





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.



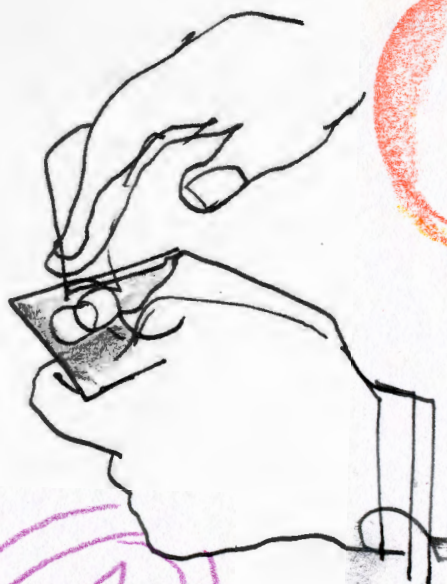
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⊙

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"





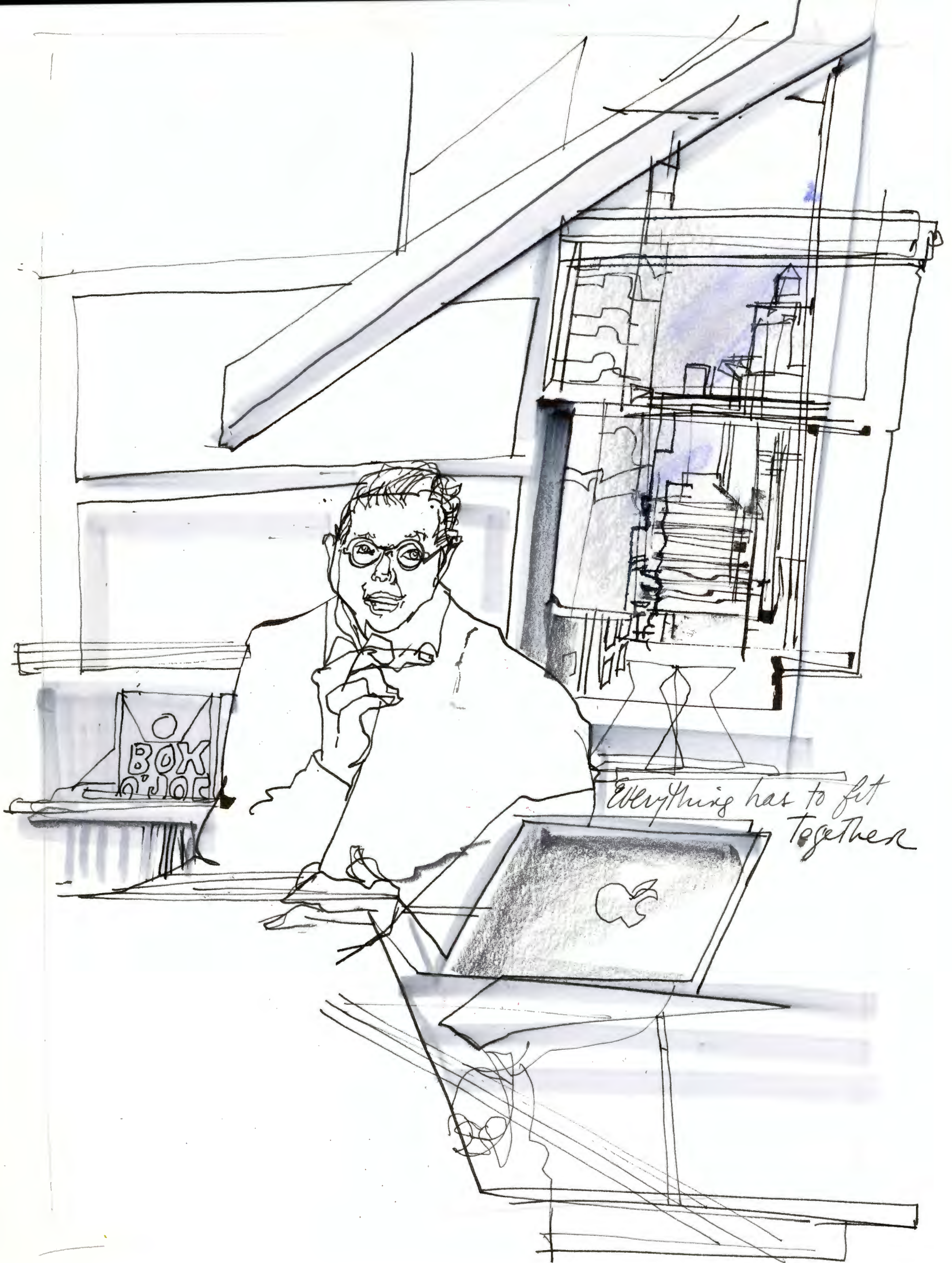
"Bill Clinton's
idea of
H4U
sparked the
Whitby
logo"

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.

