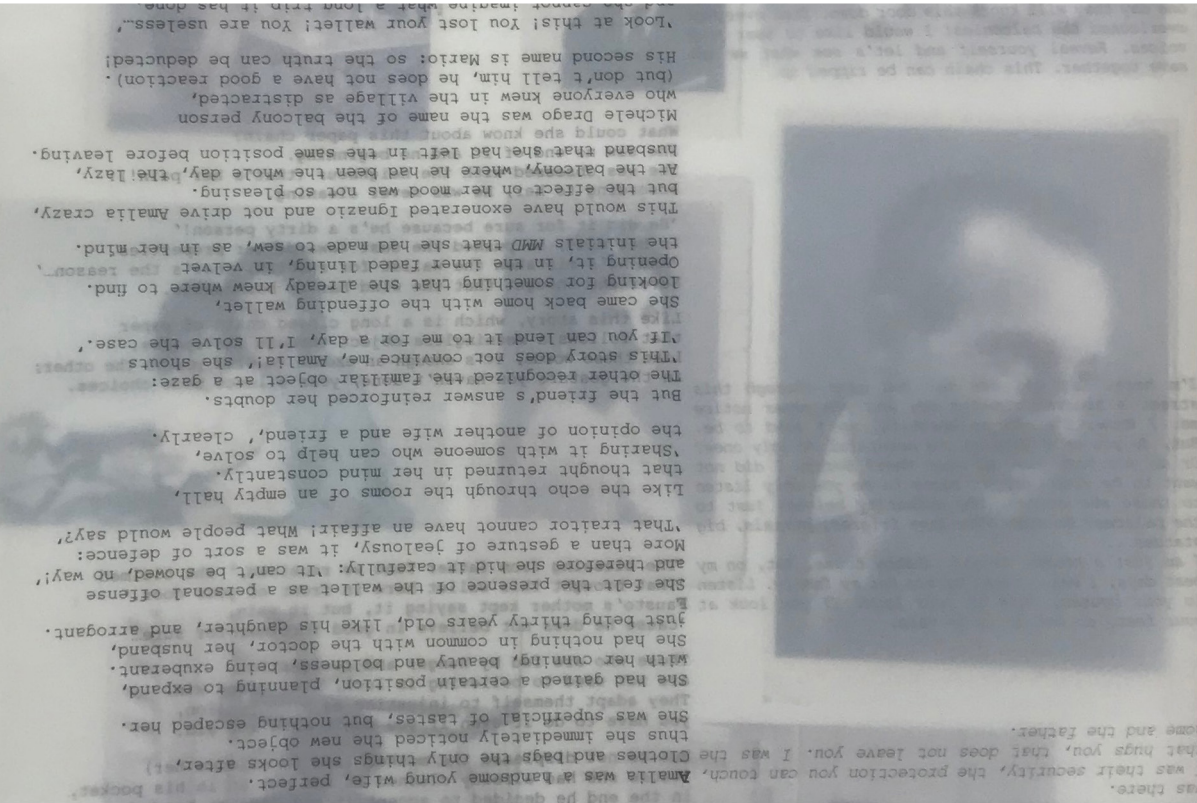




POWER TO THE PEOPLE

Play only happens when people feel that they have control over their lives. We can't be free agents if we're not free.





STAND ON SOMEONE’S SHOULDERS

You can travel farther carried on the accomplishments of those who came before you.

And the view is so much better.

ETTORE SOTTASS. SOMETIMES
THE LIGHT IS NOT THE AMOUNT OF LUX
SOMETIMES THE LIGHT

SLOW DOWN

IS THE COMPLETE SKY
CRASHED INTO THE ROOM

CAPTURE ACCIDENTS

The wrong answer is the right answer in search of a different question.

Collect wrong answers as part of the process.

Ask different questions.

