

# BROOKLYN BETA 5!

JOHN MAEDA

So moved by what's happening, trying to happen.

"Make lots of money... fund what you love to do."  
Paul Rand

Look for the wonderful chaos in life, which designers and developers encode.

"How to Speak Money" - John

CP Snow - bring together design + technology

"Manage by your outbox, not your inbox. - Larry  
"Trust is like a reservoir.

Need 10x the positive to outweigh negative to someone.

Most designers are stuck in this decade, but you need to go back further <sup>to</sup> the library.

Quality is the most important thing in the future of art.

Important to lead, not just to follow. (Audacity of Hope)  
Often hard for makers, hard to be a talker.

We often choose center, stability - think of asymmetry.

Design is about fit. Ergonomic, aesthetic, cognitive.



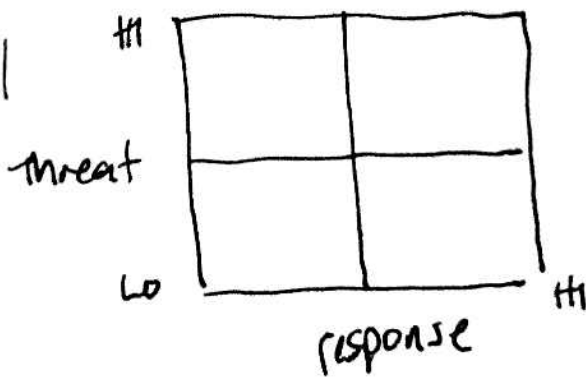
When things grow, that boundary/love breaks.  
Purity diminishes, diversity increases

Crisis have 5 stages (Fink)

1. escalating intensity
2. unwanted attention from outside
3. interferes w/ normal bottom line
4. jeopardizes positive public image
5. damages bottom line

Marshall Ganz - "Fear is not an action, it is a reaction."

Angel/Devil



How to move positive parts forward (outbox strategy)  
when negatives are calling out (inbox)

Is it a powerfully wrought idea? Beauty second.

Feet grounded in past, heart in present, head in future.

DAVID LOWRY

Camper Van Beethoven / Cracker / trichordist.com

Musicians are good at losing, not getting bummed out.

Musicians are key parts of the web ecosystem, putting the bits in (like other users)

monopsony - control over how you get paid

new model is here : ① filesharing  
② streaming  
③ selling

→ to artists is less, in all cases

streaming is complicated (Pandora is really bad)  
For niche + middle class artists, flat fee per spin is not going to work.

old system, winners subsidized losers

we don't steal from corporations, we steal from artists

Web 1.0 - triumph of the band  
2.0 - " " " platform  
3.0 - happy flower land?

architecture of liberation + exploitation at the same time

ubiquity means nothing, small market share can be more powerful

work on the now, the future makes you suffer

"Principles guide us through times of technological change."  
We don't change principles or match technology.  
- Dead Kennedys

problems w/ free: "peak ads", tyranny of page views  
(we already have an electronic currency: page views)

benefits of paid: users aren't products, non exploited

search is getting weird - less variety, less truth

default should be opt in

don't change the TOS

closed systems = less noise

KRISTEN - WINTER CHEST FACTORY

ANTHONY CASALENA - SQUARESPACE

Phase 1: solo project (\*30k from firm for servers)

2: hiring

3: investment, rebuild (7 yrs. in)

Original goal: all in one software

focus: design made accessible, polished self-presentation

operating to break even, took money to take risks

solving basics, bringing up bottom

revised product: CMS as Photoshop, canvas

ask customers why they stayed, why they left

with big press, people google you, get google ad,  
includes parameter, busts cache

what keeps you in: challenges, stories, personalities

measuring advertising: search, retention, 1 question survey

leadership: create in your own time, to not hold up company

ELLE LUNA - Uber, Mailbox, Medium, IDEO

When you want to look for your dreams,  
where do you go? Craigslist

Asking friends for assignments

Switching scales once comfortable (large/small)

TED: Sagmeister - job/career/calling  
Don't assume one is the other.

Many artists also have jobs  
Philip Glass, plumber

"It's not what an artist does, it's who he is." - Picasso

How do we know the difference between the  
work that we can do, versus the work we  
must do?

Van Gogh, businessman, returned to painting  
in his twenties.

Biggest fears:

- 1 time - if you want it, you'll make time.  
get notecards, record what you want
- 2 money - use it to buy time
- 3 age - honor who you are, your expertise
- 4 humiliation - make a list, think through them

Write two obituaries: the life you have, the one you admire

Find solitude. Turn off phone, connections

Redwood trees grow wide, not deep, together.

"Mistakes are so beautiful! Let's paint a million."