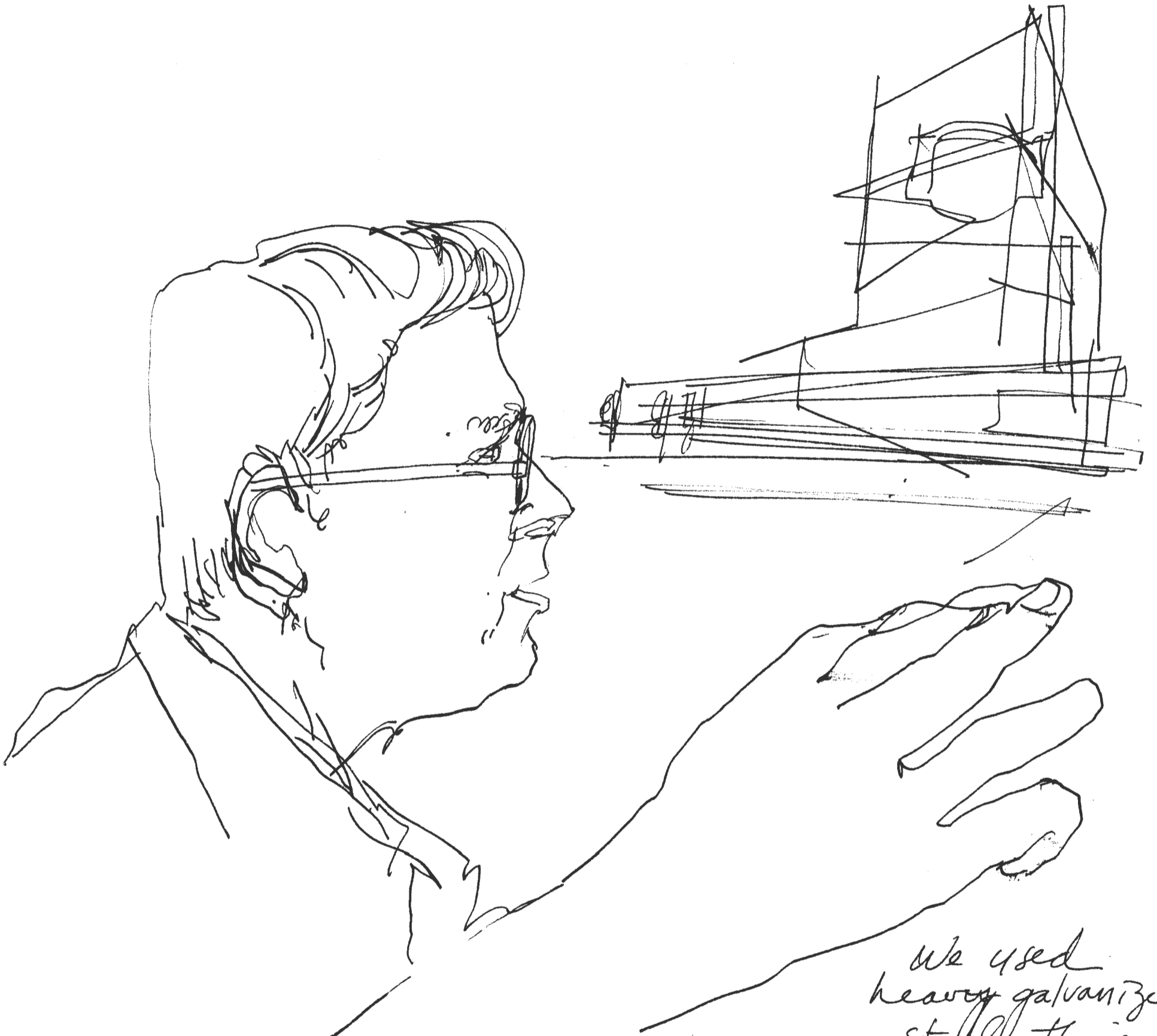


I FEEL
INCREDIBLY
LUCKY

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

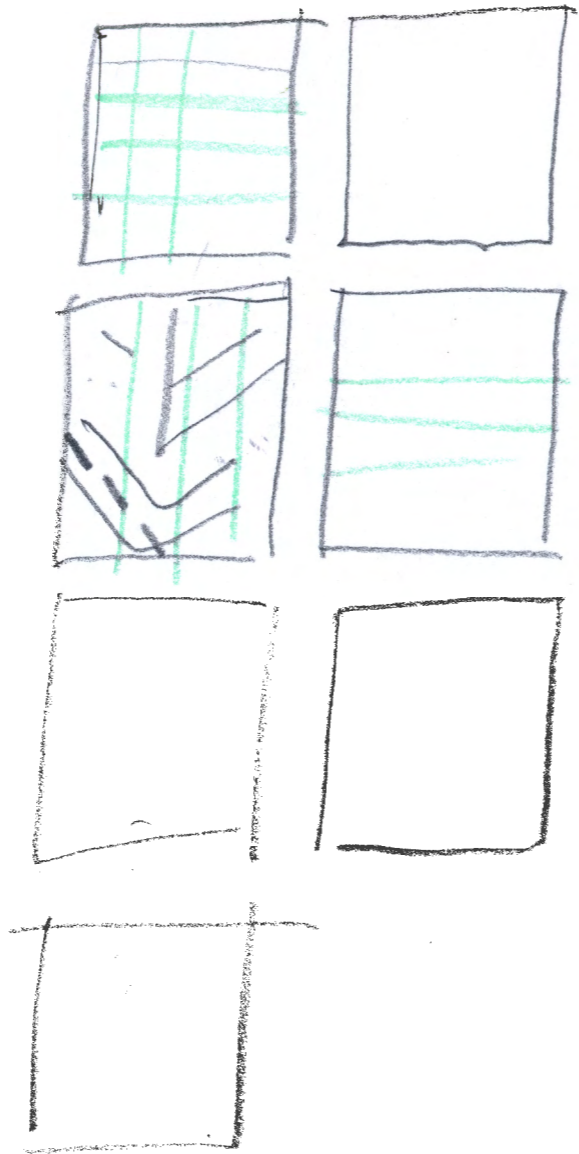
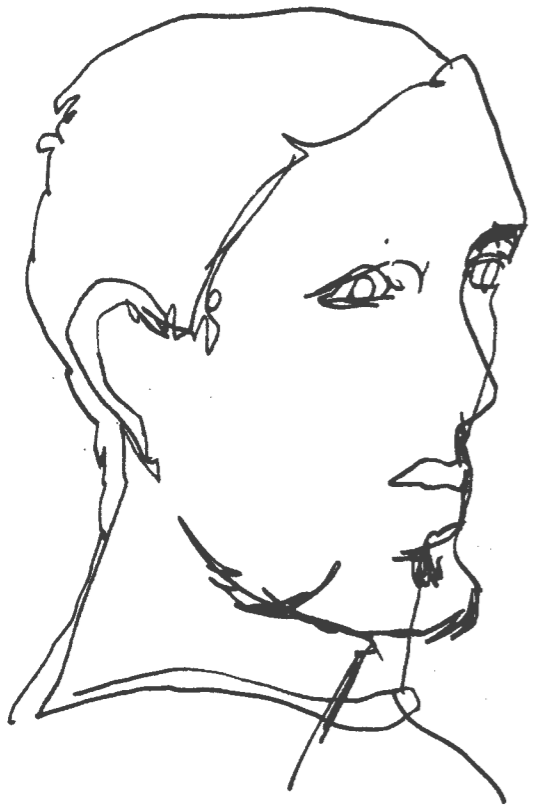
we designed a system of houses for the Nampsons