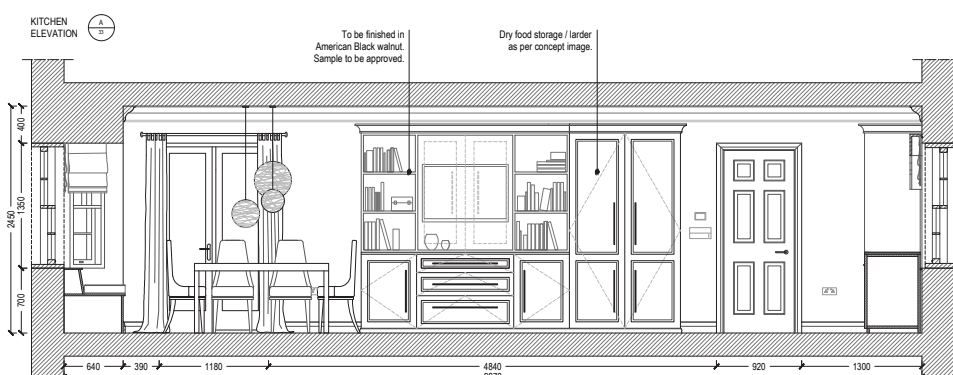
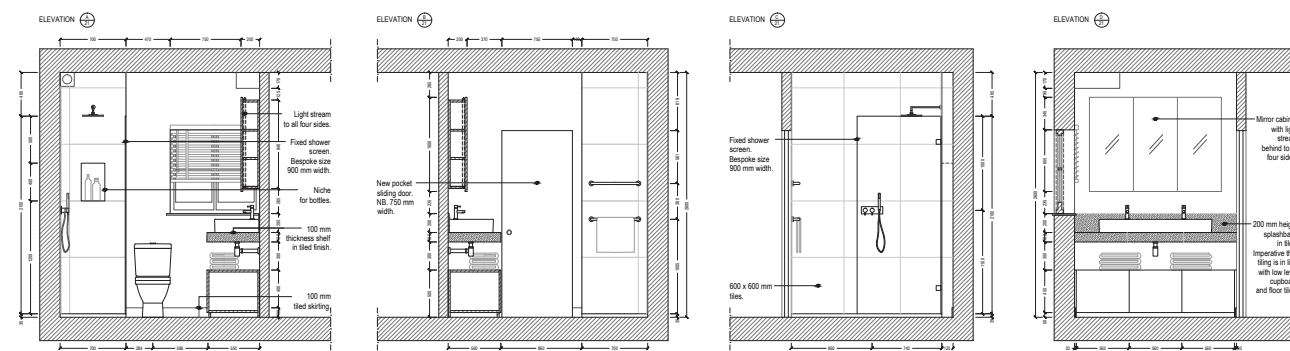
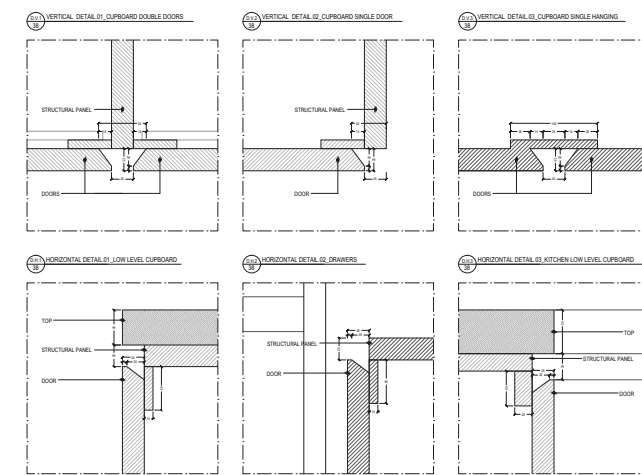
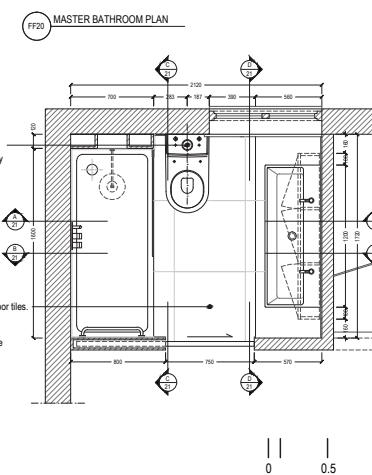
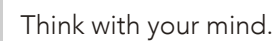
