THE NATIVE AMERICANS KNEW THE WORTH OF THE NATURAL WORLD
THEY CHERISHED EVERY MOUNTAIN VALLEY AND RIVER. WE MUST REGAIN RESPECT FOR MOTHER EARTH BEFORE IT'S TOO LATE

THE FUTURE LIES IN OUR HANDS

VOTE
Title

Figure 1: Vote: The Future Lies In Our Hands - Ad 1
Figure 2: Vote: The Future Lies In Our Hands - Ad 2
Figure 3: Vote: The Future Lies In Our Hands - Ad 3
Figure 4: Wana Maka - Logo
Figure 5: Wana Maka - Poster 1
Figure 6: Wana Maka - Poster 2
Figure 7: Wana Maka - Postcard
Figure 8: Book Cover: On The Road
Figure 9: Book Cover: The Call Of The Wild
Figure 10: Idea Factory
Figure 11: Album Cover: The Magic Beans (Jam Grass Space Funk)
THE NATIVE AMERICANS KNEW THE WORTH OF THE NATURAL WORLD THEY CHERISHED EVERY MOUNTAIN VALLEY AND RIVER. WE MUST REGAIN RESPECT FOR MOTHER EARTH BEFORE IT'S TOO LATE

THE FUTURE LIES IN OUR HANDS VOTE

Figure 1: Vote: The Future Lies In Our Hands - Ad 1
THE NATIVE AMERICAN CODE OF ETHICS STATES TO TAKE RESPONSIBILITY FOR WHO YOU ARE AND THE WORLD YOU CHOOSE.

THE FUTURE LIES IN OUR HANDS

VOTE

Figure 2: Vote: The Future Lies In Our Hands - Ad 2
The Native people of our country treated all women equally to all men. It's time to get back to our roots. Vote.
RESPECT ALL THINGS THAT ARE PLACED UPON THIS EARTH

-NATIVE AMERICAN CODE OF ETHICS
BE TRUTHFUL AT ALL TIMES
HONESTY IS THE TEST OF ONE'S WILL WITHIN THIS UNIVERSE

—NATIVE AMERICAN CODE OF ETHICS

Figure 6: Wana Maka — Poster 2
NATURE IS NOT FOR US. IT IS A PART OF US.

—Native American Code of Ethics

Figure 7: Wana Maka — Postcard
Figure 8: Book Cover: On The Road
Figure 9: Book Cover: The Call Of The Wild
IDEA FACTORY
a pack animal mentality
leads to thriving imaginations

By Gregory Mone

DEPENDING ON WHERE you look, you could easily mistake the famed Media Lab at the Massachusetts Institute of Technology for a robotics laboratory. Or an architecture firm. Or a computer-programming office. Or maybe a hospital. The truth is, the engineers, designers, scientists, and physicians who constitute the two dozen research groups housed there work in what may be the world’s most interesting, most hyper-interdisciplinary think tank.

Over the past 26 years, the lab has spawned the technology behind the Kindle, Guitar Hero, and a host of other groundbreaking innovations. Today, researchers within the building are creating self-driving cars, genetically engineered neurons, and charly robots—and the fact that they’re doing such disparate work in close proximity helps account for their success. Researchers end up pollinating other projects with insights and ideas, within a hive of serendipitous collaboration.

This fall, Joichi Ito—a tech entrepreneur who didn’t finish college—takes the reins as the lab’s new director. He’s looking for ways to encourage even more connecting, more spontaneous creativity. “We’re going to be thinking about how we innovate, how we work together, how the space is laid out,” he says. “I want to focus on how we can enhance positive serendipity even more, because I think we can.”

Ito’s new colleagues are, as always, running hundreds of projects poised to change how we live, work, and play. Here’s how a handful of the most audacious ideas overlap with some others down the hall.
Figure 11: Album Cover: The Magic Beans (Jam Grass Space Funk)