" 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 7





100
ideas
for
NY





b.b.ber architects

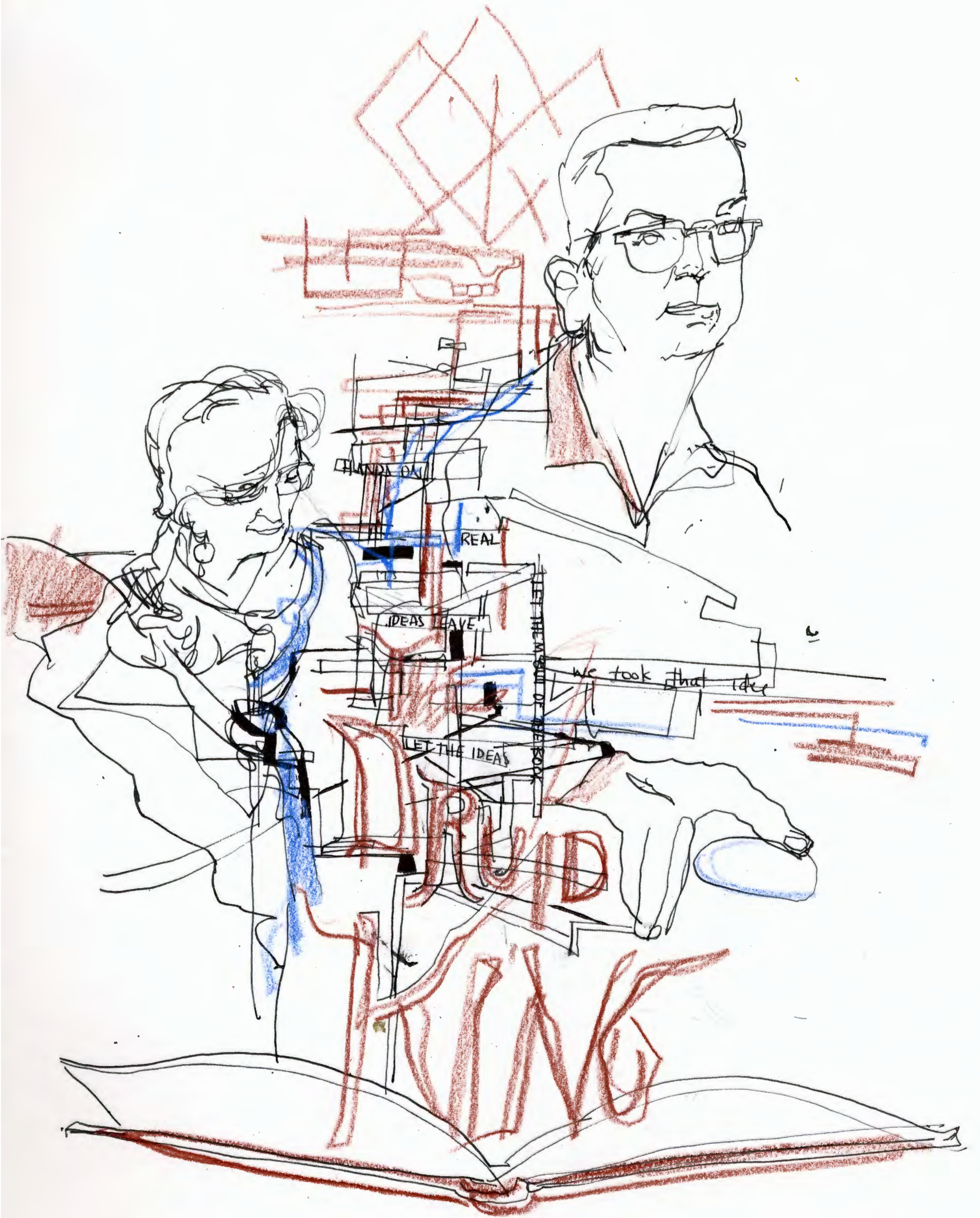


It's Sigmund
Freud
with a cigar



"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

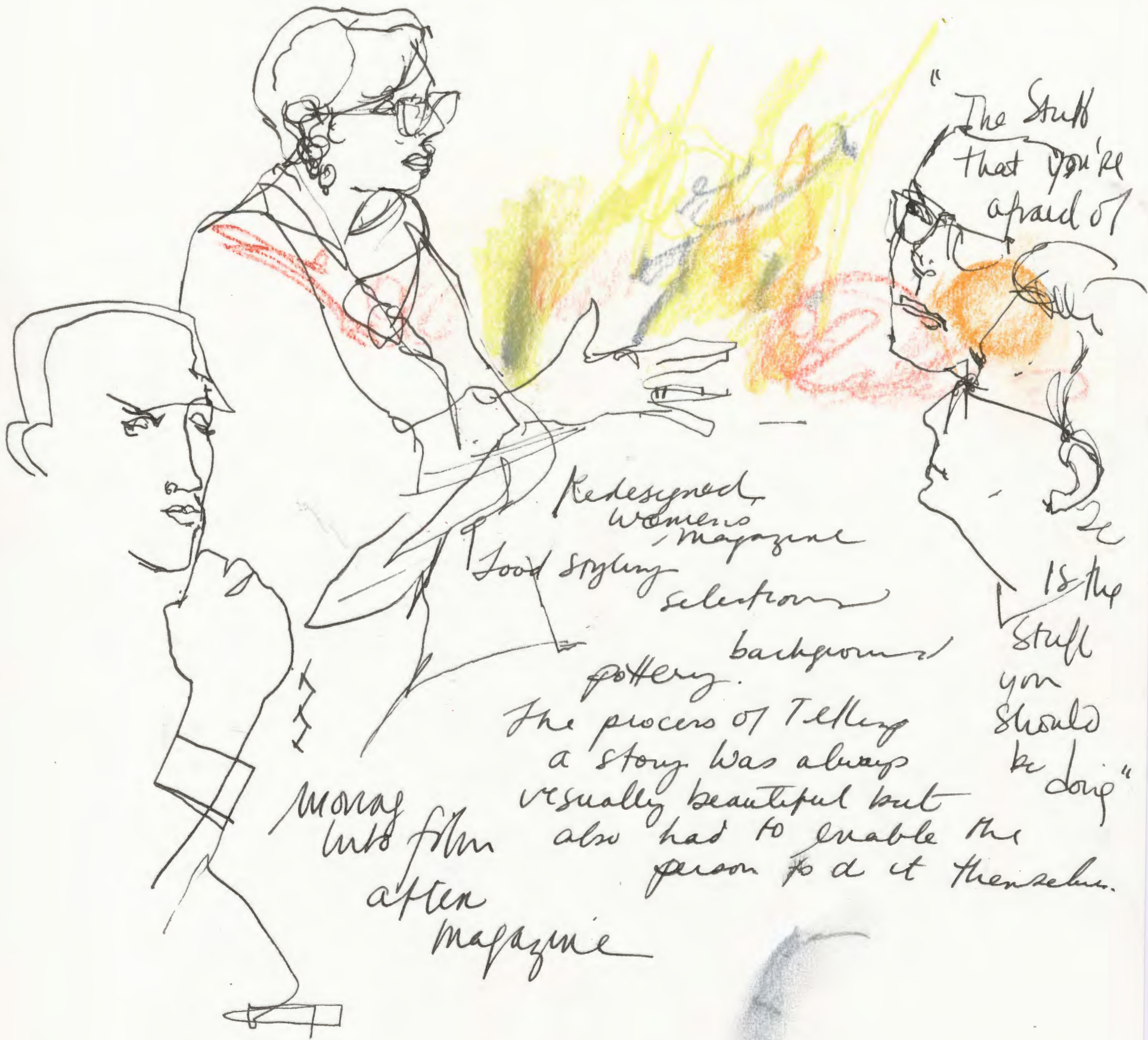
IDEAS HAVE

LET THE MESS OF THE ROOM