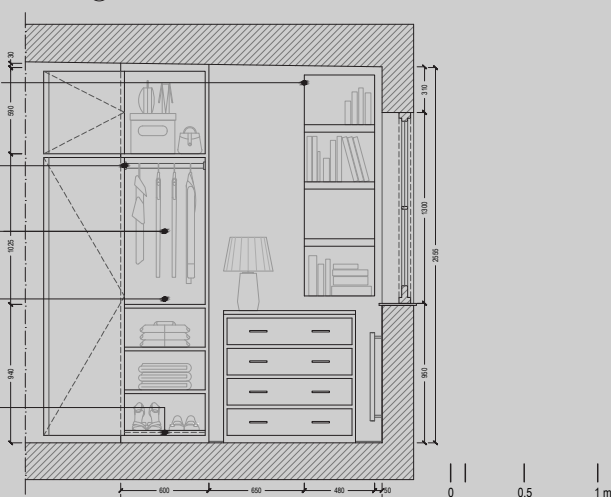
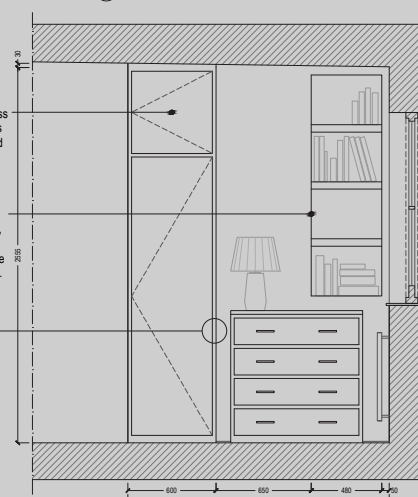
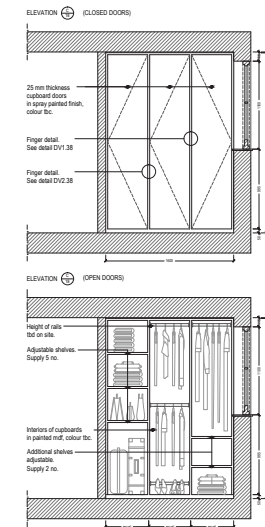
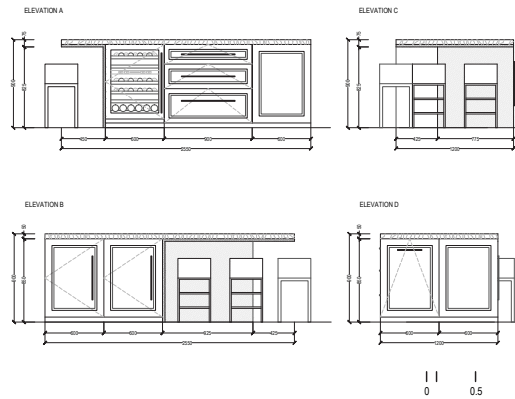
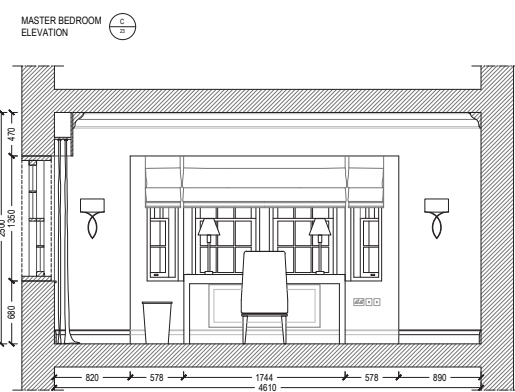


