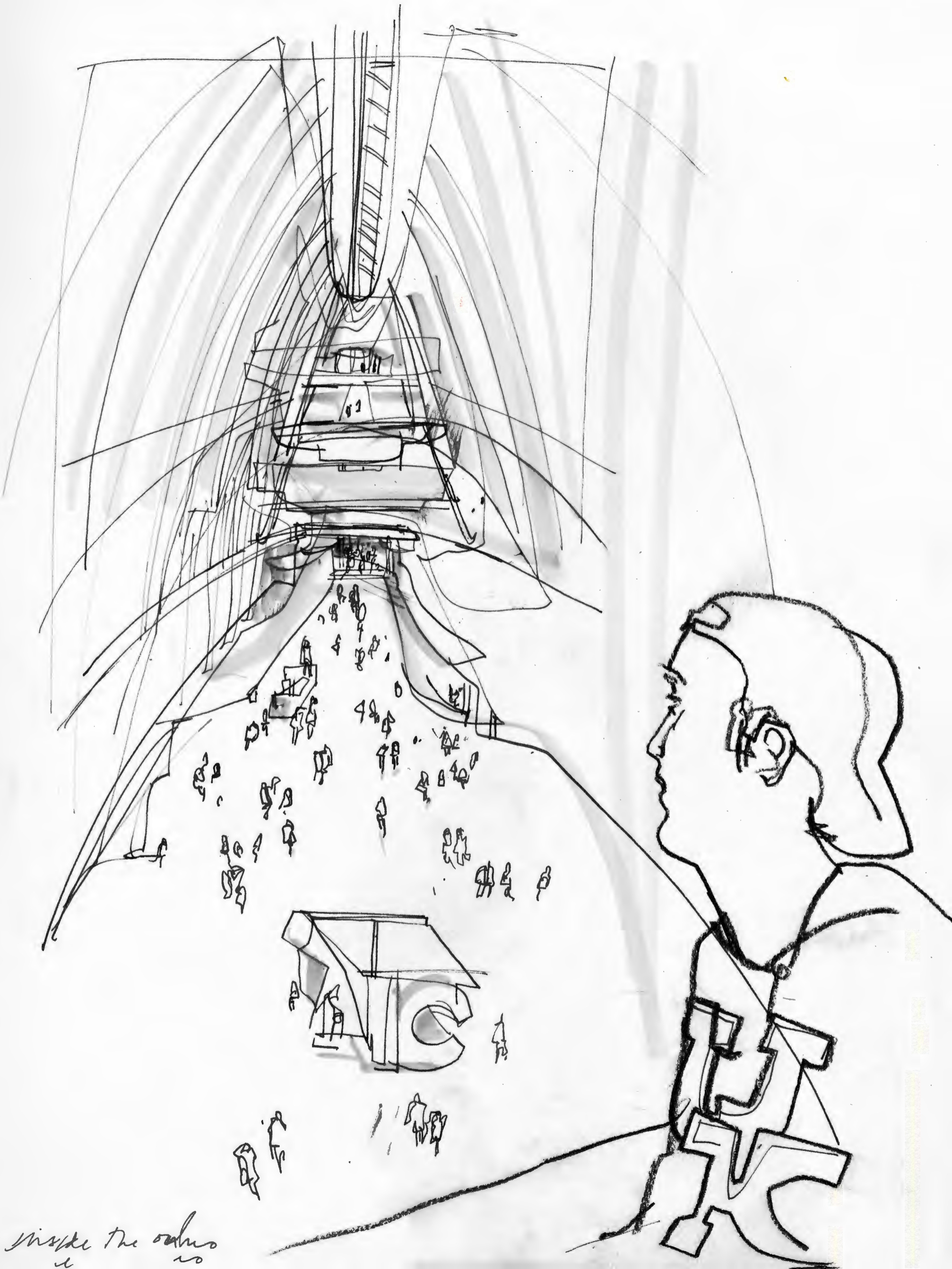






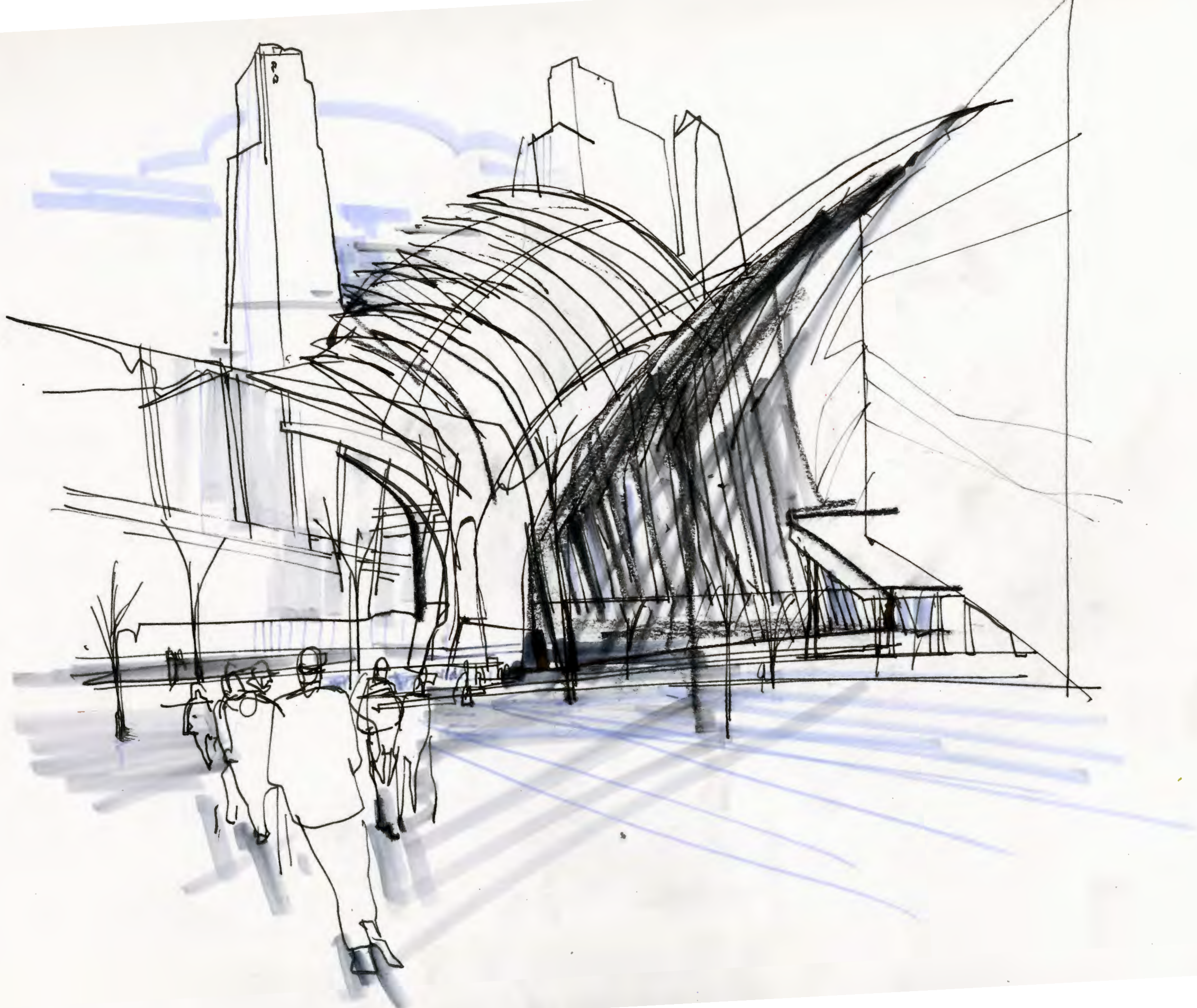






inside the odyssey  
10









MANNEQUINS

SCULPTURES  
OF  
COMMERCE



ART  
DHO



MY ADDICTIONS



THESE  
MAGAZINES

ARE LIKE

BLOGS  
TODAY

ROCK



SCREEN



OTHER

*maintain  
primary  
sources*

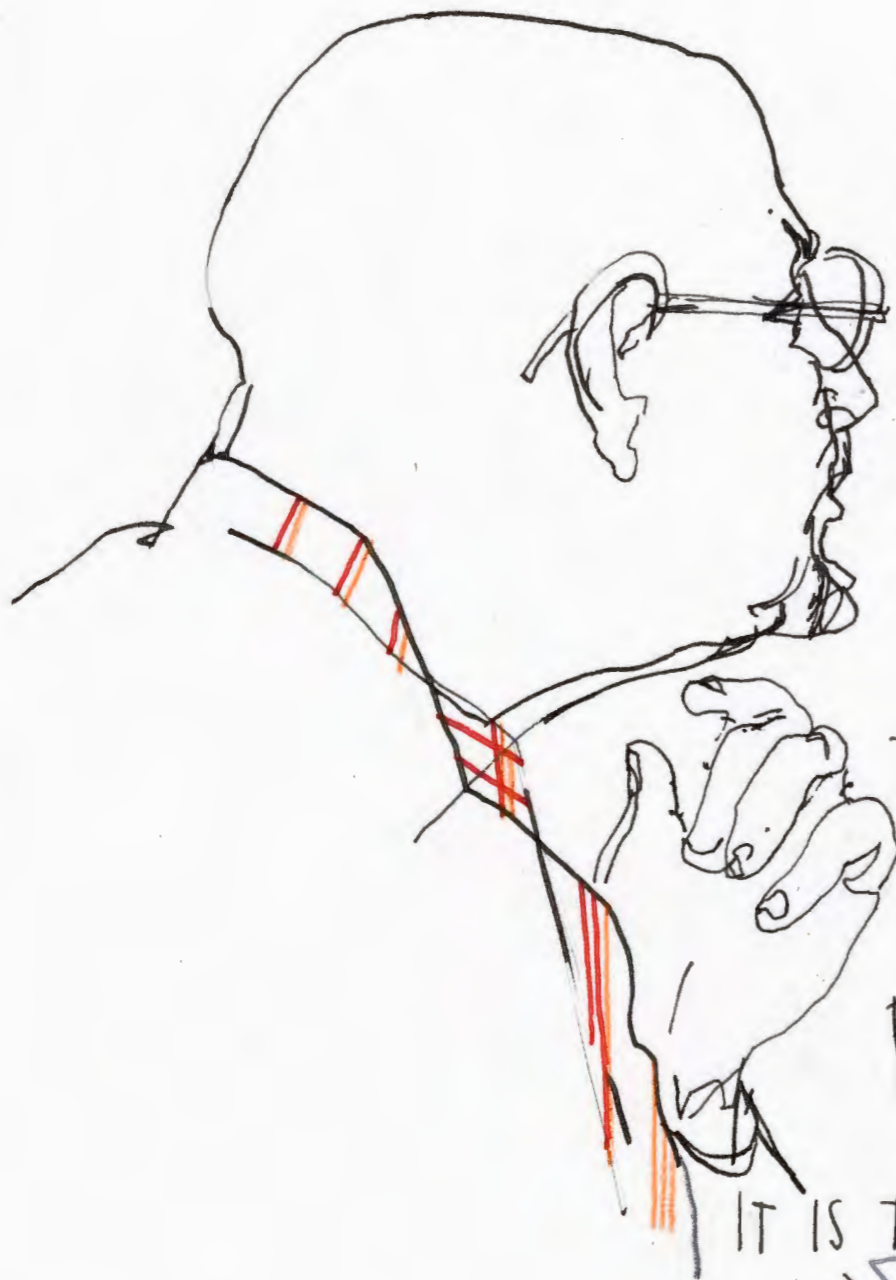
... Book

*I'm addicted to visual culture.*

*I need pictures to  
talk.*

DESIGNERS CREATE  
THINGS THAT PEOPLE  
RELATE TO EMOTIONALLY



