

CANNOLI---CREAM

design studio manifesto

Less is more.

Be less, do more.

If it's not high quality we shouldn't be doing it, period.

Design and produce items we need and want to be judged for.

The audience and customer come last.

Be a good passer, but don't forget to shoot.

Cook or Crash.

Be good at doing good business.

The answer always lies inside of a book.

Images, text, sound, and film lead inspiration process.

Thinking in images.

Everything must have tasteful spacing.

Do not let repetition replace creativity.

3%.

5 degrees.

Nothing is original.

Ideas with evidence.

Work hard, love what you do, put out great work, and not have it rely on whether or not you are a celebrity.

Be slow, patient, honest, and credible.

Humble, courteous, and inclusive.

Do what you are most obsessed with.

There is no substitute for putting in the hours and doing the work.

We all have great ideas, but who's going to execute them?

Be psychopath about the vision.

It is better to have a skill not a title.

Real Design.

Meaningful stories.

Human emotion.

The prototype as the final outcome.

Functional, minimal, and modern.

Production by reduction.

Fun and youthful.

Design by experimenting.

The work vs. the body of work.

Collective of like-minded creatives.

Reverse engineering.

Advise on aesthetics, beyond aesthetics.

Hierarchies and divisions between disciplines are not relevant.

Need no permission to come in.

It's okay to contradict yourself.

The collective, not the individual.

Doing what we can with what we have.

Two heads are better than one.

Having a point of view.

Know when to say "fuck it" and know when to say "Fuck it".

Know the difference.

Perfectionism doesn't advance anything.

Controlled chaos.

Surviving is succeeding.

Move out of vision, not out of survival.