



THE NATIVE AMERICANS
KNEW THE WORTH
OF THE NATURAL WORLD

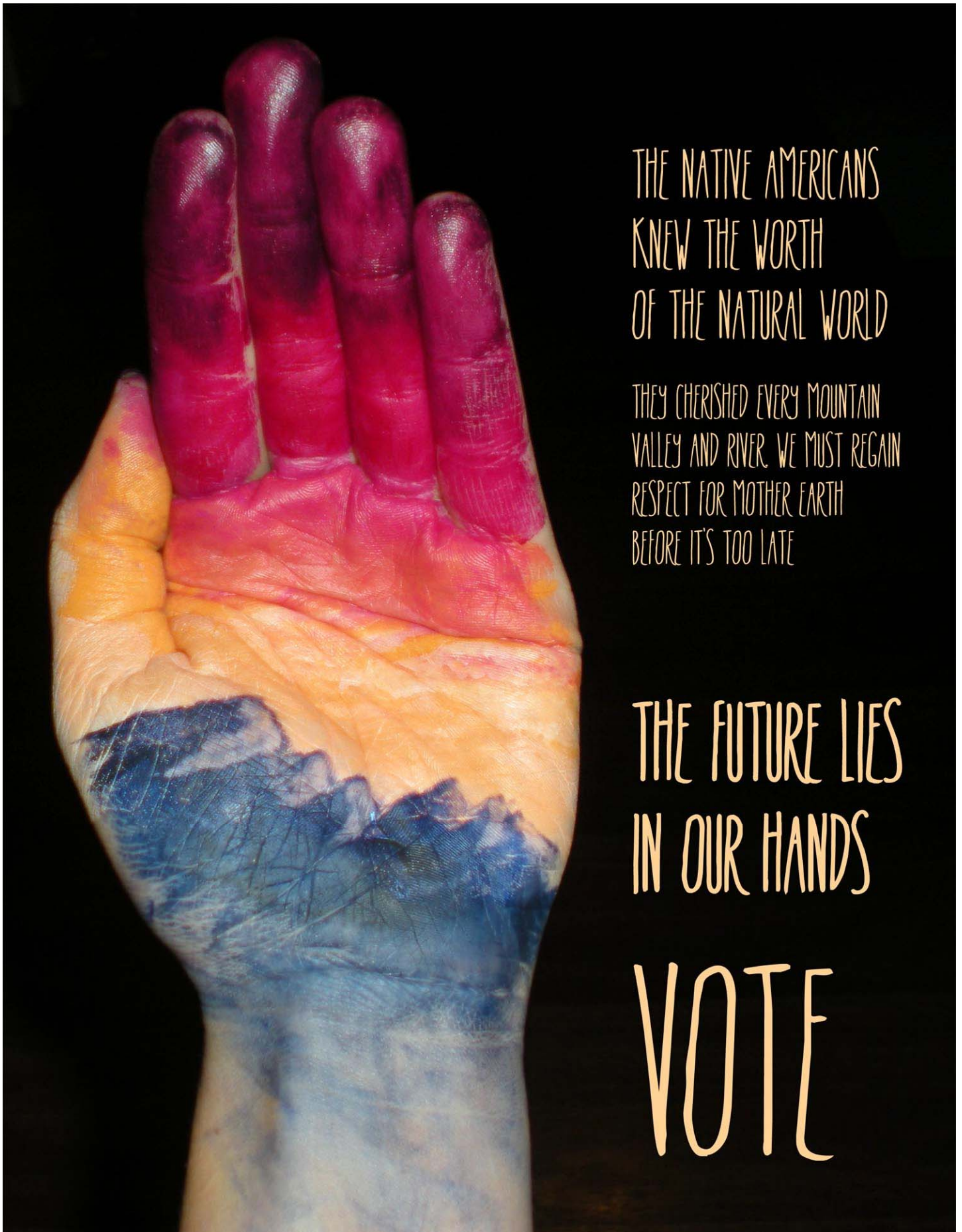
THEY CHERISHED EVERY MOUNTAIN
VALLEY AND RIVER. WE MUST REGAIN
RESPECT FOR MOTHER EARTH
BEFORE IT'S TOO LATE

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
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- Figure 9:** Book Cover: The Call Of The Wild
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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