we took that idea

LET THE IDEAS

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



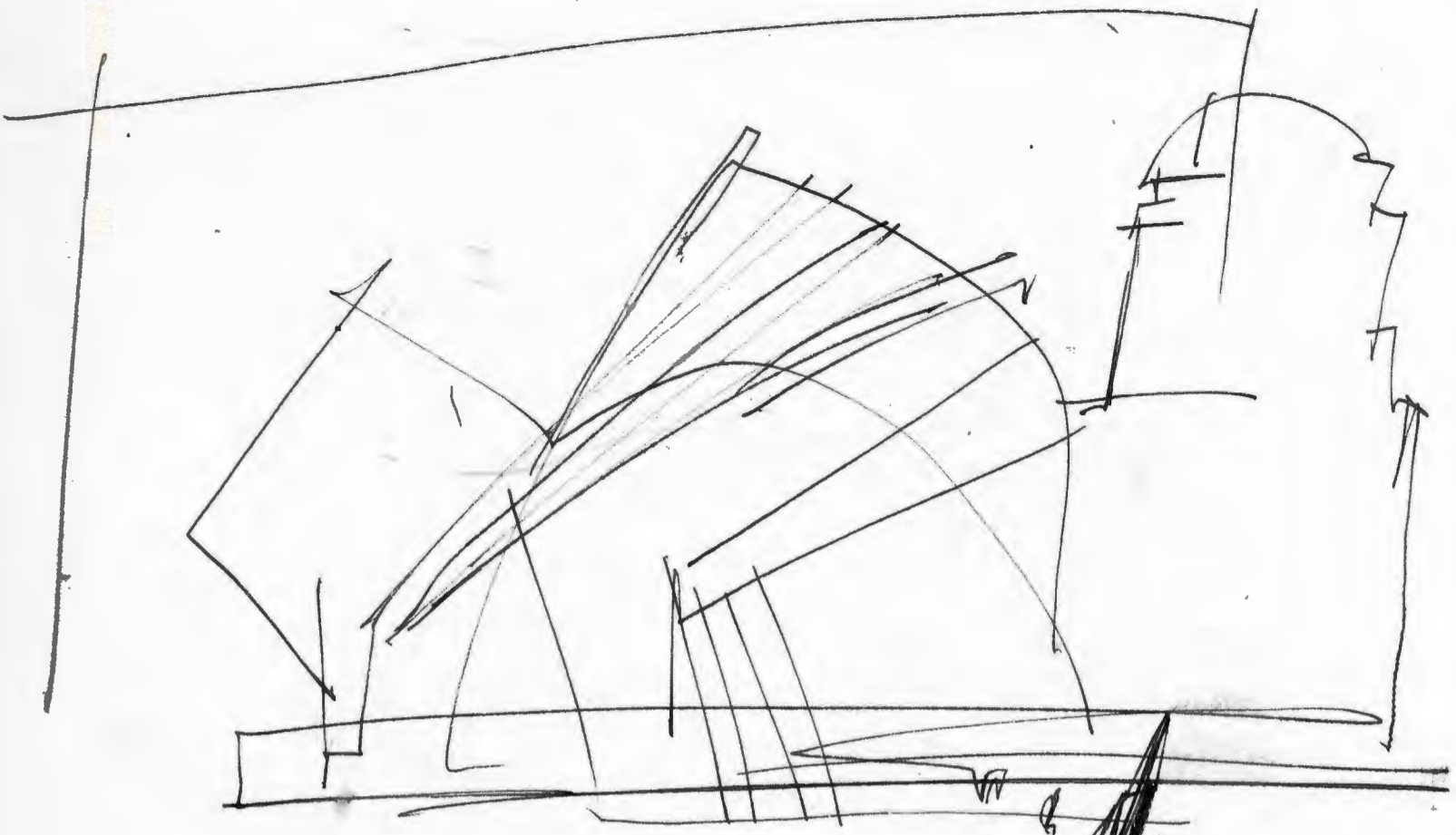
That perfect
moment when you
feel completely
yourself... and fine.
Like my 8 year old
idea of Pippi Longstocking

3

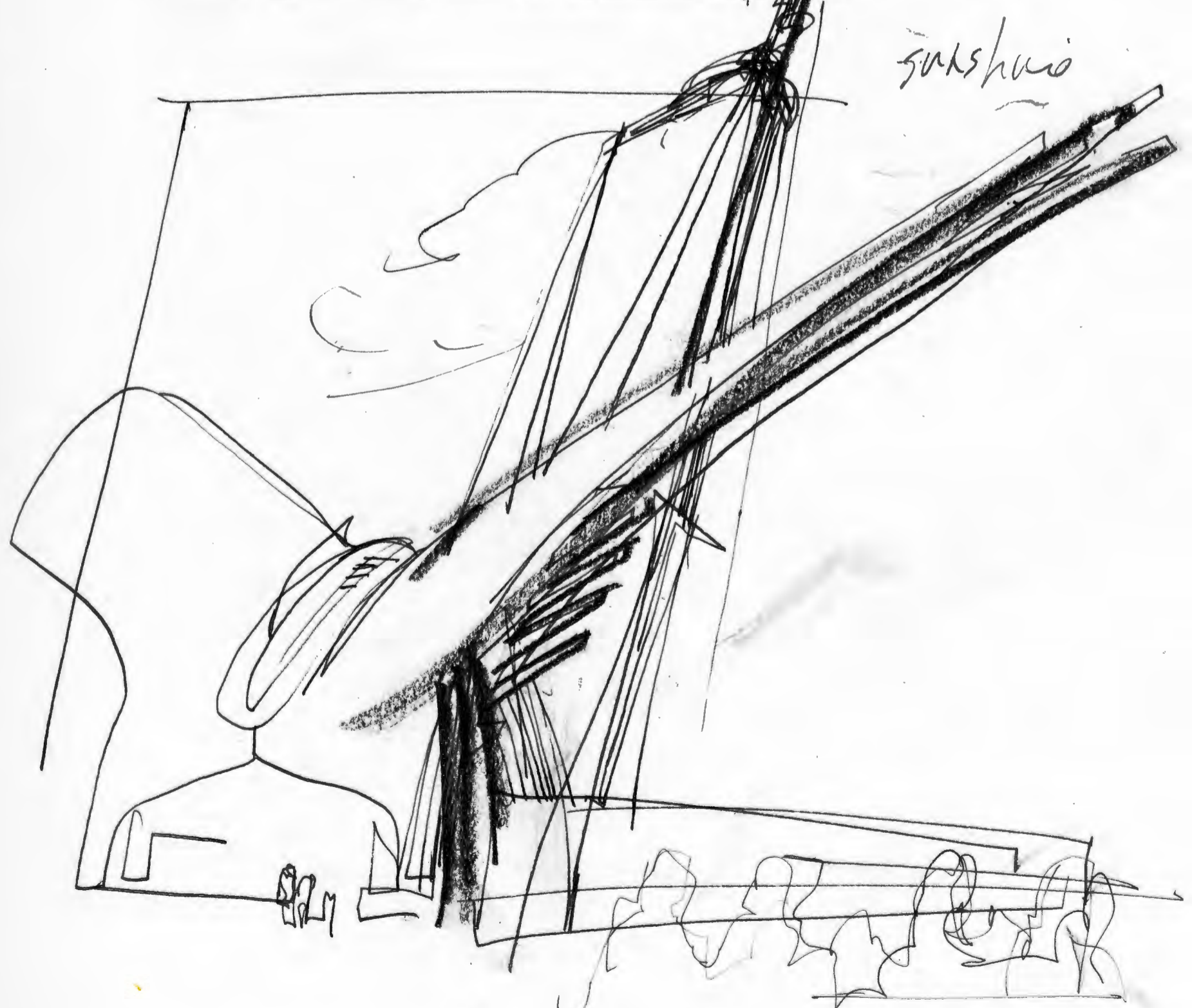
~~A~~ Rules of LAMPRE Anderson
+ Lou Reed

