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OUTREACH

ENLIGHT

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CHARRETTE EVENT WHERE  
PROFESSIONALS, ACADEMIC  
AND HIGH SCHOOL STUDENTS  
JOIN EFFORTS DESIGNING LED  
LIGHTNING DEVICES FOR THE  
DO-IT-YOURSELF COMMUNITY.

TUESDAY SEPTEMBER 18 TO  
FRIDAY OCTOBER 5

**i**DSA

**School of  
Industrial  
Design**

ORGANIZED BY IDSA ATLANTA CHAPTER,  
GRADY HIGH SCHOOL,  
AND GEORGIA TECH SCHOOL OF INDUSTRIAL DESIGN

SPONSORED BY



SUPPORTED BY



THE INDUSTRIAL DESIGNERS SOCIETY OF AMERICA (IDSA) IS THE WORLD'S OLDEST, LARGEST, MEMBER-DRIVEN SOCIETY FOR PRODUCT DESIGN, INDUSTRIAL DESIGN, INTERACTION DESIGN, HUMAN FACTORS, ERGONOMICS, DESIGN RESEARCH, DESIGN MANAGEMENT, UNIVERSAL DESIGN AND RELATED DESIGN FIELDS.

## ABOUT IDSA

IDSA organizes the renowned International Design Excellence Award (IDEA) competition annually; hosts the International Design Conference and five regional conferences each year; and publishes Innovation, a quarterly on design, and designBytes, a weekly e-newsletter highlighting the latest headlines in the design world. IDSA's charitable arm, the Design Foundation, supports the dissemination of undergraduate scholarships annually to further industrial design education.

The Society has an international presence with local chapters in 27 different locations, all providing opportunities to meet other designers, learn and get inspired. There are 16 special interest groups representing diverse topics from Design for the Majority to Materials and Processes, Ecodesign to Young Professionals. IDSA has roots that reach all the way back to 1938, before the age of plastics and at least 30 years before the age of electronics!

IDSA has a small national staff based in the Washington, D.C. area which supports the member-driven activities of the Society. Connected to and collaborating with all other design societies, IDSA is discussing with them the formation of a U.S. design policy.

For more information: [www.idsa.org](http://www.idsa.org)

PROFESSIONALS  
DESIGNERS,  
COLLEGE  
STUDENTS AND  
HIGH SCHOOL  
STUDENTS  
WORKING  
TOGETHER

## ABOUT THIS PROGRAM

The goal of this IDSA-sponsored outreach initiative is to inform high school students about the profession of industrial design, and for academic and professional designers to have a role in the k-12 educational system.

TWO HIGH SCHOOLS PARTICIPATE IN THE PROGRAM:

### Henry W. Grady High School

Mrs. Trisha Kendall, Graphic Design Teacher; and  
Tonya Schofield, Engineering Pathway Teacher  
929 Charles Allen Drive Atlanta, GA 30309(404) 802-3001

### Frederick Douglass High School

Mr. Dwight Jenkins, CTE Engineering Teacher  
225 Hamilton E Holmes Drive Northwest Atlanta, GA 30318  
(404) 802-3100

DESIGNING LED LIGHTING DEVICES  
FOR THE DO-IT-YOURSELF  
COMMUNITY

ANY IMPORTANT QUESTIONS  
ABOUT THIS PROGRAM,  
CONTACT THE ORGANIZERS

## ORGANIZERS

This program is organized by:

### CLAUDIA REBOLA

IDSA Atlanta OutReach/Social Coordinator  
Georgia Tech Assistant Professor  
Contact: crw (at) gatech.edu

### CHRIS LIVAUDAIS

IDSA Atlanta Chair, Designer InfoRetail  
Contact: c\_livaudais (at) yahoo.com

### KEVIN SHANKWILER

IDSA Atlanta Vice Chair  
Georgia Tech Assistant Professor  
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### PATRICIA (TRISHA) KENDALL

