VOL 1 PART 4

ADQ1.4

THE HOLIDAY ISSUE

ADQ4.13.indd 1 4/8/14 9:38 AM

CONTENTS

LETTER FROM THE EDITOR —3

ESSAY—6
Mitochondrial Mirades

LEXICON —12

EXTRACURRICULAR —18
Mother: Documenting Time

SOUNDS OF THE STUDIO —24

OUTSIDE IN —26
The Thanksgiving Day Turkey

PHOTO ESSAY —30
A Picture of Thanksgiving

TALK OF THE STUDIO —34

THE KNOLLIST—50

SECRET SANTA—62

QUARTERLY FIGURES —68

ADQ4.13.indd 2-3

WORDS BY RHYS NEWMAN

Q4 2013

As mentioned out loud frequently and written here before, the reason we publish the AD quarterly is to both document and provoke reflection. So this, The Holiday Issue, printed in February and delivered in April, is clearly and firmly in the spirit of reflection. The holidays already feel like a lifetime away.

This year my holiday season took my family to Sausalito for Thanksgiving with friends, brought my parents from Wales to LA for both Christmas and (ahem my birthday on December 26th), and then with Naomi and the children to a beach with a point break for the New Year. It was exhausting.

Which is why I'd like to draw your attention to Charlie's Issue Essay. While beautifully written (he writes too!), Charlie makes a lovely point about the moments of quiet, the gaps and natural pauses that holidays bring, and the value of reflection—and the resulting projective moment. There's that reflection thing again.

I've been trying to remember when and where were my few moments of reflection were this last holiday. There were obviously a good few bike rides, which have on any day, the cathartic ability to detangle my head. There was a long and emotional shared silence in deckchairs with my father on Zuma Beach as we watched the children surf in January. He's a man of very few words anyway, invariably deferring to my mother who seems to not share this economy, but it was a special moment, for obvious reason, with no need for either of us to say anything. And finally there was an accidental empty house, where I was alone, which is a rare and infrequent event in my life.

There were also three clear moments reflecting not on my life, but on the fictional lives of others. As most of you know, I tend to read more fiction than fact, and Julian and I are compiling what Julian's named "The Humble Epic"—novels or novellas that capture an entire life in approximately 140 pages or thereabouts. This holiday, I tackled two that were new to me and one old friend: Steinbeck's The Pearl, Maclean's A River Runs Through It (I hadn't seen the film, and thankfully didn't even know Brad Pitt was in it) and revisited Calvino's The Baron in the Trees.

To me, a measure of a good, humble epic is the few moments after closing the last page. It is then that I have that wave of emotion that comes with completing a captivating story of life and lives, followed by an immediate sense of loss. I had three of those moments, one after each book.

From what I read, did and saw this last holiday one major insight came to me, something relatively simple and obvious: Convert your age into mph (for me it's 44mph). That is how fast life feels it is going at this time of my life. When I was 7, a year seemed an like eternity. If you follow my logic, that's because I was passing through life at 7mph. When I'm 100, I fully expect a year to pass as if it's 100mph. I should write that down somewhere! :)

So please take a moment, a pause, and have a read through this Holiday Issue. Time passes so quickly when we are working so hard and running so fast, it's good practice to stop, reflect. And then, push on.

We have an adventure ahead of us!