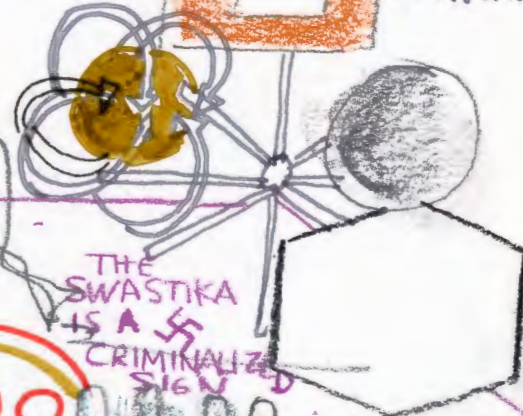


TYPE HAS PERSONALITY

IT IS THE LINGUA FRACA OF DESIGN



GEOMETRY IS THE ROOT OF EVERYTHING



THE SWASTIKA IS A CRIMINALIZED SIGN



PAUL RAND  
modernism to american design

Stenciling type  
the beginning  
of branding





YOU HAVE TO  
BE EDUCATED  
TO THE TOOLS OF PROPAGANDA

IN THESE  
TIMES



I'M ADDICTED  
TO SYMBOLS

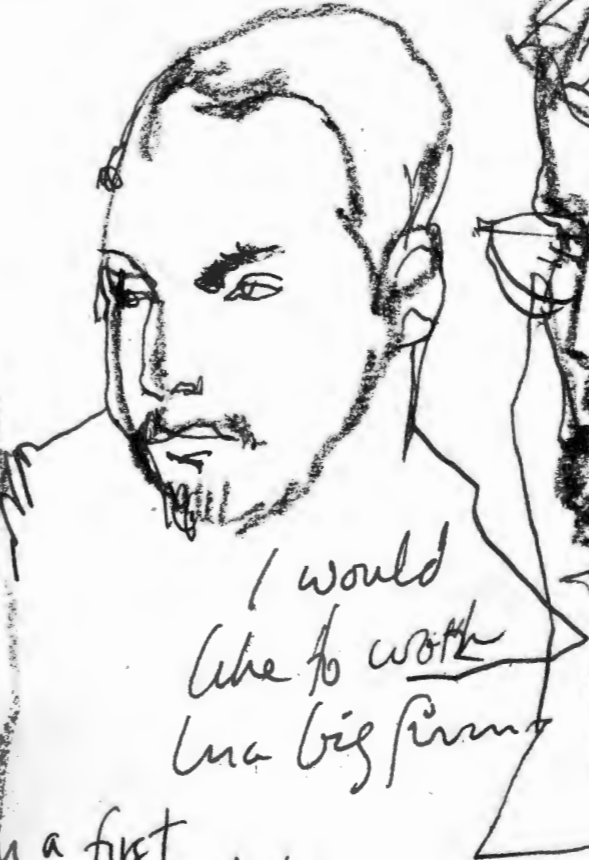




landscape architecture  
someplace warm.



I'm a first year student



I would like to work in a big firm



~~urban planning~~  
landscape architect

# Introductions

SMA



I want to stay out west.



I want to get involved with urban planning



landscape design





A good question  
earned you two  
gold stars.

The importance  
of asking  
QUESTIONS



CONSCIOUS always

WORK WITH "ENERGY VAMPIRES" TO REACH YOUR GOALS. ACKNOWLEDGE

AND WORK TOGETHER

ONTOLOGICAL DESIGN-CULTURAL WAYS OF LISTENING TO PEOPLE

I've always partnered with people who know what they are doing, and do it really well

If you understand the meaning of a brand, you can deliver that brand anywhere.

understand your strengths and weaknesses so important

French fashion - sensuality  
Italian fashion - design  
British fashion - how we live  
Australian fashion - bringing the outdoors in



Good Teachers teach you to Learn Yourself you

TEACH YOURSELF

DIALOGUE

I am always the student.