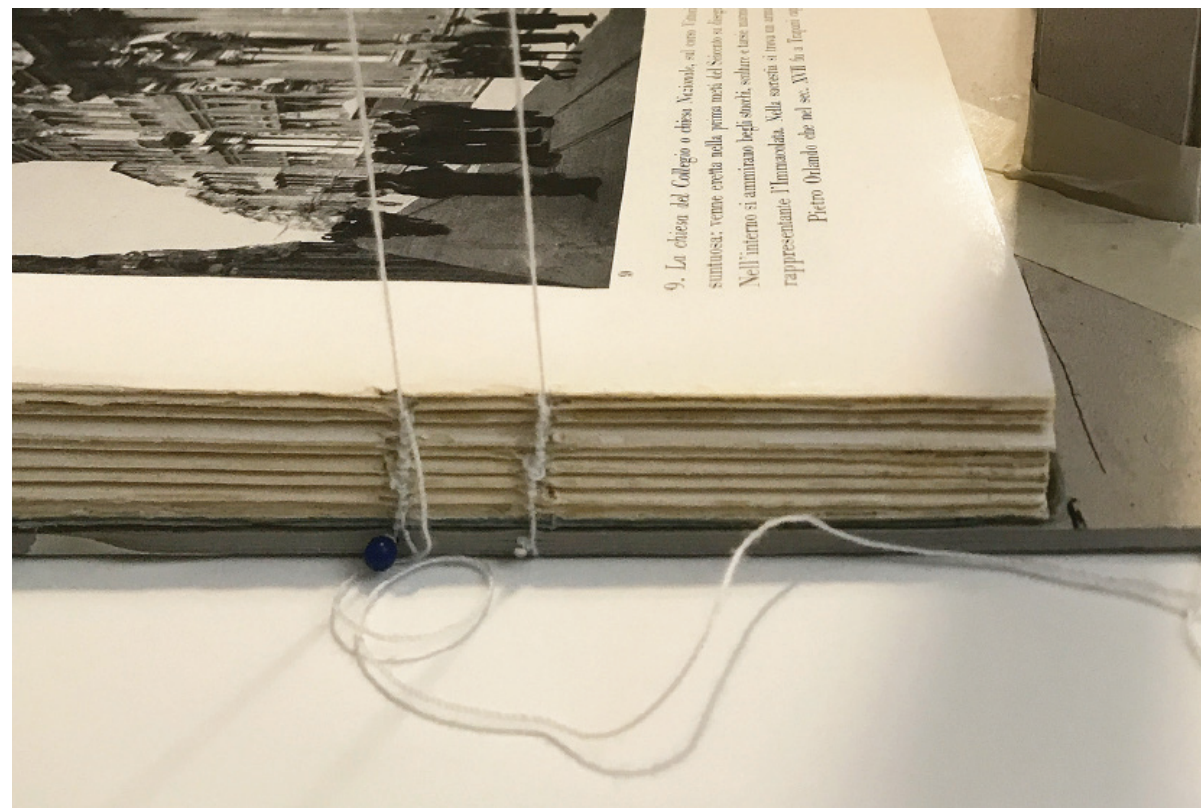


REPEAT YOURSELF

If you like it, do it again.

If you don't like it, do it again.





BREAK IT, STRETCH IT, BEND IT, CRUSH IT, CRACK IT, FOLD IT



MAKE NEW WORDS. EXPAND THE LEXICON

The new conditions demand a new way of thinking.

The thinking demands new forms of expression.

The expression generates new conditions.

DON'T CLEAN YOUR DESK

You might find something in the morning that you can't see tonight.