Nadolig Llawen
Rhys

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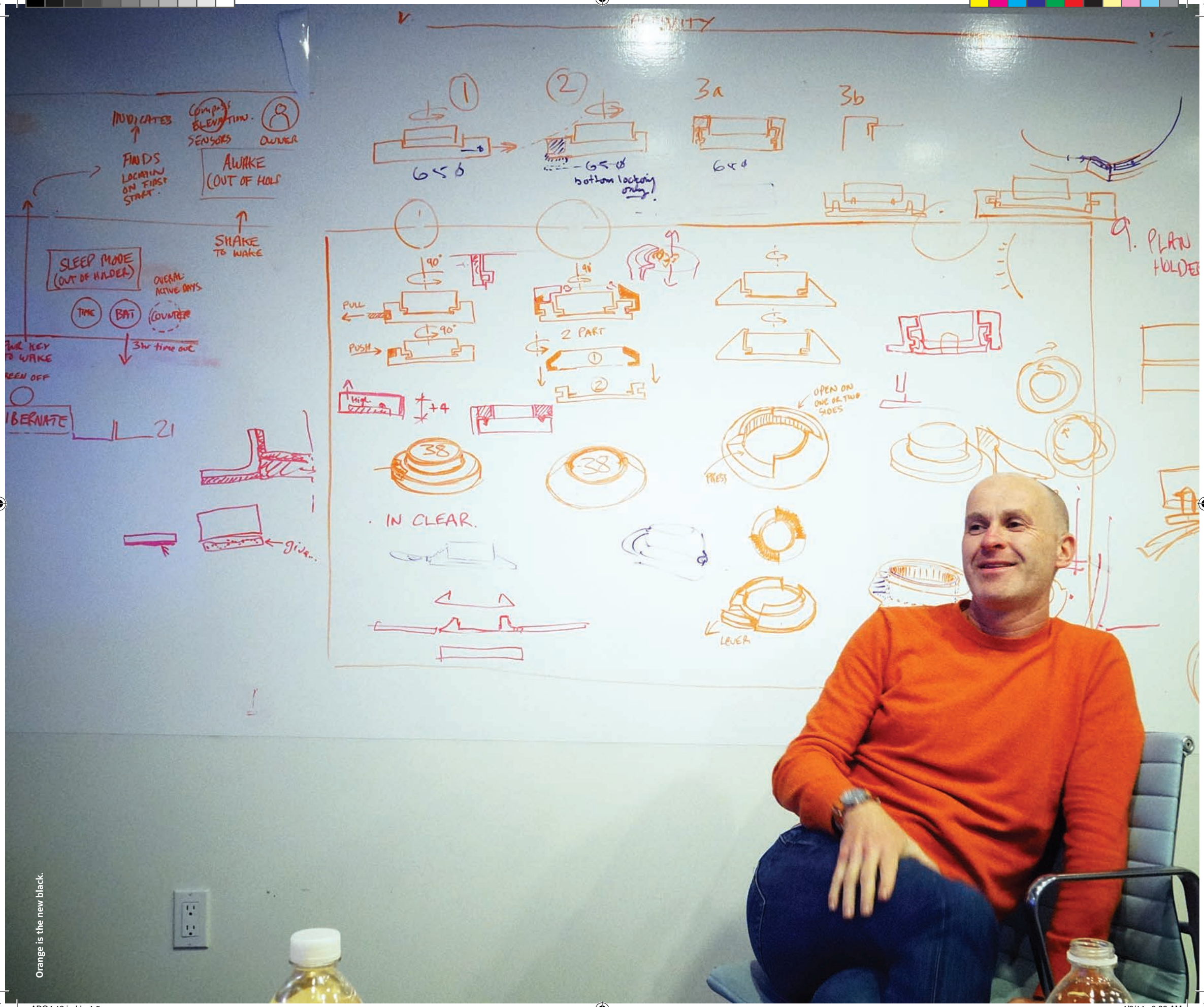
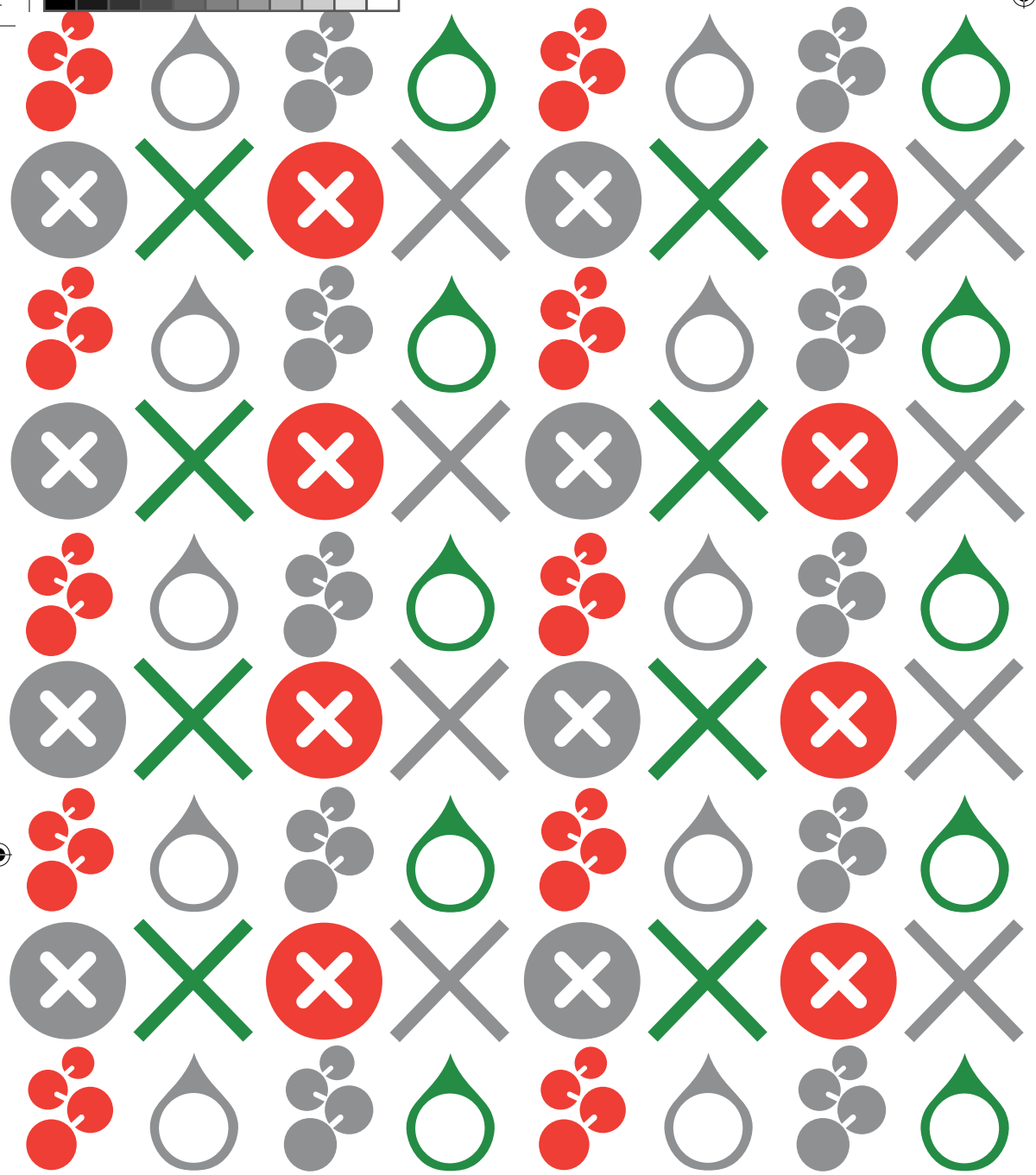


Orange is the new black.



ISSUE ESSAY

THE SPACES BETWEEN THINGS: Holidays, Quiet and Creative Renewal

AN ESSAY BY CHARLIE SUTTON

If words have power, then it follows that letters provide the energy.

Humble letters like A, T and P—who in chemistry signify the molecule adenosine triphosphate—are the source of all our bodily oomph.

Sunlight into plants, seeds into corn, feed into chickens, dinner into bellies, carbohydrates into sugars, glucose into cell walls, mitochondria cranking out phosphates—two million molecules of ATP for every cell, every second.

A blind and endless deconstruction of sugars. Cellular motion on a scale both monumental and infinitesimal at the same time. Every thought, sketch, crank of the wheel, laugh and foot tap, is set to a rhythm of A, T and P.

We're only half-aware of the beat. When we bonk at the top of the hill. When the tummy rumbles. When we get a little droopy during a meeting. When the beer revives us, or the alarm clock denies us.

Still—we know feeding isn't enough to keep the music going. Fats and sugars in careful rations keep our biological time, but there's no melody in that song.

So we come to the other needed letter—H. "H" is for holidays (pronounce it Australian-style as "hay-tch").

Sure—there's good chemistry in Holidays. Replenishing the turkey and bacon stores serves an ancestral purpose of getting ready for winter's hard times. And good sociology too. Peruse the articles written, and waiting to be written, on the rituals of "Christmas Gifts and Kin".* Go knock yourself out on the parallels between the potlatch exchanged by pre-modern Kwakituil Indians and that PlayStation under the tree.