Grady High School Instructor  
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# DELIVERABLES FOR OCTOBER 5 9AM

All teams are expected to deliver:

1 FINAL PROTOTYPE  
1 DIY MANUAL

to be published in the Home Depot diy website

The manual should contain:

Product name

Product description

Materials (type and numbers)

Imagery describing assembly

Should address at least 2 languages

Include disclaimer

## DESIGN PARAMETERS

Products must meet the following criteria:

BE A TANGIBLE PRODUCT

DESIGNED FROM MATERIALS  
FOUND AT THE HOME DEPOT  
STORES

MUST USE UP TO \$50 FOR  
MATERIALS (KEEP RECEIPT FOR  
PROOF)

MANUFACTURING/PROTOTYPING  
PROCESS MUST INVOLVE HIGH  
SCHOOL STUDENTS

FINAL PRODUCT DESIGN MUST  
BE ABLE TO BE REPLICATED BY  
THE DIY COMMUNITY

DESIGN PRODUCTS THAT  
CAN BE REALIZED WITHIN THE  
TIMEFRAME OF THIS CHARRETTE

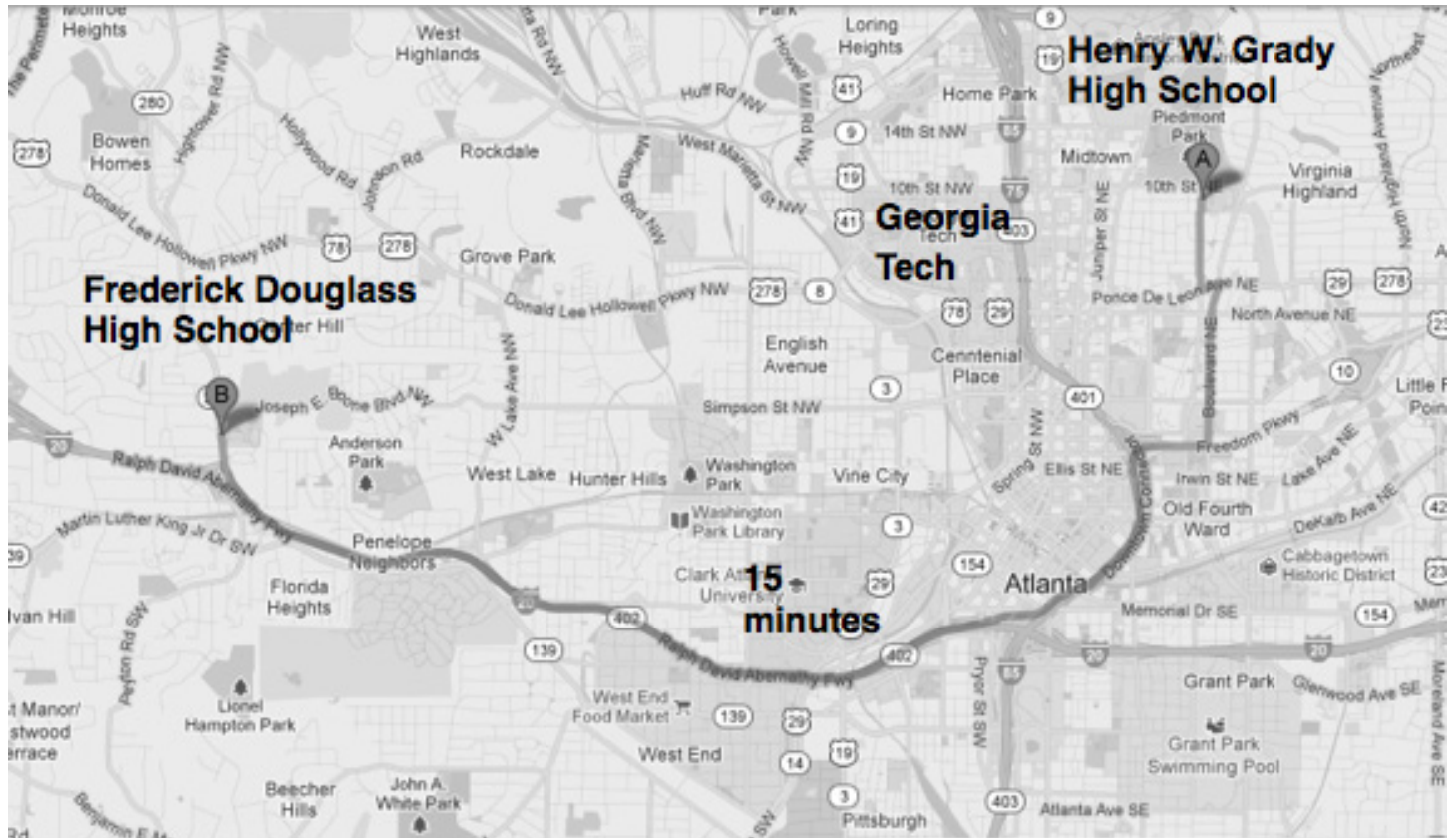
# 15 TEAMS

COMPRISED OF:

1 PROFESSIONAL

2 GRADUATES/UNDERGRADUATES STUDENTS

3 OR 4 HIGH SCHOOL STUDENTS





## TEAMS

The program is structured such that design professionals will act as project leads. They will kickoff of the project with brainstorming and project scoping and supervise the development at their availability, for example via e-mail. Project leads will be responsible for meeting with the design teams at designated milestone dates. Design college students will work with the teams on a day-to-day-basis during design development, supplementing the professionals. In this way, high school students will be exposed to the entire design process from conceptualization to execution.

BEST TEAM DESIGN SELECTED  
BY A JURY PANEL WILL WIN DWR  