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





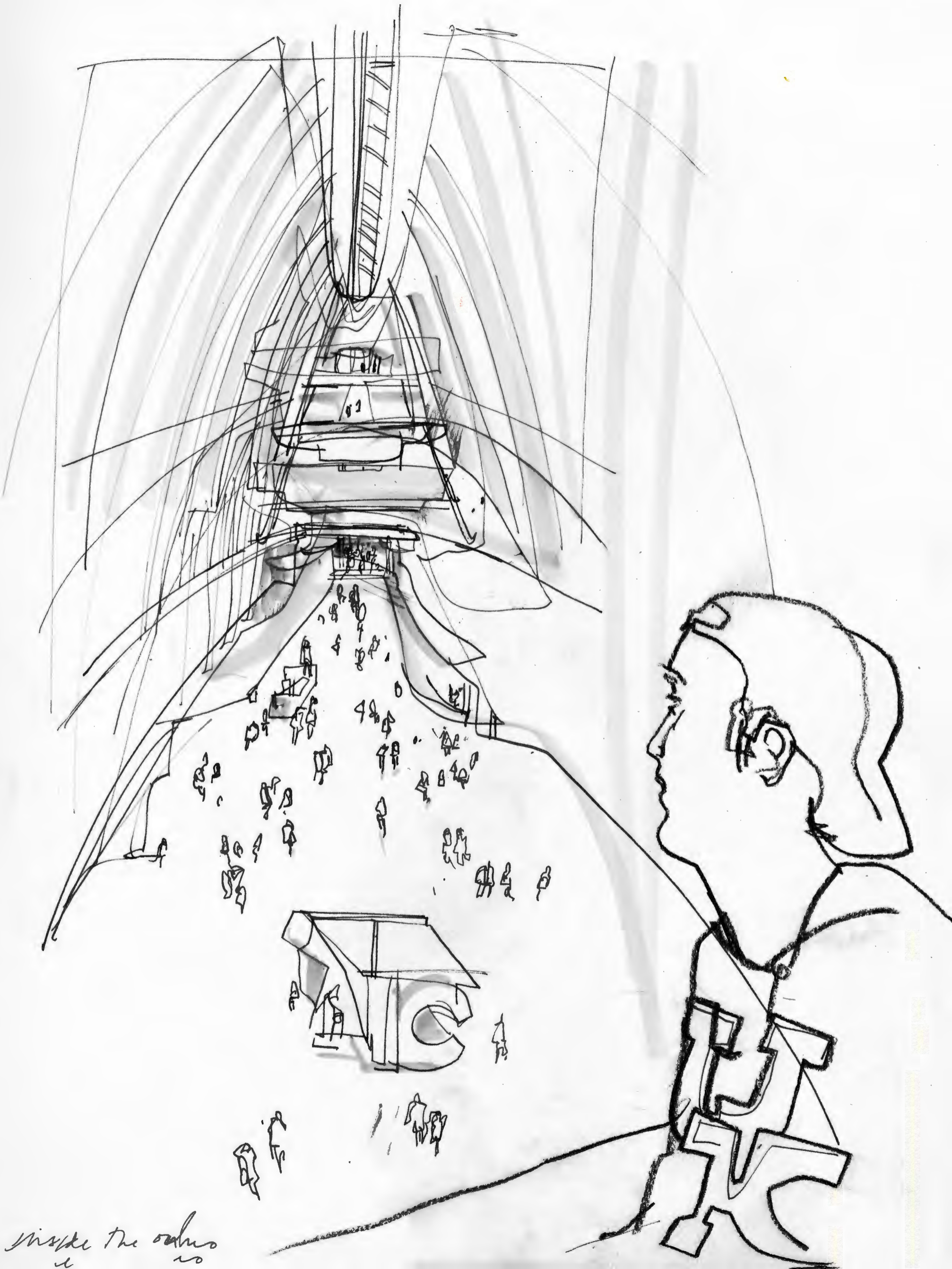
sunshuio



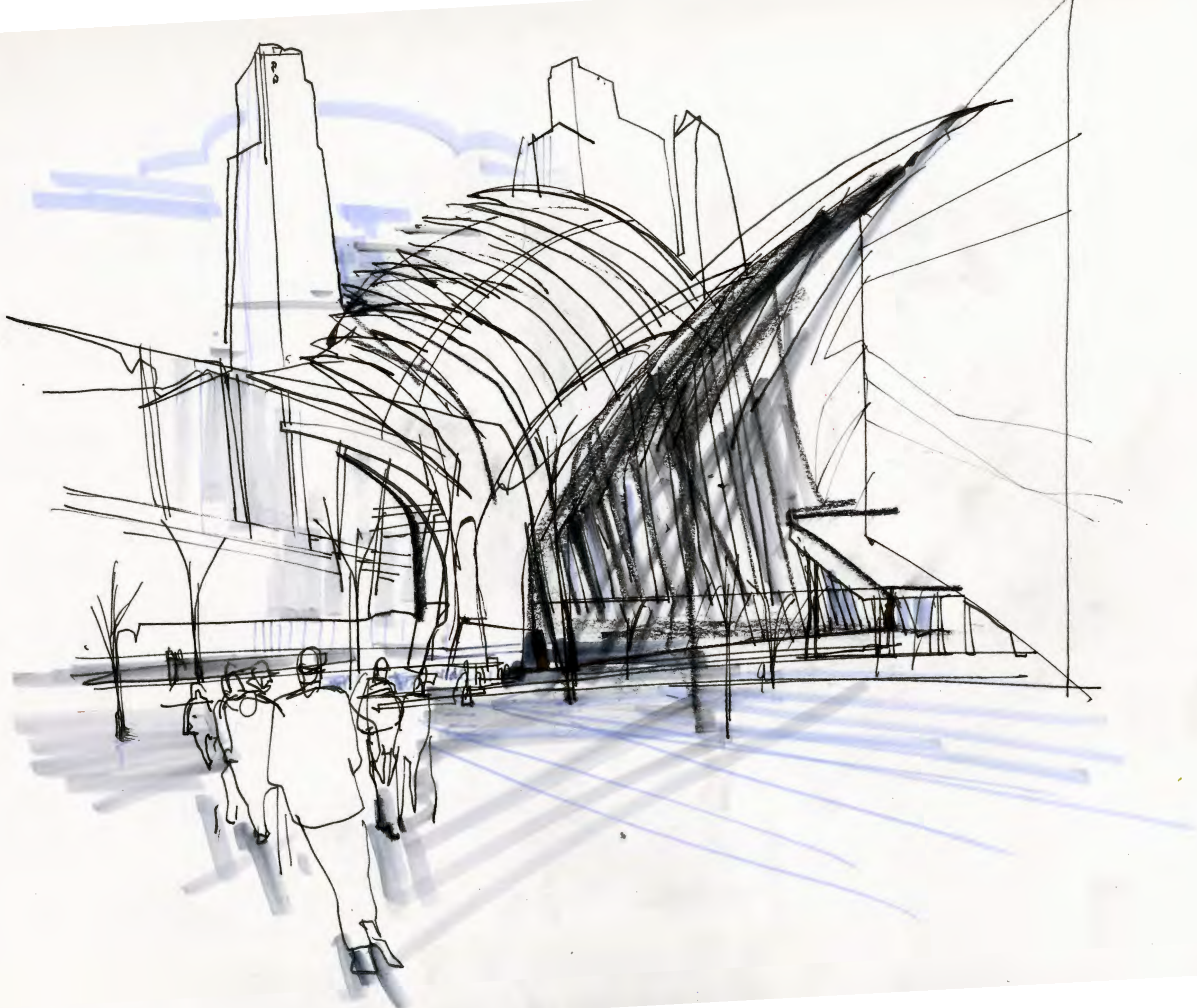
group photo in front of reflection







inside the odino
u 20



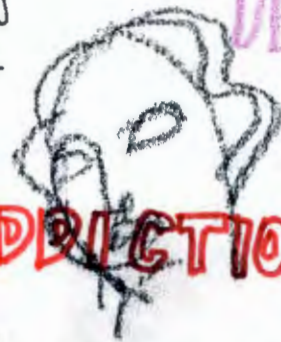