But beyond the inexorable logic of why we have Holidays—is the higher order question of why we need them. Why even a future Jetsons pill made of pudding, dopamine and mistletoe can't synthesize the letter H in a form we humans crave (especially in an era that is so fragmented)—finely sliced into pieces of partial attention, lit by flickering screens of scrolling alerts, punctuated by the drip-drip of unread and un-responded.

Holidays are the last neutral social institution. The big shared moment. Immune to partisanship (Well. Almost. You can set your clock by the yearly canned hysteria about some imagined 'War on Christmas') and pedantry. Aside from conflict and the occasional sporting event, it's the rare time when humanity looks at itself, tips the collective hat and says "mind you how go," "haveagoodone" and "seeyalater."

And between the ritual traveling, eating and occasional bickering—there are some moments of quiet (maybe just the silent, contented nausea that follows dessert). And it's the silence that matters most in Holidays.

Not total silence, mind. Maybe there'll be the pounding of blood in your ears as you crest the hill. The whirring of mosquitoes against the net. Or that negative aural space of snow falling outside the window. In that silence is where the big "H" of holidays can be found.

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Christmas Holidays 2009. I remember being spat out of a 747, dazed and blinking into the Sydney morning light. My mate arrived in a wonderfully decrepit VW Type 2 Kombi. Contrary to both good road sense and social graces, he demanded I drive this coughing bus straight to the beach. A tottering roadside change into board shorts and a quick slap of zinc cream on the face. Feeling concrete, pine needles and sand under my city tenderized feet. And into waves, hooting and hollering. After an eternal struggle to make it out the back of the breaking sets—we sat winded and crouched on our boards—flickering green layers of water underneath us.

Mitochondrial miracles or not—I got enough energy back into the tank in that quiet moment to push me through another year. Nothing I could have planned for, and something I can't repeat. Just a piece of sensation to turn over and replay in my mind. Look backwards at your blurry catalogue of vacations, I bet you can produce a few calories of bonus energy just at the thought of those moments. Even listening intently to other people's stories (Rhys getting lost in the desert, Ted's delighted discovery of Australian slang, Rita's socially awkward GoPro moments amongst the Stupas…) brings a little recharge with the laughter.

And there's a frustration. You can't always grasp the Holiday moment. We're desperate as a society to manufacture the feeling, surrounding ourselves with maudlin music, movies and platitudes—all the industrialized ritual of Christmas. But it's elusive. Sometimes we come back physically refreshed, but psychically weary as before. You can only put yourself in a place (physical and mental) where the chances are better to find that right quality of things.

In some way, Holidays are our yearly mandated practice for the creative moment. A large-scale rendition of the quiet space that's needed to design anything well. The same silence when we fall into our screens or notebooks. When we listen and watch our colleagues and friends perform their art. When we crouch over pages, circuit boards or machines. When we do it over, work it through and throw it out.

And to be sure—we have similar rituals in our work, where we hope to make space for those moments. Many of them good, dependable and tested. Others more hopeful and almost superstitious (like the hoarded stock of Pilot Hi-Tec-C 0.5mm black pens). Walls and studio soundtracks. Quotes of the day and Duncan Burns whiteboard whispering.

But whether we're talking Machine Shops or Yuletide—the personal physics of energy production seem to be the same. We need A, T, P and H. Food, ritual and the small silent times are what enable us to keep going forward. We can't store much of those vital ingredients—we need to remake the reserves. The muscle demands exercise, the fuel has to be clean.

Everyday we come into the Studio, every one of those (damn) meetings where we search for clarity, and every time we front up on our relatives doorstep with presents and bottle of wine in hand. Start again, repeat the process, listen for the quiet—and look for the spaces between things.

Happy Holidays.

*http://www.virginia.edu/sociology/publications/faculty%20articles/Caplows%20Articles%20for%20Web/ChristmasGiftsandKinNetworks.pdf

Mitochondrial miracles or not—I got enough energy back into the tank in that quiet moment to push me through another year.

Map Things to Strava founders explained.

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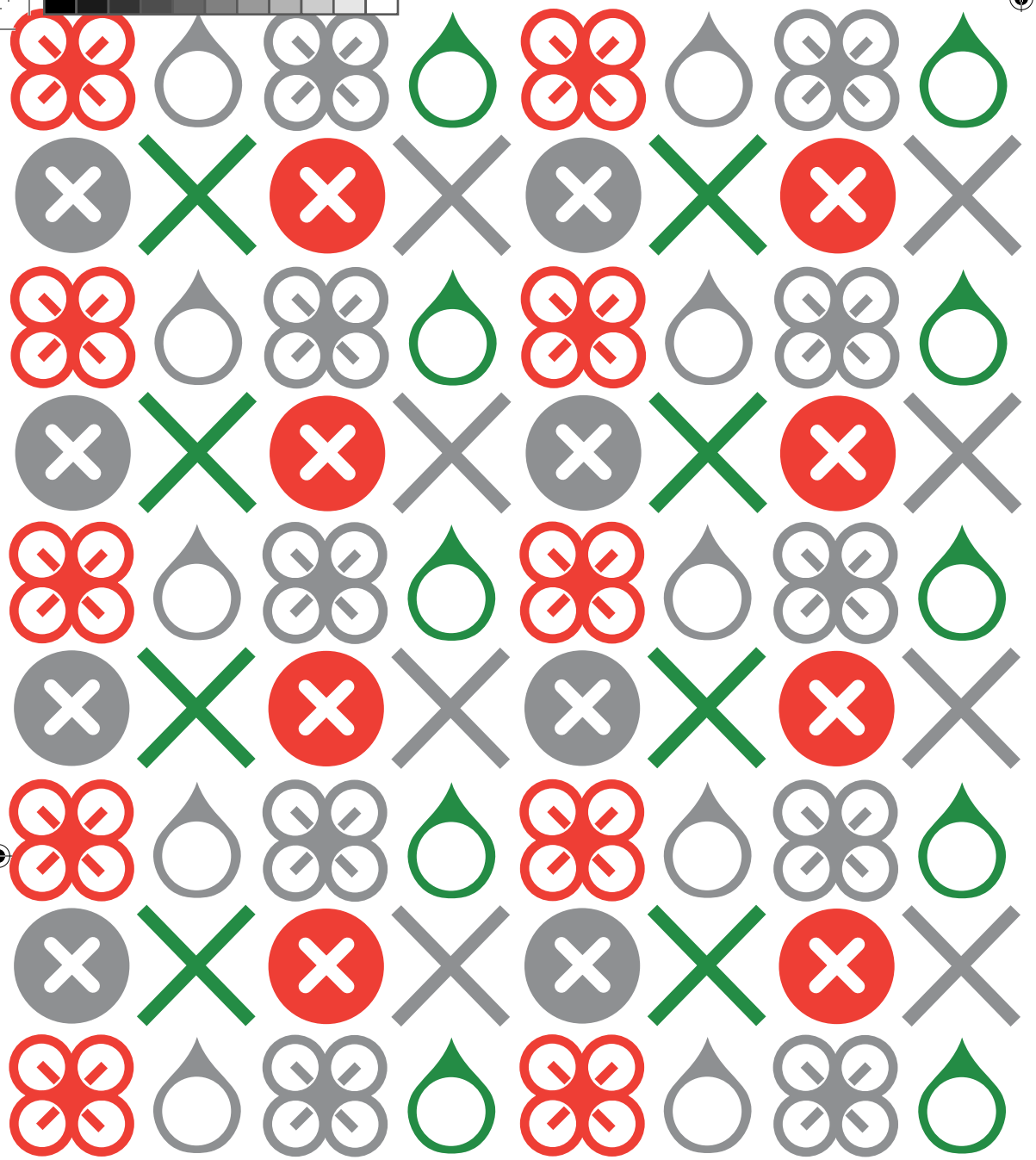