ITEMS SPONSORED BY DWR

HONORABLE MENTION WILL WIN  
BOOKS SPONSORED BY IDSA

# DOUGLASS HIGH SCHOOL

## TEAM 1:

Professional: Sanjar Kozubae  
Academic students: Katherine A. King and You J. Chung  
Highschool studnets: Porcha K. Campbell, Leon J. Clemons, Alicia M. Franklin and Marco Genchi

## TEAM 2:

Professional: Richard Hinton  
Academic students: James A. Slack and Sarah K. Lashinsky  
Highschool studnets: Jamariel D. Hobbs, Dision L. Huey, LaDarius D. Jackson, and Tekeshia L. Joiner

## TEAM 3:

Professional: Devin Moore  
Academic students: Emily A. Keen and Hannah S. Williams  
Highschool studnets: Curtis T. Jones Jr., Aaron K. Jordan, Alan D. Kinsey Jr. and Rupert A. Mckoy

## TEAM 4:

Professional: Christine Naples  
Academic students: Alison J. McKenna and Samantha P. Sussberg  
Highschool studnets: Manaleek I. Mouzon-Clarke, Dechaiah L. Nelson, James P. Scott and Darrell D. Sheats

## TEAM 5:

Professional: Brad Reese  
Academic students: Sarah M. Maddox and Lauren P. Young  
Highschool studnets: Jordan R. Varner, Naesha M. Walker and Terica L. Wilborn

## TEAM 6:

Professionals: Chris Ruf  
Academic students: Alnoor Bhamani and Katrina E. Farrer-High-school studnets: Craig W. Aaron, Ibrahim R. Carson, DeMarcus L. Cunningham and Chelsea O. Davis

## TEAM 7:

Professionals: Eric Sandler  
Academic students: Kacey D. Ivey and Nahla A. Osman  
Highschool studnets: Amber T. Hughes, Rupert A. Mckoy, Brittany G. Melton and Davin L. Pope

## TEAM 8:

Professional: Tuan Tran  
Academic students: Grant A. Wilson and Gregory W. Klingshim  
Highschool studnets: Andrew J. Scott, Kornelius A. Taylor and Taereco D. Wilborn