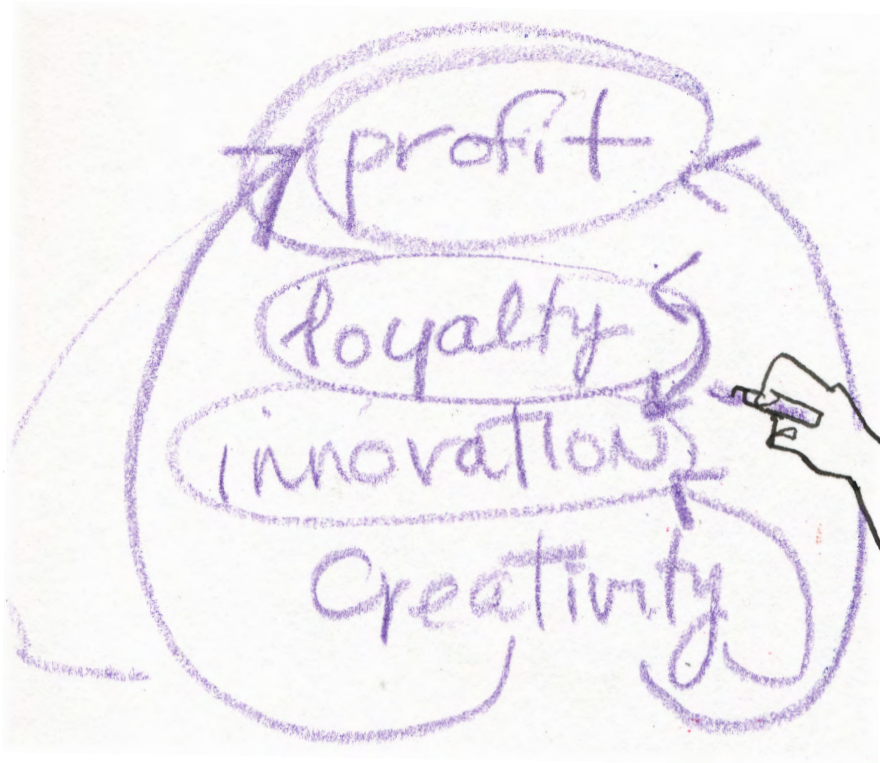
If you can  
**NAME** IT  
YOU CAN SELL IT