LEXICON

COMPOSED BY STEPHEN WHITE

In this section, we take a moment to look across some of the terms and phrases that pepper our daily conversations and catalogue what they mean. Even though many of the definitions may—and probably will—evolve further, these glossaries will act as an important record of our work and the stories behind it.

DESIGN GATHERING

The quarterly convention where designers from Nokia receive updates on company strategy, team objectives and reflect on accomplishments from the preceding quarter. These conventions typically take place in Nokia Design studios or at external venues in close proximity.

BUSINESS GROUP

Within the HERE mapping and location business, there exists four sub-divisions known internally as Business Groups. They are Everyday Mobility, Connected Driving, Enterprise and, most recently, Everyday Adventure.

AUTOMOTIVE GROUP

In the automotive industry, the pursuit of quality and reliability, as determined by individual manufacturers as well as the numerous safety and type approval bodies, demands that suppliers to the industry must strive to provide components with zero defects. This stringent pursuit of standards now also extends to digital components including the supply of base layer maps for navigation systems.

HEAD TORCH

A peculiarly English description for a battery operated lamp that can be worn attached to the head, thus leaving users' hands free for other means. More commonly known as a head lamp or Petzl.

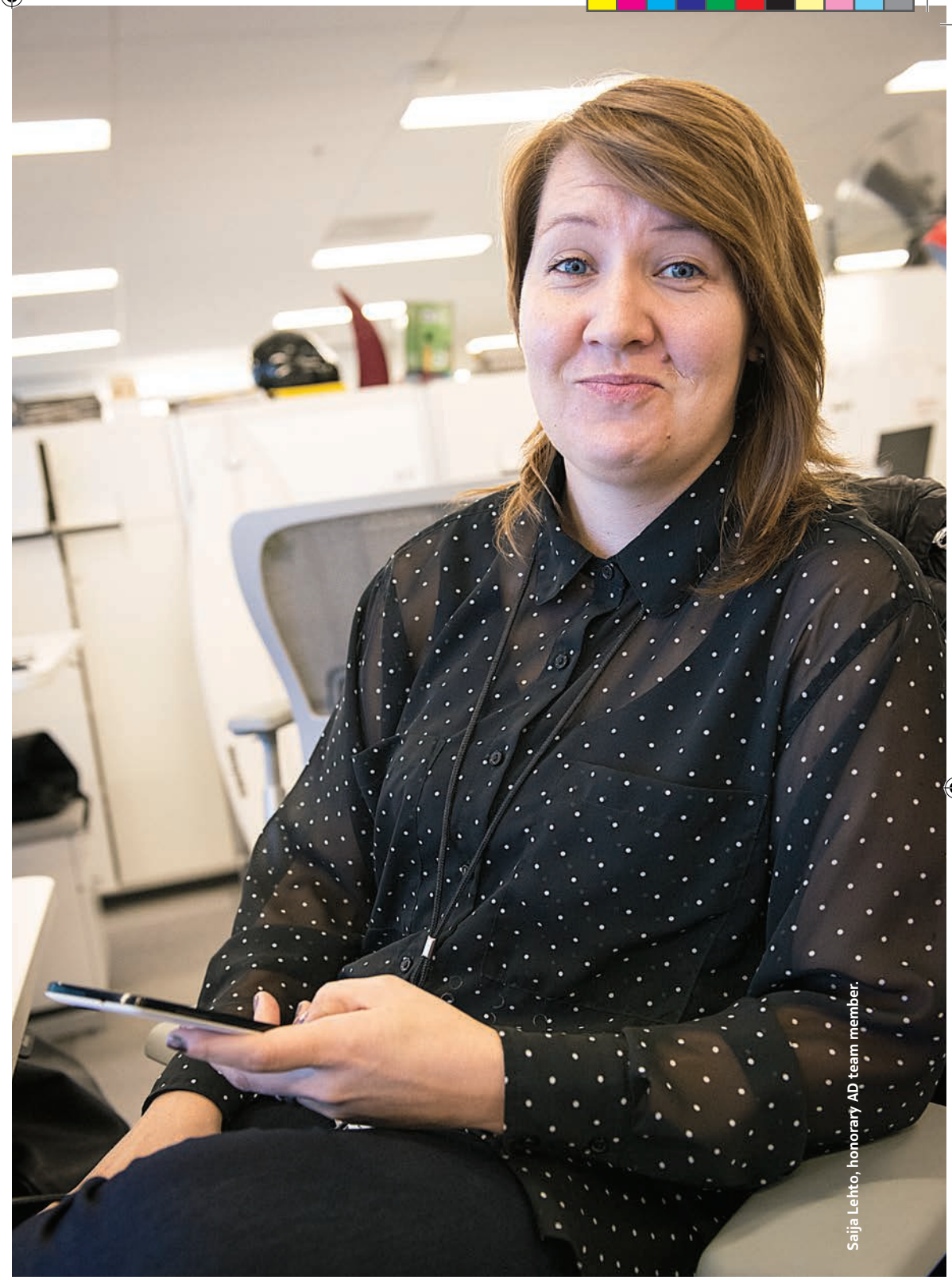
ADQ4.13.indd 12-13 4/8/14 9:38 AM

DRONE

A drone is an unmanned aerial vehicle that is commonly flown under real-time, remote human-control or by following a pre-determined and automated flight plan. Typically referring to vehicles used for military purposes, the term has now become equally synonymous with aerial vehicles flown in the civilian sphere.