# GRADY HIGH SCHOOL

## TEAM 9:

Professional: Justin Arsenault  
Academic students: Victoria J. Harrison and Eric K. Chiu  
Highschool studnets: Asem Kharbouch, Makalia Bowen, Fairlie Pierce and Eric Spencer

## TEAM 10:

Professional: Grayson Byrd  
Academic students: Sarah Brand and Erica Raymond  
Highschool studnets: Siddhartha Hughes, Simon Puckett and Khalid Ransome

## TEAM 11:

Professional: Kristin Hare  
Academic students: Joshua A. Dores and Viviana Kreisel  
Highschool studnets: Abrahana James, Sebastian DiFrancisco, Corey Peterson and Sarah Mackett

## TEAM 12:

Professional: Douglas Hassall  
Academic students: David E. Indacochea and David T. Hotard  
Highschool studnets: Jamie Perez, Sonny Romeo and Taylor Searcy

## TEAM 13:

Professionals: Peter Nguyen  
Academic students: Sarah J. Eiring and Morgan N. Rice  
Highschool studnets: Caleb J. Crowley, Emma Kasper and Tre Williams

## TEAM 14:

Professionals: Rick Roeder  
Academic students: Stephen R. Audy and Christa E. Lee  
Highschool studnets: Bria Griffin, Fritz Meinert and Gage Martin

## TEAM 15:

Professional: Herb Velazquez  
Academic students: Ceara A. Byrne and Matthew R. Campbell  
Highschool studnets: Henry Peteet, Jasmine Foreman and Callie Hendrix

# CONTACT INFORMATION

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# PROGRAM

CHARRETTE EVENT  
FROM TUESDAY SEPTEMBER 18  
TO FRIDAY OCTOBER 5

The Design Charrette starts on Tuesday September 18 and finishes on October 5 2012. Teams meet and start the brainstorming of ideas and the launch event. The design, development and products is performed for the length of the charrette. Design prototyping must be completed by October 5 9AM at the Design Within Reach store. All designs will be exhibited at the store on October 5 7pm.

In detail, below are event activities and recommended milestones for teams:

Important: teams are encouraged to document their process by taking pictures and specifically high school students to keep a daily journal about the project and experience with the program.

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# WEEK 1

## SUPPORT FABRICATION CAPABILITIES

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# WEEK 2

The Georgia Tech School of Industrial Design's fabrication capabilities are available to any teams wishing to fabricate design models and/or components their high schools, with the following capabilities:

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# WEEK 3

GENERAL HAND TOOLS  
WOOD WORKING (CUTTING, SHAPING,  
FINISHING AND JOINING)  
PLASTICS CUTTING  
SOME METAL FABRICATION  
SPRAY BOOTH FOR ADHESIVES AND  
MATERIAL FINISHES  
LASER CUTTING EQUIPMENT  
ABS PLASTIC DIMENSION 3D PRINTER  
POWDER BASED Z-CORP 3D PRINTERS

NOTE: Only shop-approved personnel who have completed a basic orientation session are allowed in the main shop (ie - GT students only). Guests are allowed in the assembly area only.