MANNEQUINS

SCULPTURES
OF
COMMERCE



ART
DHO



MY ADDICTIONS



THESE
MAGAZINES

ARE LIKE

BLOGS
TODAY

ROCK



SCREEN



OTHER

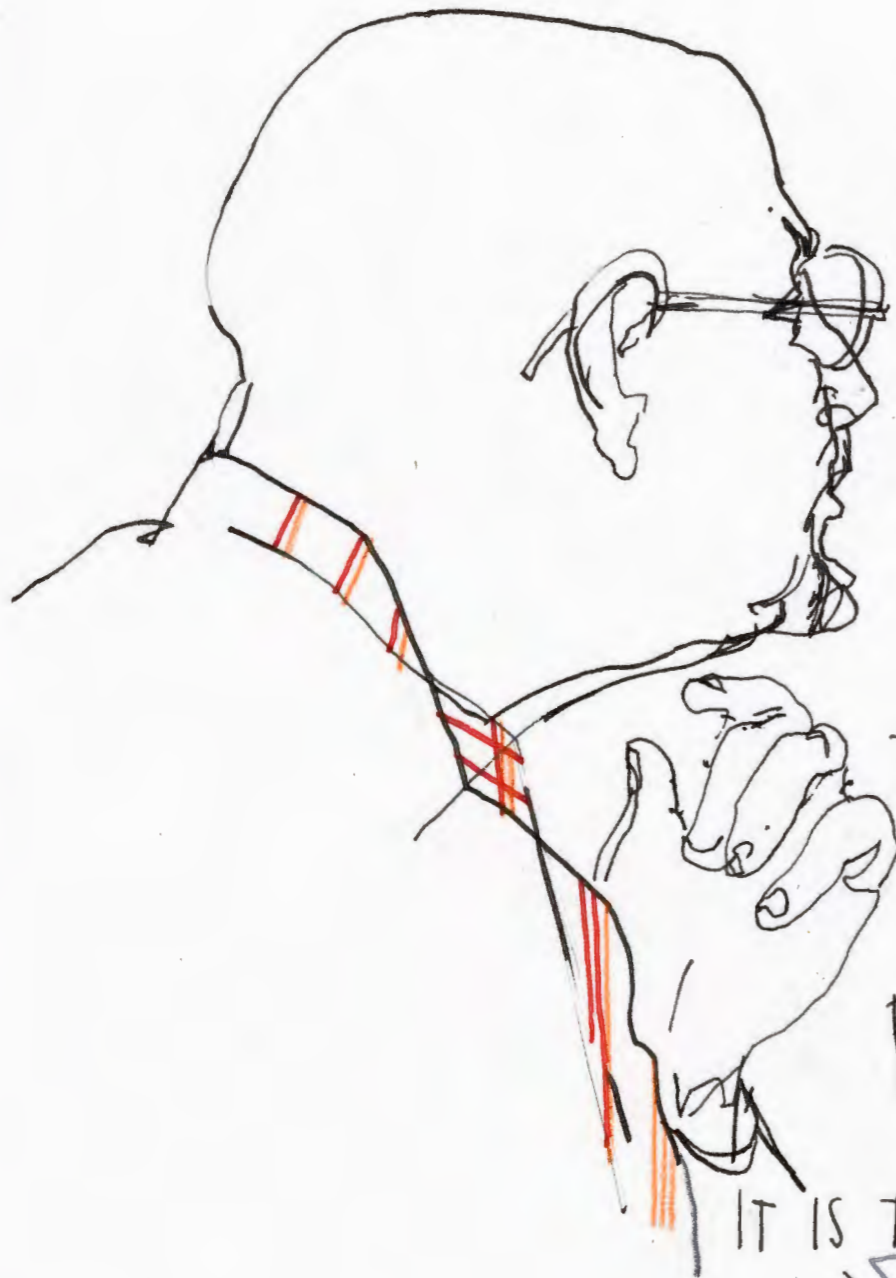
*maintain
primary
sources*

... Book

I'm addicted to visual culture.