Figure 3: Vote: The Future Lies In Our Hands - Ad 3



Figure 4: Wana Maka — Logo

RESPECT
ALL
THINGS
THAT
ARE
PLACED
UPON
THIS
EARTH

—NATIVE AMERICAN CODE OF ETHICS



Figure 5: Wana Maka — Poster 1

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

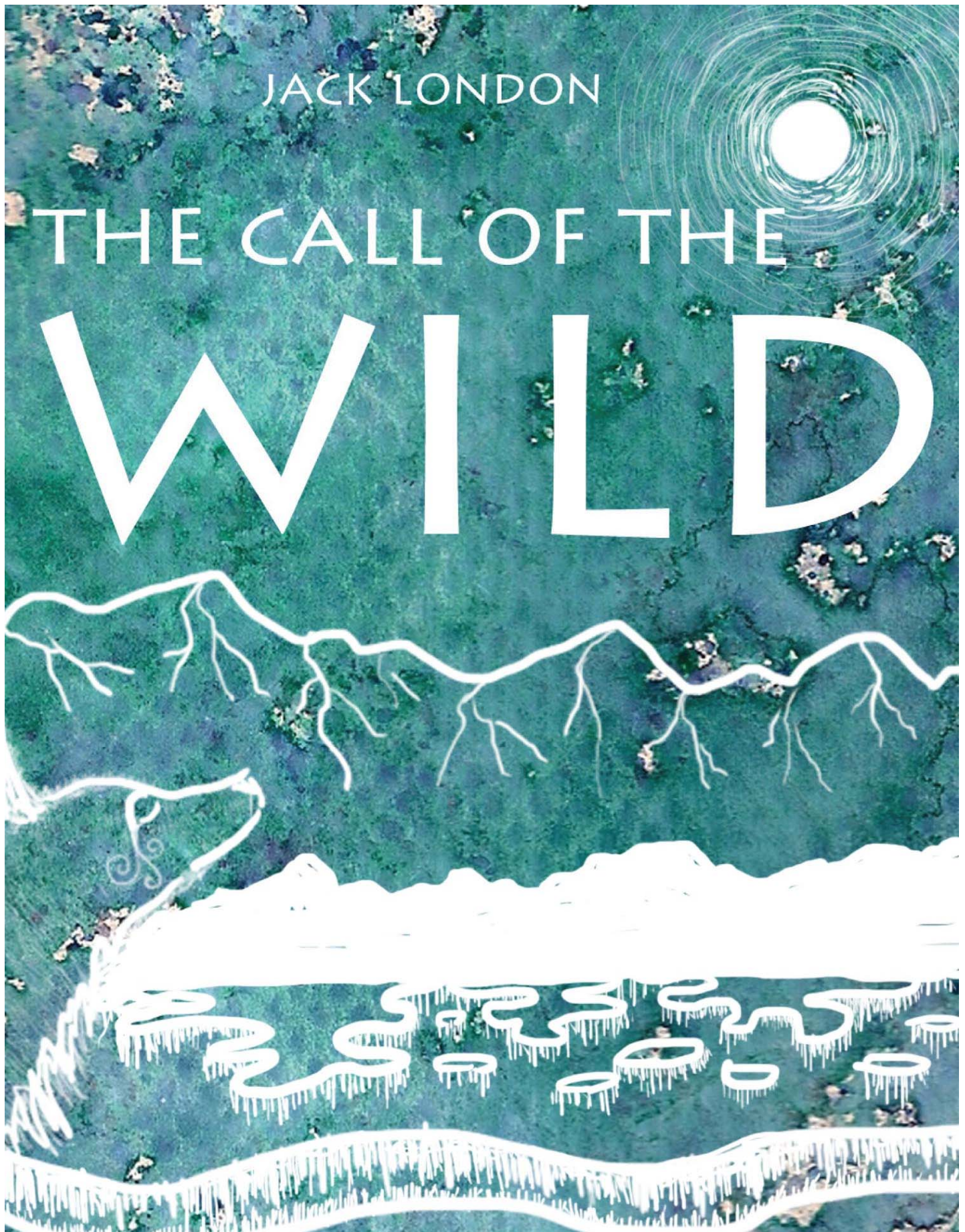
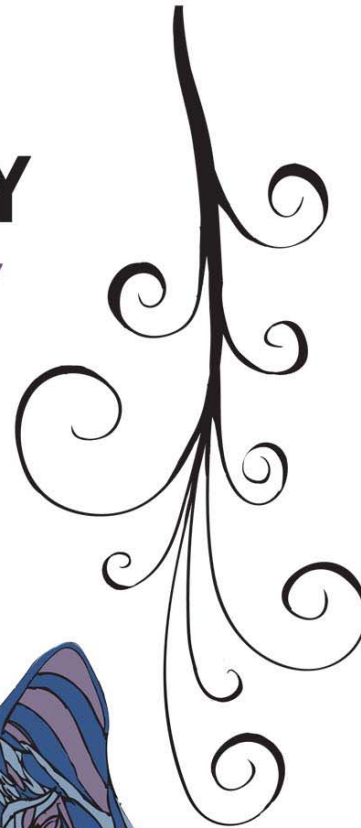


Figure 9: Book Cover: The Call Of The Wild

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 chatty 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 10: Idea Factory



Figure 11: Album Cover: The Magic Beans (Jam Grass Space Funk)