PROTOTYPE

A prototype is an early sample, model or release of a product that is built to test a concept, process or theory, or to act as things that can be replicated or learned from. A prototype is often created to test or trial a new design and thereby iteratively enhance it's function, precision or appearance.



Saija Lehto, honorary AD team member.

TIMELINE WEEK 40

10.1
The parking gate breaks again. Later that day, the flushing mechanism on the toilet also malfunctions but the urinal reportedly works fine

10.2
Flynn Christopher Renwick is born, joins a cycling team

10.4
Markos Estifanos, security manager for 8 years, leaves for another security company in Las Vegas

Alexander Smith from JPL gives an In-and-Out Talk

Blanco's 5 year anniversary with Nokia

ADQ4.13.indd 14-15 4/8/14 9:38 AM

ADQ4.13.indd 16-17

10.6
David and Vids run the Santa Monica 5000, finishing together slightly ahead of a man pushing a child in stroller

10.9
Inaugural Motion Publishing Workshop. AHA reserved

10.10
Calabasas All-Stars (weekly) soccer game official canceled

Guy Nick as a Fawksian Mexican wrestler.

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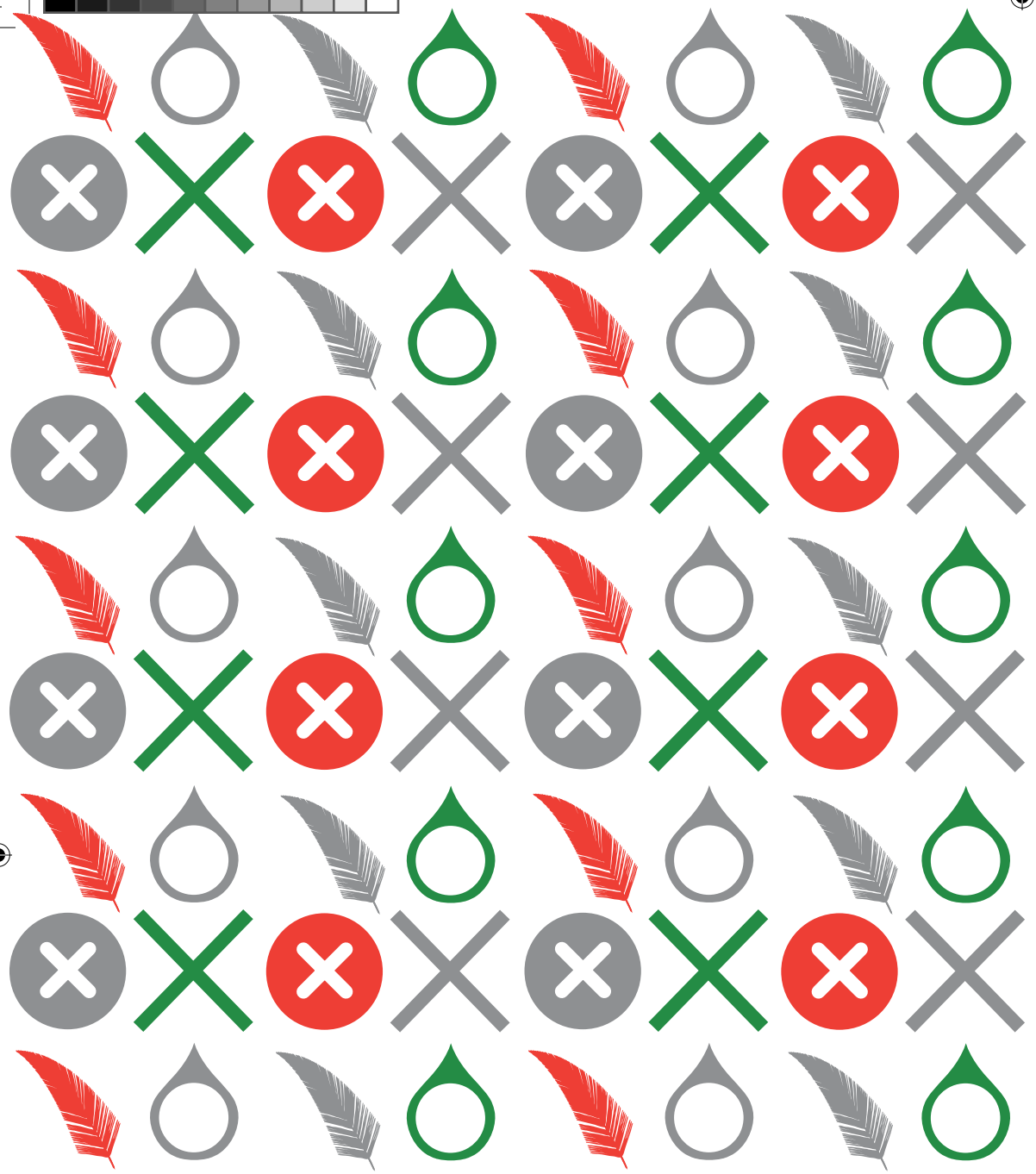

EXTRACURRICULAR

WRITING IS REALLY, REALLY FUCKING HARD

AN INTERVIEW WITH NICK FOSTER BY LUKE JOHNSON

AD: The first question I want to ask you about is the game on (Seahawks-49er) Sunday?

NF: Whatever. I am done with that. I would say it was a good game but we lost so it was a bad game. It wasn't dull.

AD: How did the opportunity to write for Core 77 present itself?

NF: It was sort of a dare from my wife. You know I am quite an opinionated person and often I think writing helps you to crystallize your thinking. And because I had no outlet for that, other than my own blog which I have been working on for a while, my wife just said you should try and write for something properly as it were. So she dared me to write them an email and within 20 minutes he wrote back saying, "We are absolutely desperate for people so yeah, write a piece every two months." I just approached them and they said yes. There is no great mystery behind it.