**Creativity** is  
something you  
**MAKE**

WHY DOES IT OFTEN  
GET CLOSED DOWN?  
WE NEED EACH OTHER -  
MANAGERS ETC

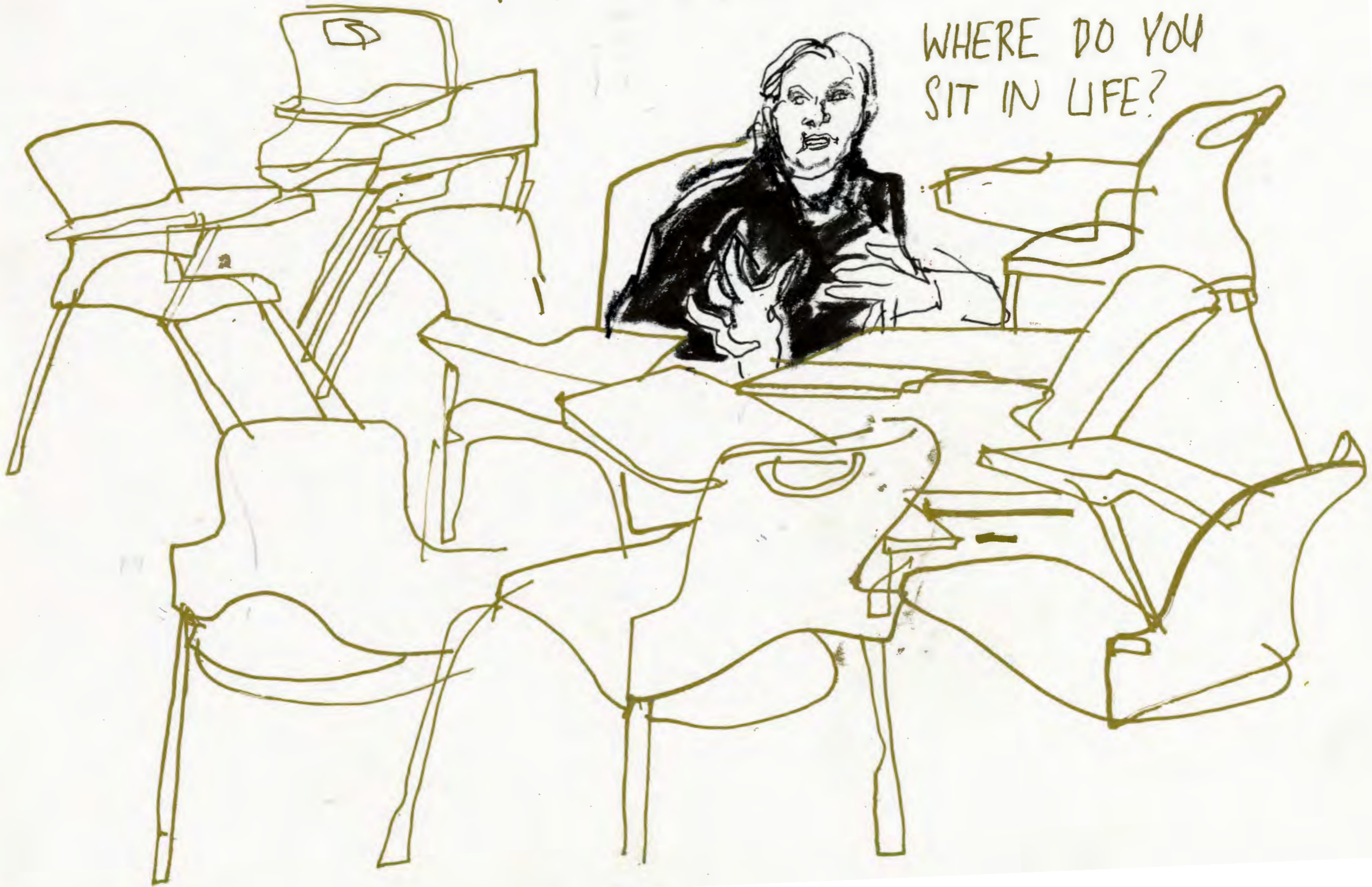






# CHAIRS

WHERE DO YOU  
SIT IN LIFE?





I STUDIED  
THE COLOR  
GREEN

THE 30 FEET  
10 FEET AND  
3 FEET RULE  
OF STORE DESIGN

PLAY

PLAY

WHEN YOU  
GET THE  
ASSIGNMENT  
HIT THE

PAUSE BUTTON

I REALIZED  
THE POWER OF  
THE INTERNET

FROM



A GRILLED  
TURKEY  
THANKSGIVING

EDITING

WHAT TO KEEP  
WHAT TO LEAVE  
OUT.

AND

ASK QUESTIONS  
IF YOU RECEIVE  
A CREATIVE  
BRIEF + DON'T  
KNOW WHAT  
DIRECTION TO  
GO IN -  
ASK THEM!

"HELP ME TO  
UNDERSTAND  
THIS."