*I need pictures to
talk.*

DESIGNERS CREATE
THINGS THAT PEOPLE
RELATE TO EMOTIONALLY



TYPE HAS PERSONALITY

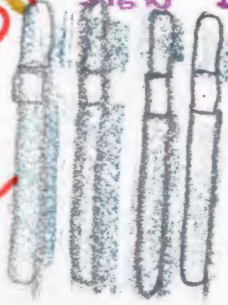
IT IS THE LINGUA FRAGA OF DESIGN



GEOMETRY IS THE ROOT OF EVERYTHING



THE SWASTIKA IS A CRIMINALIZED SIGN



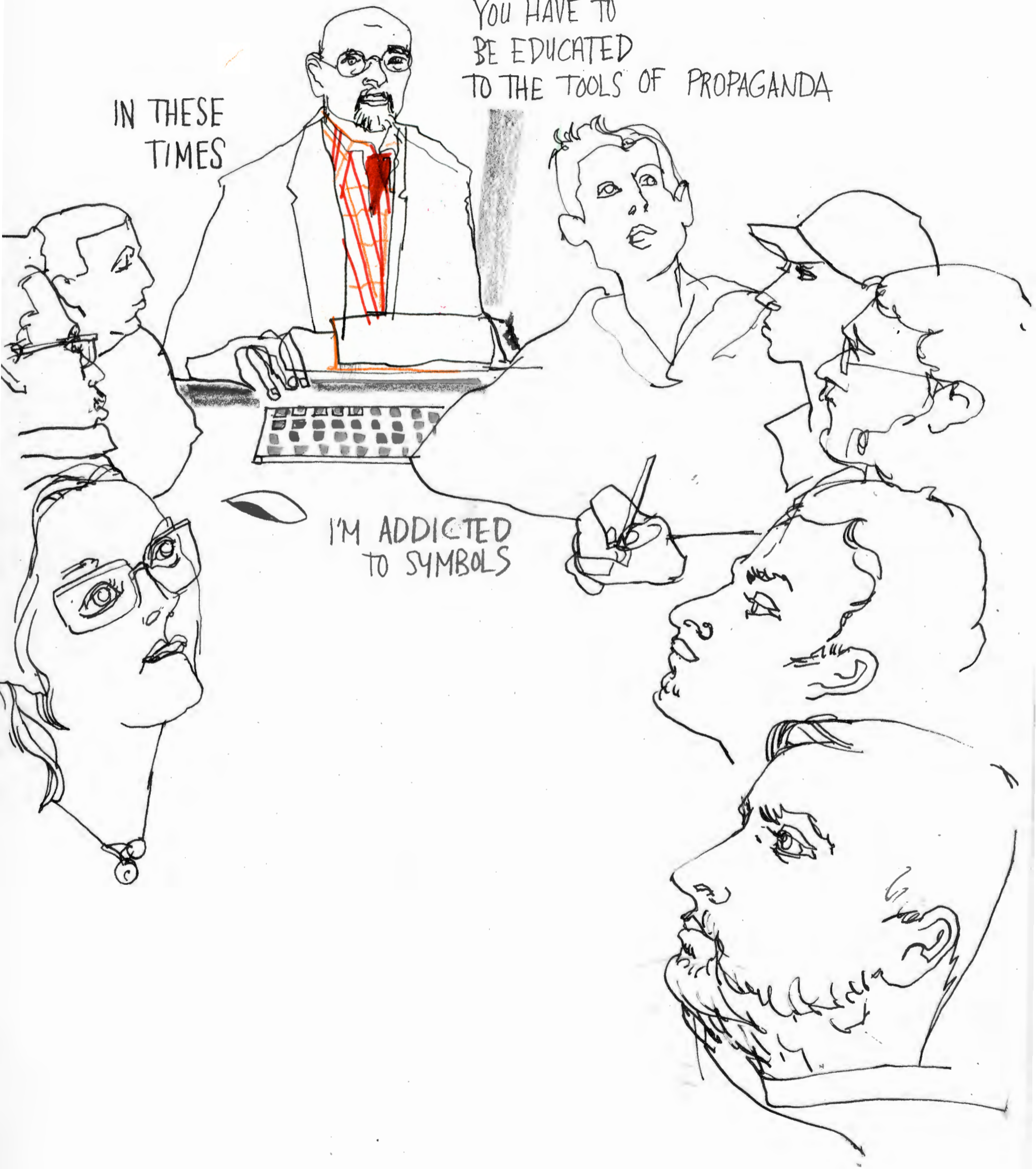
PAUL RAND
modernism to american design

Stenciling type
the beginning
of branding



YOU HAVE TO
BE EDUCATED
TO THE TOOLS OF PROPAGANDA

IN THESE
TIMES



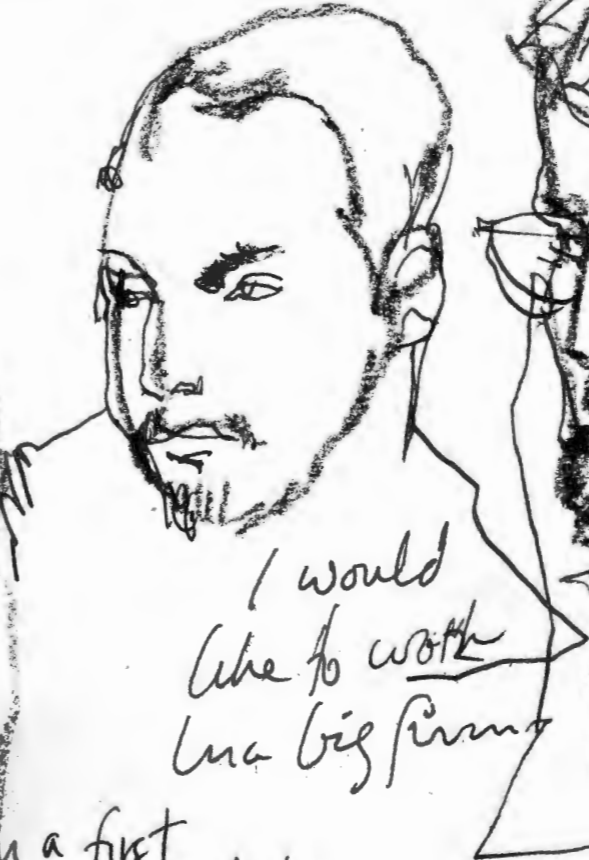
I'M ADDICTED
TO SYMBOLS



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.