## HIGH SCHOOL MEETING TIMES

GRADY: 8:05-9:45AM

DOUGLAS TEAMS 1-5: 10:00-11:30AM

DOUGLAS TEAMS 6-8: 12:15-1:30PM

WHEN	WHAT	WHERE	WHO
TUESDAY SEPTEMBER 18 6:00PM	<b>KICKOFF MEETING</b> The kickoff meeting will be an informative and educational public event open for all participants, parents and the general public. The kickoff meeting will educate the public about the design process and it will introduce inspirational work on LED lighting design. More importantly, it will announce the event structure, activities and expectations.	College of Architecture Auditorium Georgia Tech	ALL (required)
THURSDAY SEPTEMBER 20 See times top left corner  6:00PM	<b>HIGH SCHOOL MEETING</b> Recommended milestone: ideation/sketching of ideas  <b>CHRIS HARDY LECTURE</b> Atlanta-based designer share his insights on being a designer and his experiences in lighting design.	High schools  6:00 PM, Clough Commons Room 144 Auditorium Georgia Tech	Academic and high school students (required)  All (optional)
MONDAY SEPTEMBER 24 See times top left corner	<b>HIGH SCHOOL MEETING</b> Recommended milestone: refinement of ideas and quick models; review of manual designs.	High schools	Academic and High School students
WEDNESDAY SEPTEMBER 26 See times top left corner	<b>MIDTERM REVIEWS</b> High school students present their work up to date. Professionals and academic students give feedback towards the final product design.	High schools	Professionals, Academic and High School students (required)
FRIDAY SEPTEMBER 28 See times top left corner	<b>HIGH SCHOOL MEETING</b> Recommended milestone: refinement of models; initial ideas of manual designs.	High schools	Academic and High School students
TUESDAY OCTOBER 2 See times top left corner	<b>HIGH SCHOOL MEETING</b> Recommended milestone: start final prototyping; start final manual design.	High schools	Academic and High School students
THURSDAY OCTOBER 4 See times top left corner	<b>MIDTERM REVIEWS</b> High school students present their work up to date. Professionals and academic students give feedback towards the final product design.	High schools	Professionals, Academic and High School students (required)
FRIDAY OCTOBER 5 9:00AM	<b>PROTOTYPES AND MANUALS DROP OFF</b> DWR will stage products at the store.	DWR 2451 Peachtree Road Northeast Atlanta, GA 30305 (404) 841-2471	Academic and High School students
7:00PM	<b>FINAL EXHIBITION</b> Closing party.	DWR 2451 Peachtree Road Northeast Atlanta, GA 30305 (404) 841-2471	ALL (required) Event open to the public.
MONDAY OCTOBER 8 5:30PM	<b>HOME DEPOT SHOWROOM</b> Tour and installation of products at the showroom. Products and manuals will be exhibited for a month.	2455 Paces Ferry Rd, Atlanta, GA 30339	High School students

# KICKOFF MEETING

15 MINUTES

## BRAIN STORM WORDS

### RANDOM WORD

The Random Word game forces participants to convert words or themes into images.

By having them think about words as images, it becomes easier to sketch ideas or map a process during later exercises.



30 MINUTES

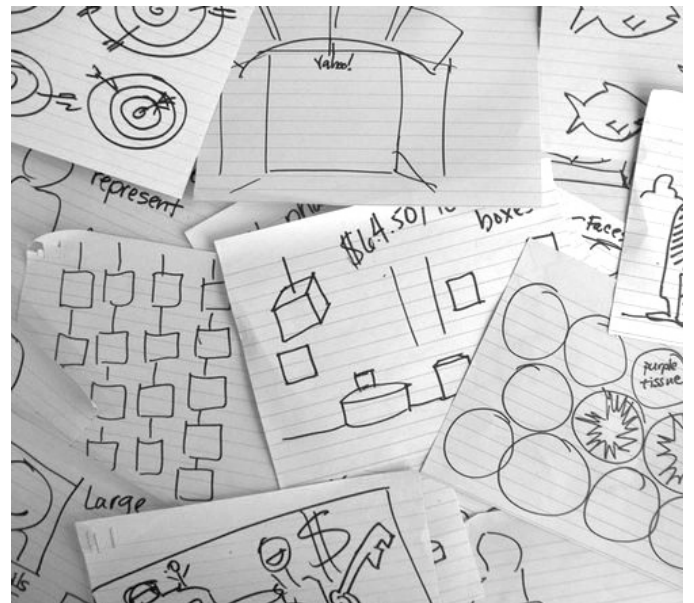
## BRAIN STORM IDEAS

### 635 METHOD

The name describes the action: 635 Method - 6 people (ideally), 3 ideas each, 5 times around the table.