I'm interested in  
immersive  
experiences



I was not  
asked  
back to  
marching  
band  
so I  
went  
to

landscape  
design

In my  
junior year  
I discovered  
landscape design  
is a thing

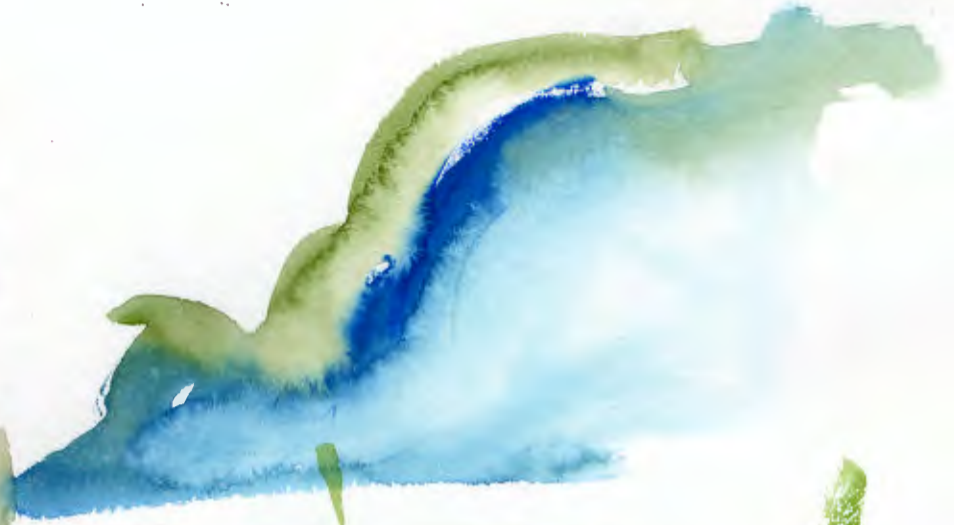
As an intern at  
Longwood Gardens  
on the premises.  
...it's a Disneyland  
for horticulturalists



As landscape  
designers  
we have  
an  
incredible  
power to  
shape  
people's  
experiences  
and their  
memories



My mom is a geologist  
My father is an engineer  
So it was only  
a matter of time







TOWN BRANCH  
WATER WALK

WATER  
DISAPPEARS  
THEN  
REAPPEARS

CORRIDOR  
FRAMEWORK

REVEAL  
CLEAN  
CARVE  
CONNECT





We're also doing engineering studies



WALLS

WATER

GEOLOGY

TOWN BRANCH

FENCES



A narrative of cultural identity and natural identity of a place

"as landscape architects we are big time storytellers"