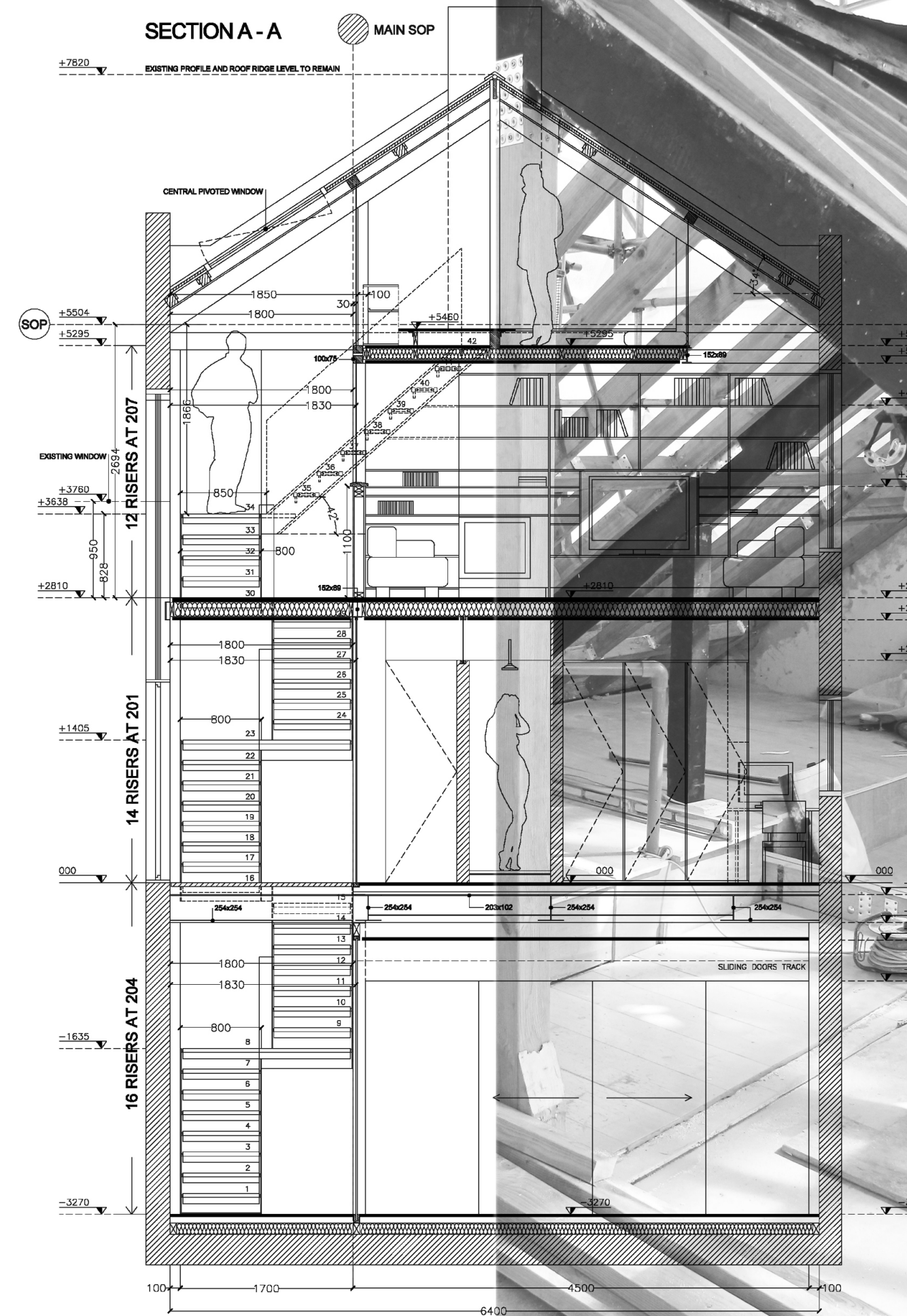


Intentionally left blank. Allow space for the ideas that you haven't had yet and for the ideas of others