Aimed to address the potential deficiencies of brainstorming by encouraging participation from all, with an emphasis on sketching of ideas, this is a tool that can help build, develop, combine, add to, improve, and refine an original idea.

The 635 Method focuses on sketching as a medium for creating concepts, with some limited use of key-words and short descriptions to augment the sketching. The overall process is similar to brainstorming, but rather than begin with an open discussion, the session starts with each individual writing down their thoughts first.

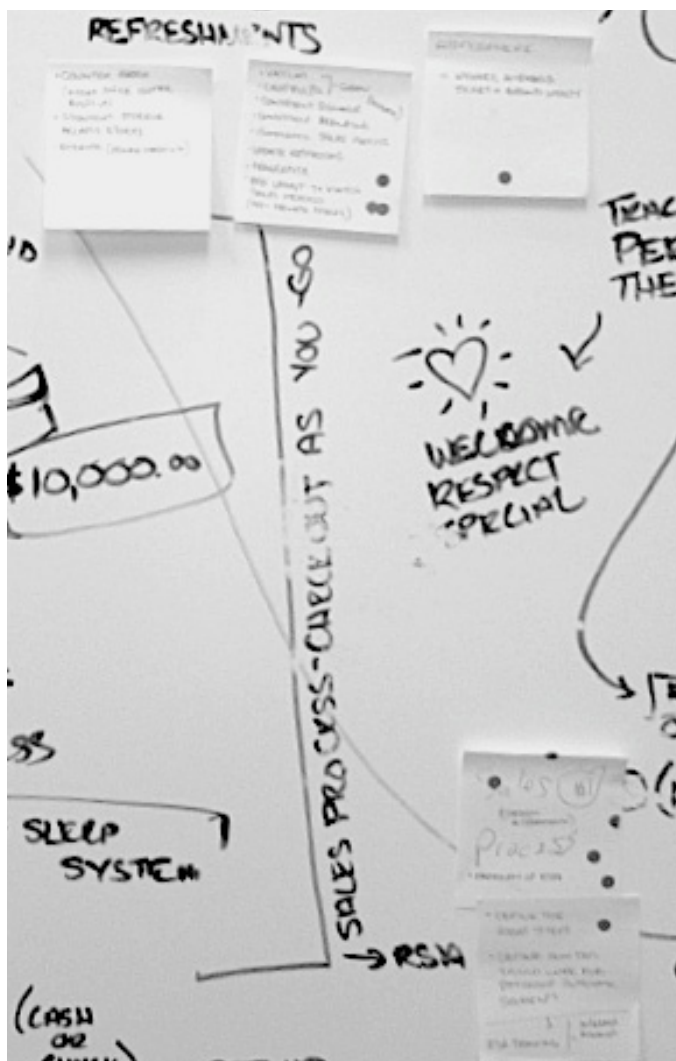


5 MINUTES

# VOTE IDEAS

## DOT SORT

Participants use colored dots to rank ideas they find the most meaningful or worthy of further development. Ideas with the highest number of dots move forward.



10 MINUTES

# SELECT BEST IDEAS

## NUFF TEST

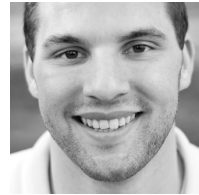
- NEW
- USEFUL
- FEASIBLE

As a group is developing ideas in a brainstorming session, it may be useful to do a quick "reality check" on proposed ideas. In the NUFF Test, participants rate an idea on three criteria: to what degree is it New, Useful, and Feasible?