I love the process of sitting down and sketching on tracing paper

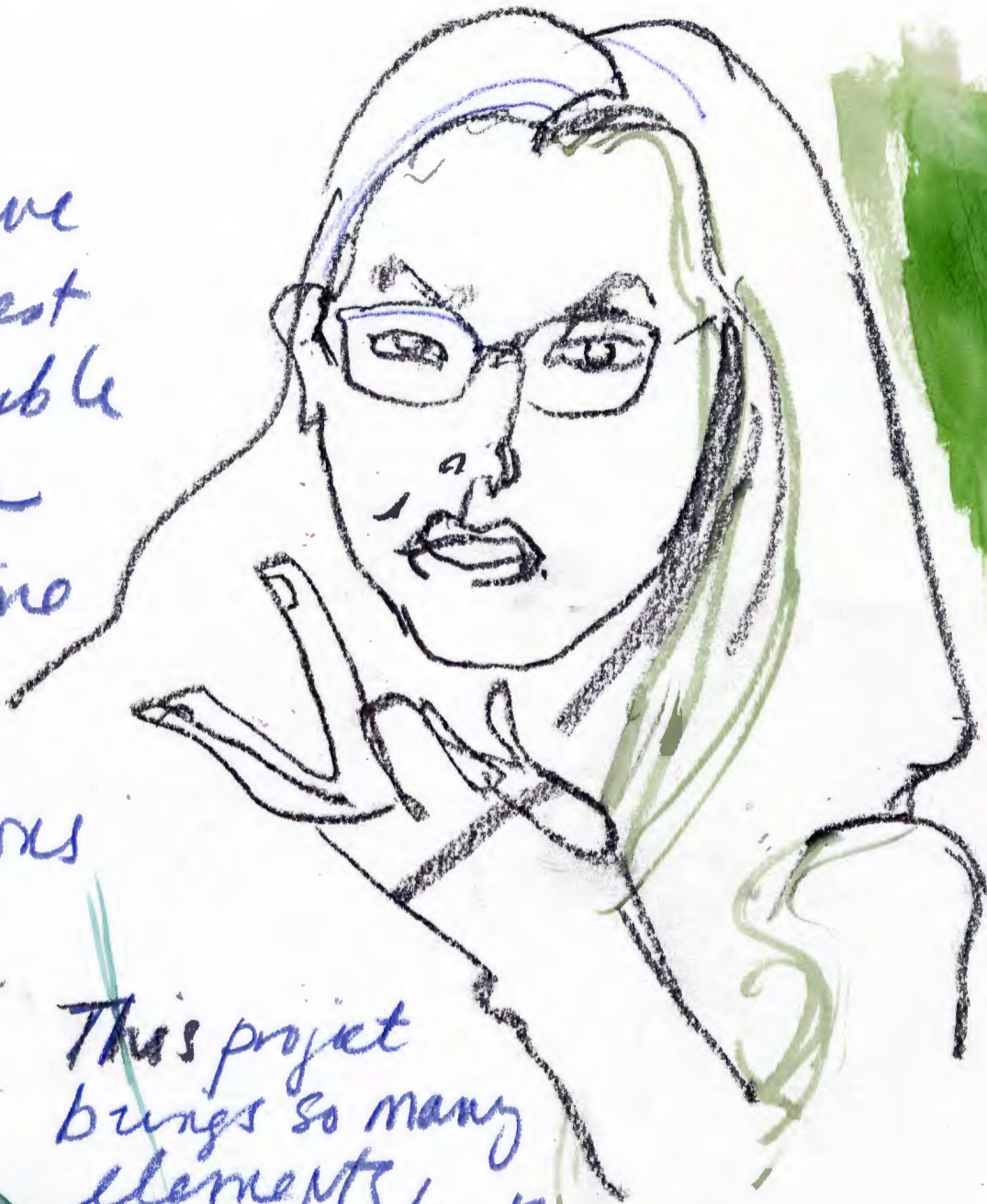
And it all comes together.

There is a constant negotiation that goes on.

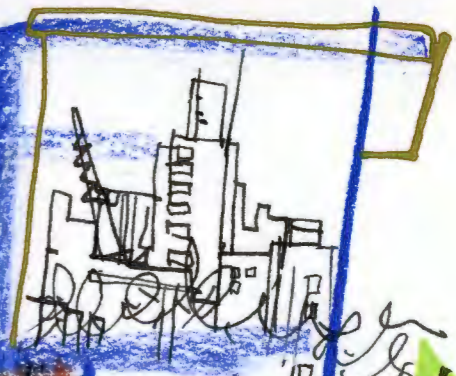


You can have  
the grandest  
design possible  
but if you  
can't imagine  
how it  
deals with  
the conditions  
that exist  
today it's  
not going  
to happen

This project  
brings so many  
elements together







create  
entertain  
experience  
knowledge



also comparative  
I studied literature  
advertising  
but I don't  
want to  
write for  
an ad  
agency

ethics  
history +  
public  
policy +  
digital  
media

I studied  
art and  
design

I studied comparative  
literature

studied  
media  
art

This lives  
on ViceLand.



Sometimes we  
have to come up with  
an idea in ...  
a half  
an hour!

malecrimp.com Mail  
Chump

PRINT IS  
BEING OVERSHADOWED  
BY DIGITAL







"Smells like ramen,  
+ body odor"  
- guest

Row of desks +  
computers