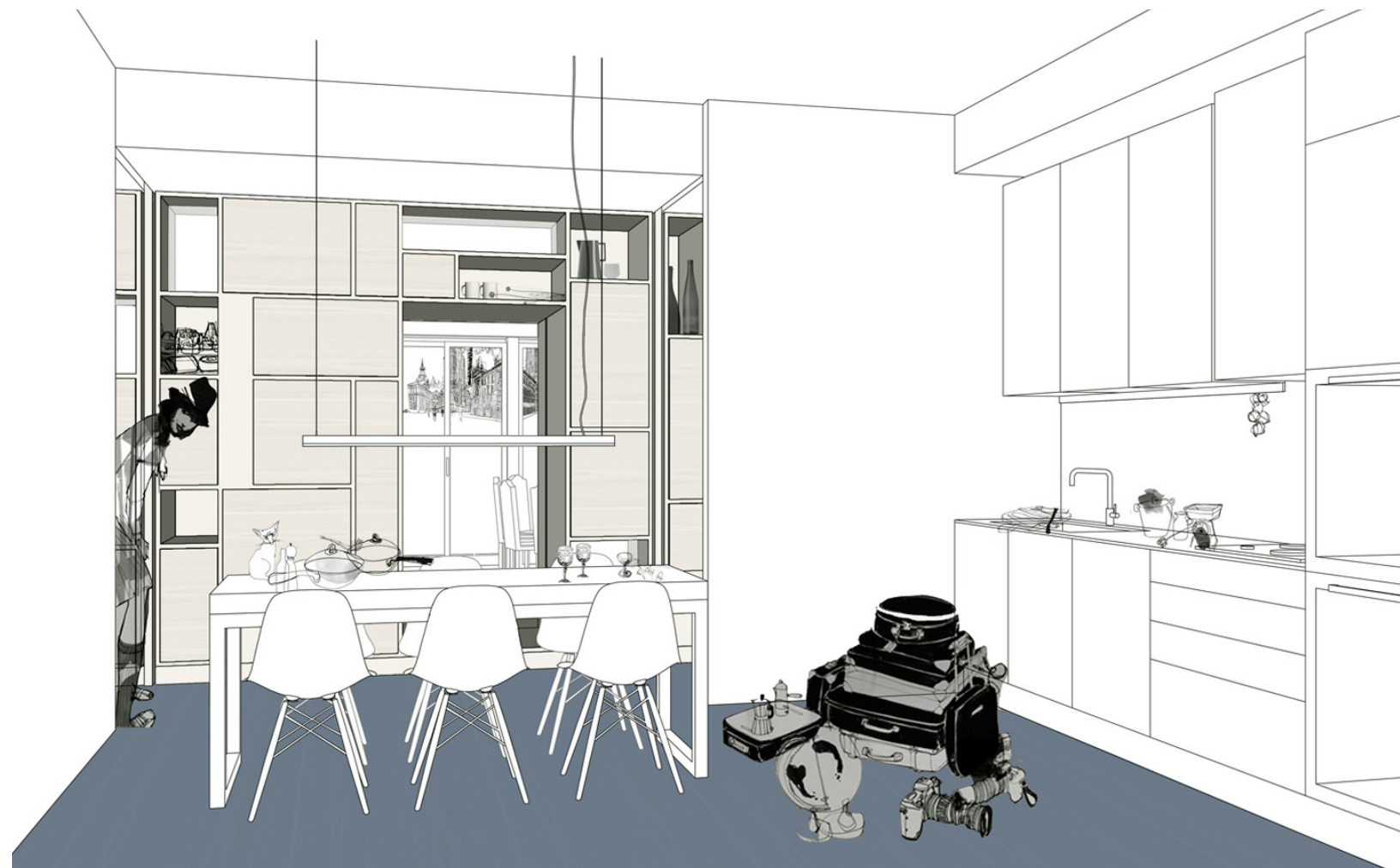
Foley Road by AMA | photos by Simone Bossi

Exploit the liberty in casting your work as beautiful experiments, iterations, attempts, trials, and errors.