BEN PIERRATT

[mired.com](http://mired.com)

SHAKA SENGHOR

MIT media lab fellow. 2014

left prison 2010 after 19 years

As human beings, we are fully capable of overcoming any obstacle, as long as we have the strength of character and self discipline.

How did I get here? Wrote about it.

Made a promise: to help others

Challenged self: to write a book. (in 30 days)

Contracts are legally binding, wrote one so his company owned profits, not him.

TV, reading can only teach you so much.

Promises to self keep you strong at tough points

More than helping, it's about empowering people.

Friends in prison - help me remember I'm ~~not~~ free

NAZ HAMID - WEIGHTSHIFT

The more time we spend on screens, the quicker we reach burnout.

Systems/criteria for life, not just work. Hard work:

- work w/interesting people on what interests you
- make a schedule that gives you the life you want
- be committed (whole-hearted not half-assed)
- be thoughtful, be generous
- say no, don't overcommit

Hard living:

- experience new, interesting + thought-provoking things
- travel (for perspective, different reasons)
- seek culture (and empathize) make own opinions)
- be healthy (physical + mental)
- say yes (since you have time since you said no)

Home is where the heart is. If you're feeling unsupported, get out and find it.



Don't compare yourself to others. Choose your things.

Play. Not just for small people.

Be independent. (not letting someone else dictate

Be who you are. (always best possible version now)

Life's too short to ride shit bikes

work a shit job

live a shit life

Make a life you love.

5:30 bike, 10:00 work, 4:00 leave + walk the dog

INTROS

songfight, cushion, notabli, valentines

KRISTEN

Sugru

Making/returning "fixing" something we do

Building culture of ingenuity, community of inspiration

Superglue + playdough, dries into rubber

Art was lonely, uncontrollable

Strong sense of purpose, service

"What if it's not one idea, but hundreds?"

What if you're not the creative person, but everyone?"

You don't need to be an expert. Learn it.

Kept notebook of enthusiastic people - chefs, surfers, cyclists - became testers. Their photos were like inspiration from the future.

Start small and make it good

Switched ~~to~~ model, designed something to make themselves happy. Had fun, met people. DIY manufacturing. Sent to bloggers.

2 people at launch, now 40 and factory

Great community comes from ① great product ② <sup>honest passion</sup> ~~inspiration~~  
③ makes them feel great ④ focus on inspiration

1. Don't stop believing. Respect naive.
2. Listen. Then go with your gut.
3. Start small and make it good

TAVI + MATT - Rookie + Longform

Wanted community to have a home base, nothing like what she wanted existed

Wanted to be free from middlemen, advertisers own it all herself

Wanting to use online to <sup>get</sup> people offline

- 3 posts per day (morning, after school, bedtime)
- website, books, events (3 parts)

Staff Facebook group - is the seed for a lot of action at Rookie

Blurring line between creators and readers, so it's more like a community

Julie Klausner "How Was Your Week"

Never wanted Rookie to be precious little clubhouse

Only 4 yearbooks, but the rest has a life of its own

Started as blog, Tumblr community. Site is welcoming b/c content is diverse.

DAVID HEATT - Hyatt jeans, Do lectures

Battle of who can be the cheapest: lost  
most innovative

It is the job of dreams to be nigh impossible.

Started the company to give 400 makers jobs

Dreams should scare you.

Purpose makes you strong.

Who would we rather fund creative projects?  
Banks, or creative people?

Quality is their reason for being, but ideas  
are the multiplier.

The more you operate in the future, the less  
competition you will have.

Each pair's story is kept via [historytag.com](http://historytag.com)

80% of environmental impact of jeans is  
your washing + ironing (900 L water)

If you're small, remember you're small, and be nimble.

Did I do stuff that mattered to me the most?

JASON SCOTT — @textfiles, Internet Archive

IA founded by Brewster Kale

tv.archive.org - search anything that's been said

Why? b/c some millionaire decided not to be a shit.

If you work there 3 years they make a statue of you

Startup is ~~popcorn~~ a beautiful kernel of hopes and dreams. They are parties. We are convincing people they should live at parties.

Focused on the now, but everything ends. And that where the legacy comes.

Users thought you built them a home, not a party.

First ecommerce page: Santa Cruz Pizza Hut

1998 Geocities was #1 site on internet

Shutdown notices might be 1 year to yesterday. Should be forever. No laws for user data yet.

Cloud based storage = ~~cloud~~ clown

Activist archivist group. Angriest archivists of all time! Just want to be that third little voice.

DPOS attack (preservation)

History and memories are part of our purpose

CAMERON KOCZON - bb, fictive kin

business, engineers, designers should work together  
like PB+J

(stability, structure, sweetness)

overall grade of BB (in producing successful startups):  
C+