AD: Has writing always been part of your design practice?

NF: Not really. I've never really liked it. It was the one thing that I really didn't enjoy when I did my masters was having to do the writing. I like the research side of things and obviously the reading about design and having ideas and conversations with people in the pub about it.

But actually sitting down…when you write something down it's really open to analysis, as opposed to just having a conversation in a pub where you can say sort of foolish things. But when you write it down it's there for all eternity and everyone can say, "Oh this guys is a jerk. He doesn't know what he is talking about." I think I put quite a bit of pressure on myself in that respect. But no, as part of my process it really hasn't been a part of it but in the spirit of trying new things I think it's actually quite useful for me.

AD: And how is it useful?

NF: I think it's useful because I think, like most people, there is a lot of fractured thoughts in your head at any one time about any topic. And as somebody who works a lot in the future of design, it's a very exciting and volatile type of place. I think about everything from 3D printing to the fact that we are working in a new category of products, and all those things make my brain fizz with lots of different thoughts.

And writing is really useful to say, "Do any of those thoughts actually link up together into a coherent opinion?" And I think the second thing is that the nature of Industrial Design is really changing. And as somebody that used to call themselves an Industrial Designer, I think it is really an important time that we sort of continue that discussion. And Core 77 is really good for that because it's, "Industrial Design and proud."

ADQ4.13.indd 18-19 4/8/14 9:38 AM

But I also think sometimes there is no critical discourse on that website other than, "This is a really nice spoon or this is a really sexy looking pair of sneakers." You know, a little bit about how they made something, but never really about how does it fit into the bigger picture. It's good for me to have those thoughts from time to time and try and get them into a coherent argument.

AD: Yeah, it's a tool (writing) that I don't think design takes advantage of enough.

NF: It's really, really fucking hard. That's the only thing. Because language is something that, let's not be too portentous here, but language is one of those things that is really easy to get wrong—especially when it's not spoken and you don't have all the body language messages and sarcasm and things like that.

And trying to get a nebulous idea that, to be honest nobody is really sure about, down on paper without sounding patronizing or without sounding all knowing or idiotic or any of those things. I find it really hard. I think that's why maybe I am drawn to it a little bit. And having a deadline every two months is actually really good for that.

AD: Can you describe what your relationship is like with your readers?

NF: When you are writing on a blog it's really difficult to pitch so I just kind of imagine writing for people I know I suppose. People like me. I am certainly not writing for people I consider novices in the field, you know. You have to write for your peers to hopefully help push your peer group forward a little bit. But writing for a blog is a tricky thing because I don't think you really know whose reading it. I don't think I've had two comments from the same person so in terms of a relationship with your reader it's pretty remote.

AD: Do you have sense of how your ideas and work have circulated?

NF: I think this is a truism that when you write something that you think is insightful, when somebody else re-tweets it or links to it or references it in something they have written, it does make you feel like, "Oh, maybe I was on to some thing. That's nice." And it's exactly what the Internet is for, which is that "bragging humbleness" that Julian talks about a lot: humble brags.

AD: In the spirit of what this section of the AD Quarterly is about, extracurricular activities, I read your article about '"Moonlighting." I wanted to hear what your take was on what you do outside of the studio and how your writing has influenced our team?

10.18
Full refrigerator cleanup

NF: Increasingly I am aware, and there was a little bit of it in that piece, that lots and lots of organizations don't allow an independent public voice for their employees. Apple is famous for that, but many others are too, where you are just part of a large machine and you are not suppose to have an independent thought for fear of leakages or fear of not toeing the party line or whatever. I think for all the flaws and faults of our organization, a leader like Rhys allows us to do those things.

For me, it's just really nice because there is no cause for writing in my daily work life. You have to able compose a witty one liner or something for a Keynote deck or you have to be able to put together a good argument let's say. But in the production of stuff, you don't really have the luxury of stepping back and discussing what it is you are actually doing other than perhaps a pint down at the pub on a Friday evening or something. And all of those conversations get forgotten.

I am a big fan of long-thinking and it's really easy, especially when you get into production, to get too focused into short-thinking, just getting the product done and out, rather than what's the 10, 15, 20 year implication of what we are doing. Writing is really good for that.

It works for me because it fits in the place, which is sort of not extracurricular, which is my commute. And luckily I can commute on the train so I can do that. And there is a part of me that thinks it is work and there is a part of me that thinks it isn't work. It's in the glorious gray space between studio and home. So I don't know. I sort of see it as outside of work but also an integral part of work really. But if I ever had to drive to work, which may happen quite soon if I have to move house, I don't quite know when I would do it. It's quite an anti-social thing to do at home with a wife there. And taking time out at work…It does take a long time to do these things, for me, anyway.

AD: Is there anything that we didn't talk about that you would like to mention when it comes to your writing practice?

NF: Yeah, the hardest thing is trying to get the structure in place, honestly, because there are so many good populist writers out there who have a way of writing about science, technology, design, whatever it is, in a way that is unbelievably engaging. So it's really easy to be disheartened when you try and write yourself. I am always concerned that when I finish something I think, "Is there a book that I haven't read somewhere that says exactly this argument but way better?" and I'll look like an idiot if I publish this, you know what I mean? There is something that I am still wrangling with: My confidence, I suppose.

ADQ4.13.indd 20-21 4/8/14 9:38 AM

I think it took Julian a really long time before he was comfortable to say that he was a photographer, but somebody like Rhys can say, “I am a cyclist”. The moving from “doing a bit of writing” to calling yourself a “writer” is really, really hard. It’s like those people who say, “Oh, I am an actor” and they are not really. There is something weird in it. It’s one of those super creative mediums that makes you feel uncomfortable saying that what’s you do, somehow.

AD: I’ll get you out of here on this: Can you describe the relationship between your writing practice and your design practice?

NF: That’s a good one. For me, well, there are two things. One, it is super selfish, just wanting to grow and become more known and build my profile as a designer in the Bay Area and become somebody that people refer to and reference.