Strange things happen when you have gone too far,
have been up too long,
have worked too hard,
and are separated from the rest of the world.

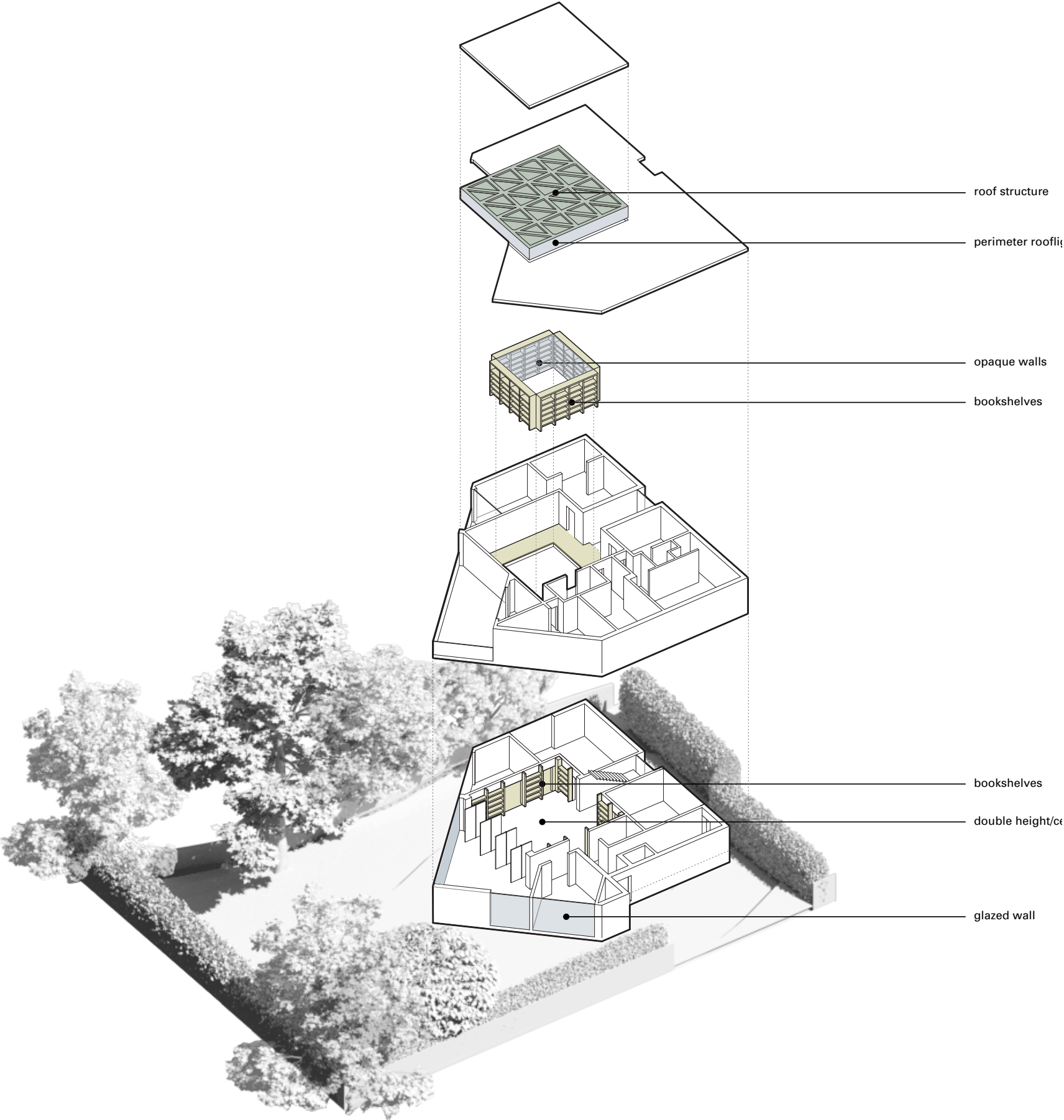
STAY UP LATE