ASSIGN TASKS  
BEFORE YOU END  
THE MEETING



# PROFESSIONALS



## JUSTIN ARSENAULT

xxxxxx

## GRAYSON BYRD

Grayson Byrd is an Industrial Designer from Atlanta, Georgia. He recently graduated from Georgia Tech in May 2011 and now works for the Coca-Cola Company. During his time at Tech, Grayson took a yearlong co-op position at Slingshot Product Development Group and also helped Georgia Tech model the new Product Development Lab during his senior year. After graduation, Grayson has taken on a few freelance opportunities including work with Creature Product Development, Fusionbrands and Coca-Cola, which has brought him to where he is today. He enjoys all aspects of design and believes that being inquisitive drives good design and good designers.



KRISTIN HARE

xxxxx

DOUGLASS HASSALL

xxxxxxx

RICHARD HINTON

Xxxxxx

SANJAR KOZUBAEV

Xxxx



## DEVIN MOORE

Devin founded Big Bang in 1994 to explore his own business philosophies and focus on his passion - design. Unusual for design firm principals, as Creative Director Devin spends the majority of his time actually designing products, providing clients with breadth, experience, and true depth. Devin received a Bachelors of Industrial Design from Auburn University. He has instructed at Georgia Institute of Technology, and lectured at institutions and organizations such as the Industrial Designers Society of America, the Product Development and Management Association, Savannah College of Art and Design and Auburn University. A juror for many internationally recognized design award programs, Devin has also been personally credited with numerous design awards.

## CHRISTINE NAPLES

Chrissy Naples is Industrial Designer at The Coca-Cola Company. She holds a B.S. of Industrial Design from the Georgia Institute of Technology.

PETER NGUYEN

xxxxxx

BRAD REESE

xxxxxx



## RICK ROEDER

Rick Roeder has been engaged in interactive design and the creative process for over twenty years. His company Designmr, focuses on designing and creating experiential environments and displays for clients in the exhibit, advertising, design, retail, and architectural forums. Rick is a current a professional member of IDSA, and when possible volunteers his creative services to community projects and local initiatives, such as the annual IDSA high school outreach program. Ricks passion of art as well as architecture, is prevalent in his studies and his process, and he holds a BFA degree from Arizona State University.



## CHRIS RUF

Senior Industrial Designer with 22 years experience, team leader, versatile designer with a mechanical aptitude, and willingness to take on new challenges. Have developed products from the concept stage through mass production. Dedicated to designing innovative products by being the advocate for the end user. Currently at Stanley Black & Decker, incorporating leading edge Radio Frequency Identification (RFID) technology into aerospace hand tools improving ergonomics, & RFID performance. Foreign Object Damage (FOD) prevention to save lives, damage to aircraft, engines & spacecraft. Premium professional tools increase profitability over existing designs.

Previous Experience included 15 years medical product design, Ergonomic handheld devices for children, adults, and elderly patients with vision & nerve challenges. Specialized in Personal Diabetes Testing devices, Clinical Blood Sampling, Drug Inhalers. Developed devices for Urinary Tract Surgery. Created Infant & Neonatal testing devices, and Handicap Assistive device.

Other: Awarded 24+ US Utility & Design Patents. Emory Univ. Office of Technology Transfer, Excellence Award, Top Innovation of 2010 for stress urinary incontinence surgical device, Auburn University, Bachelor of Industrial Design.



## TUAN TRAN

Tuan A. Tran graduated from Georgia Institute of Technology in 1994 with a Bachelor of Science in Industrial Design. His past design experiences include designing products for the physically disabled, packaging, print & web media, and home furnishings. Tuan Tran is currently a lead product designer for Kawneer Company, a division of Alcoa Building Construction Systems, where he brings his industrial design expertise to architectural aluminum products such as entrances, windows, curtain walls, and sun control products.

## ERIC SANDLER

xxxxxxx

HERB VELAZQUEZ

xxxxxx

KEEP A JOURNAL

OBSERVE, QUESTION

SKETCH, DISCUSS

COMMUNICATE OFTEN

ASK

DON'T DISCARD WILD IDEAS

KEEP FOCUSED

COLLABORATE

WORK HARD

BE CURIOUS



SURPRISE US

PHOTOGRAPH

ENJOY!