But when it actually comes down to it, whatever the motivation is, it’s really helped me crystallize a few of my arguments at the very least because when somebody stands up and says, “The future of all manufacturing is 3D printing,” for example, which is one of my big bug bears, the fact that I had to write a piece for a blog meant that I had to go in and do my proper research to make sure I said the right things. And now those nuggets of information have stayed in my head, you know, like the level of toxicity of 3D printing and the time it takes to produce a thing—actually just adding some stats to my pub arguments if nothing else and conversations in the studio or whatever else.

And I think finally the whole notion of being able to zoom out of a complicated, small short-term problem and think about it in a bigger picture, I think that is just starting to happen a little bit. Thinking about what we are doing in a much, much, much bigger picture. Not just Nokia but in the industry. For example, all that stuff about getting us outdoors, I think that is a super responsible approach to creating some more technology because there is lots of people, particularly in the Bay Area, campaigning against the production of more stuff from a sustainability and ecological perspective. And whether those arguments are right or not you have to somehow find a bigger reason for what it is you are doing and being able to zoom out a little bit is quite useful and I think writing helps me to do that sometimes.

The moving from “doing a bit of writing” to calling yourself a “writer” is really, really hard.

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LEFT RIGHT AND CENTER

MARK KERMODE MOVIE REVIEW
SIMON MAYO

MDR
INFO.

A FEAST FOR CROWS
A SONG OF ICE + FIRE
BOOK 4

HEE HEE
BBC FRIDAY NIGHT COMEDY
HO HO
HA HA

THE VERGECAST
EVERYTHING RELEVANT AND IRREVERENT

KPFK
democracy now, with amy goodman

RADIOLAB
THE PODCAST

$PLANET MONEY$

ADVENTURE!
BY OLIVER BLANK

fresh air
FROM
NPR

THIS AMERICAN LIFE...

BBC RADIO WALES

RADIO THREE SIXTY

the MOTH
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TEST MATCH SPECIAL

LOVE AND RADIO

SNAP JUDGMENT
from n.p.r.

TO THE POINT

B5 AKTUELL
(fc Bayern)

ON THE MAP
BY SIMON GARFIELD

WSJ
PODCAST.

GUN MACHINE
A BOOK BY WARREN ELLIS

design matters
THE PODCAST

KCLU
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KPCC

DESERT ISLAND DISCS
WITH KIRSTY YOUNG

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OUTSIDE IN

An (Incomplete) Anthropology of the American Thanksgiving Turkey

AN ESSAY BY RITA PARADA

Traditions connect us to our past, maintain our identities in the present, reaffirm our beliefs and bring people together. Holiday celebrations, usually crowned with the traditions of a holiday feast, form an essential part of the cultural heritage of a group of people.

In America, Thanksgiving is one of the most widely celebrated holidays. The first documented Thanksgiving was celebrated in 1621. While there are different versions of how this holiday started, the pervading story told around kitchen tables is that Thanksgiving celebrates the founding of the United States by pilgrims—a myth devoid of some of its more controversial plot points that also include disease, hunger, small pox and exploitation. What has also been left relatively unharmed, in a matter of words, is the story of the Thanksgiving bird: The turkey.

The wild turkey (Meleagris Gallopa) is a true native of America. It was introduced to the early European settlers' diet by the Wampanoag Indians around 1621, a date which most likely coincides with the momentous events of the first Thanksgiving celebration. Europeans quickly acquired a taste for wild turkey and introduced it to the old continent. Decadent, extravagant and expensive, the turkey soon became the centerpiece of European celebrations as well.

Since the 1940s, the raising of domesticated turkeys has become big business. Today, a farmed white turkey is more than double the size (up to 80 lb) of the original wild turkey (25 lb). According to the National Turkey Federation, a group that lobbies for the interest of the turkey industry, over 46 million turkeys are gobbled up around American Thanksgiving dinner tables. The average annual turkey consumption is now 20 pounds per capita.

How do you tell a wild turkey from a domestic one? Wild turkeys can run with a speed of up to 30 miles per hour and they can fly. Not surprisingly, as a side effect of their large size, domestic turkeys can't run or fly.

Due to their popularity, wild turkeys became almost extinct in America. In 1991, the US Federal government had to step in to protect them. This was not the first time the United States government offered to protect the turkey. In1863, President Abraham Lincoln convinced the US government to adopt Thanksgiving as an official holiday as the fourth Thursday of November. He also granted the first Presidential Turkey Pardon at the White House, which became an American Thanksgiving day tradition.

As the story goes, turkeys were brought to the White House in preparation for Thanksgiving and Lincoln's son befriended one of them. He asked his father to spare the bird from becoming part of the Thanksgiving feast and his father agreed. In 1989, President George H.W. Bush made the practice of the Presidential Turkey Pardon official and for the past 25 years a white turkey gets blessed and pardoned by the President of the United States, winning the annual title of the National Thanksgiving Turkey.

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The National Turkey Federation is the official turkey supplier to the president and each year they select two turkeys to be participants. In true American fashion, a competition has been created in which one of these birds is granted the Presidential Turkey Pardon. In the past few years, there has been a dedicated page on the White House's web site (whitehouse.gov/turkey) where visitors can vote and democratically decide which turkey gets pardoned. In recent years, the decision has been crowdsourced by using social media. People can now participate in the decision about the fate of these giant white birds by casually clicking on "Like" as to which of the contestants is worthy of "stayin' alive."

In 2013, the two turkeys picked for the White House pardon were named Caramel and Popcorn. Previous turkey duos included; Stars and Stripes, Biscuits and Gravy, Marshmallow and Yam, Apple and Cider, Liberty and Peace, Cobbler and Gobbler. This year's lucky winner of the White House Presidential Turkey Pardon was Popcorn. While he received the popular vote, President Obama graciously decided to spare Caramel as well from the cranberry sauce.

Some people feel the process of voting for the turkey pardon is in line with the tradition of the democratic processes of America and with the general meaning of this holiday. Some others consider it cruel and proclaim the traditional holiday turkey dinner a "turkey slaughter."

Various rumors circulate about the life of the pardoned turkeys after the ceremony. There are tales of spacious farms, green pastures, sunshine and a long life. However, according to a trusted source (CNN), "All the turkeys ever pardoned at the White House are dead." While the Presidential mercy extends the number of their living days, the pardoned turkeys have an average life expectancy of roughly 18 short weeks. Farmed turkeys were not bred to live over one year before they too must fulfill their destiny on the Thanksgiving dinner table.