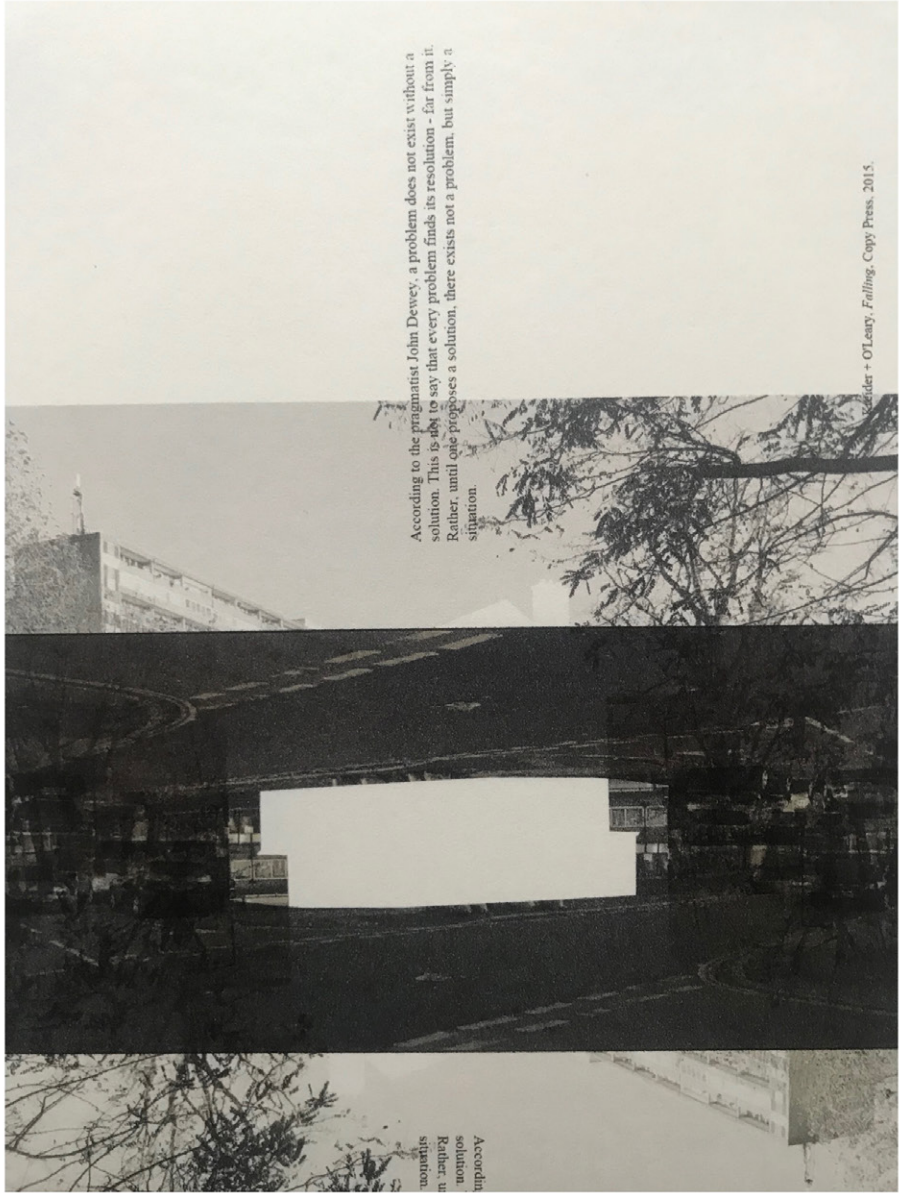




ALLOW EVENTS TO CHANGE YOU

ORGANIZATION = LIBERTY





MAKE MISTAKES FASTER



SCAT

When you forget the words [...] Make up something else (but not words)