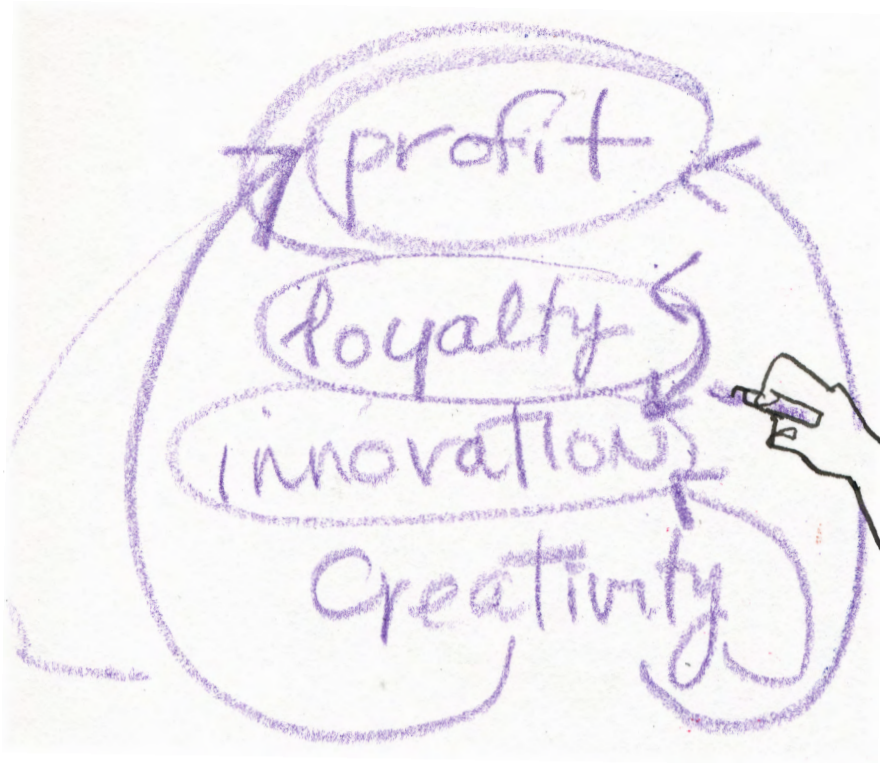


If you can
NAME IT
You can SELL IT



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

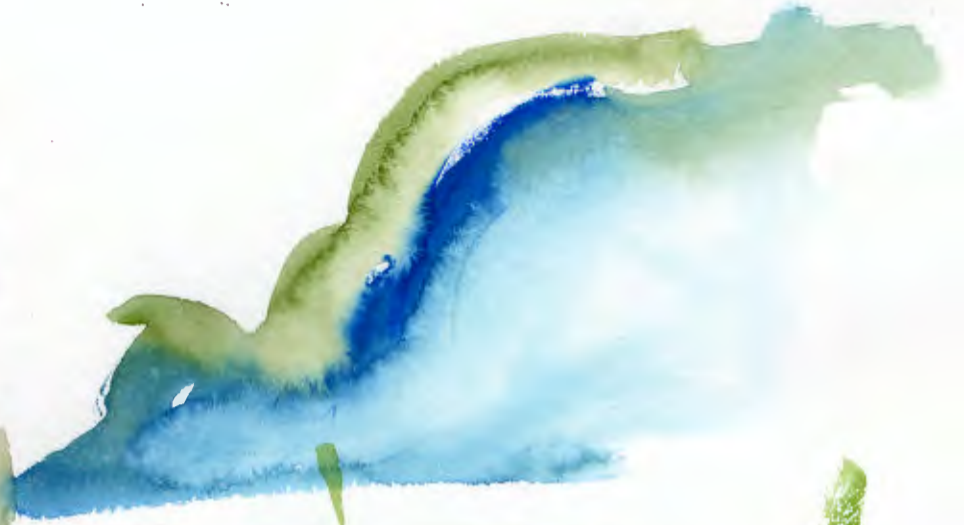
In my
junior year
I discovered
landscape design
is a thing

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



WATER

GEOLOGY

TOWN BRANCH

FENCES

A narrative of cultural identity and natural identity of a place

"as landscape architects we are big time storytellers"



you

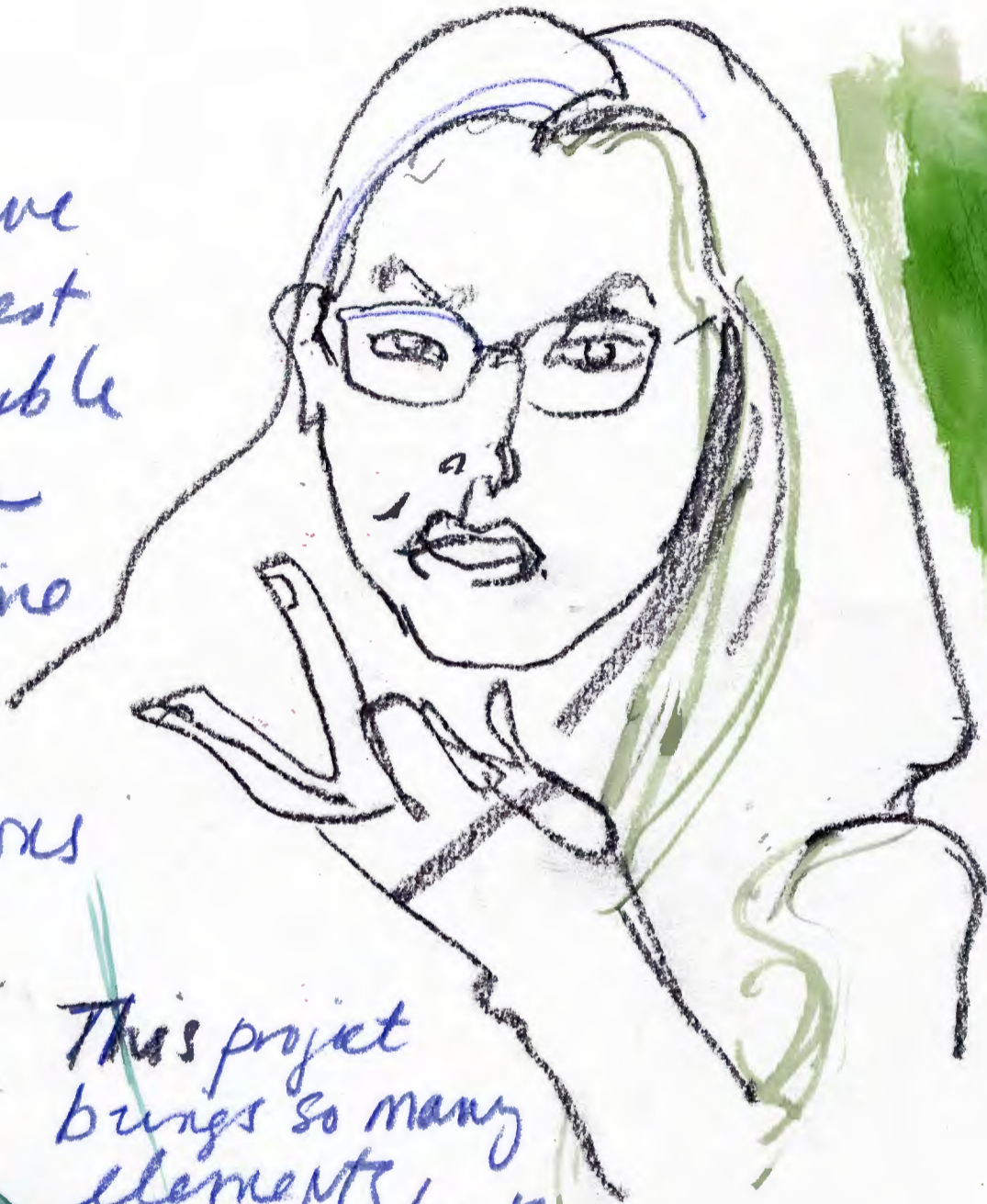
I love the process of sitting down and sketching on tracing paper

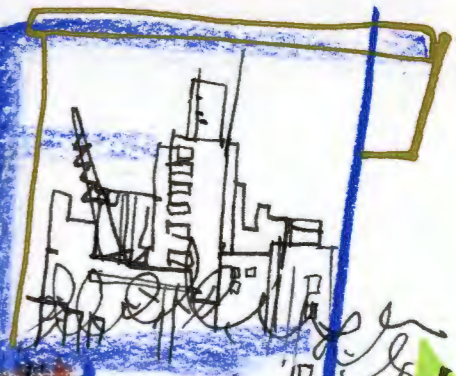
And it all comes together.

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 Vice Land.

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-ghost"

Row of desks +
computers