America is evolving and so are Thanksgiving traditions adopted to reflect the transforming values of society. To represent vegan lifestyle choices, PETA (People for the Ethical Treatments of Animals) created its own special traditions by circulating turkey-free holiday recipes and organizing protests against Thanksgiving "animal cruelty." As contemporary family structures are changing, the ritual of the Thanksgiving turkey carving (traditionally a male responsibility as the head of the household) is now often performed by other family members.

But what seems to withstand the test of time about Thanksgiving is the comfort of this annual ritual of connecting with loved ones over a celebratory feast. The turkey, for the past 400 years, has had the honor of playing a central role in this most important of American holiday traditions. Regardless of when it all ends and how it all ends for the turkey, that kind of longevity is something to gobble about.

SOME PEOPLE FEEL THE PROCESS OF VOTING FOR THE TURKEY PARDON IS IN LINE WITH THE TRADITION OF THE DEMOCRATIC PROCESSES OF AMERICA...

ADQ4.13.indd 28-29 4/8/14 9:38 AM

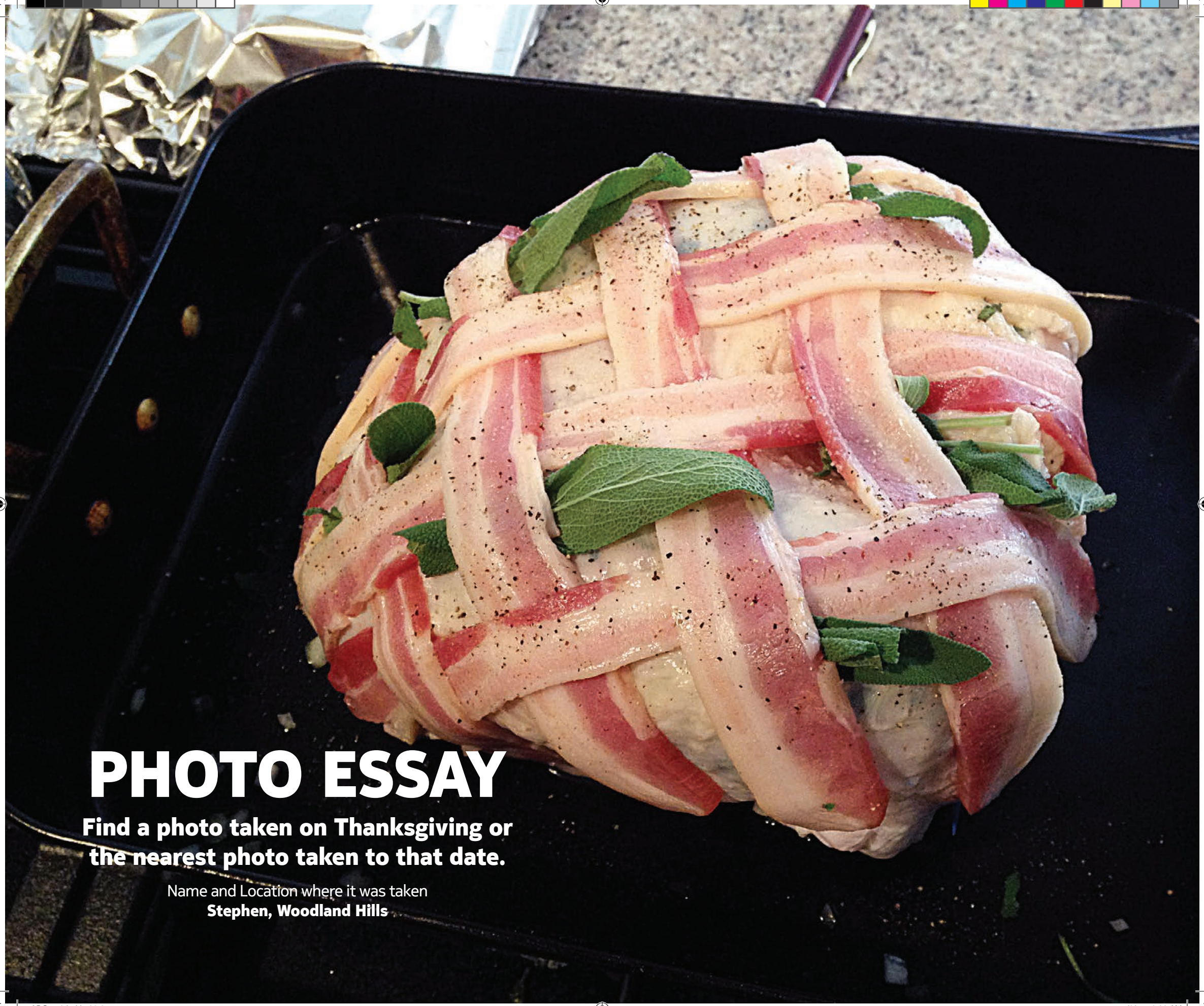
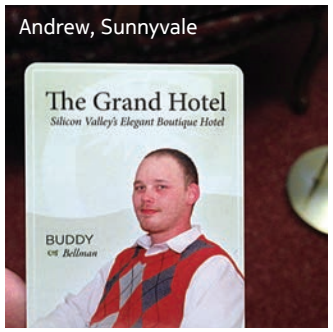


PHOTO ESSAY

Find a photo taken on Thanksgiving or the nearest photo taken to that date.

Name and Location where it was taken
Stephen, Woodland Hills

ADQ4.13.indd 30-31 4/8/14 9:38 AM

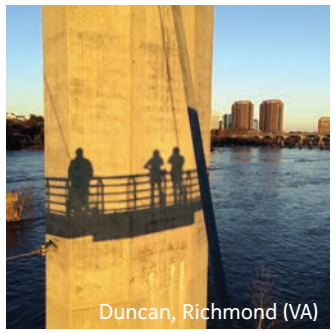


Andrew, Sunnyvale

Brody, Foster City

Charlie, San Francisco

David, Santa Monica


Duncan, Richmond (VA)

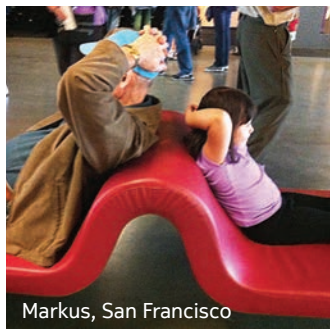
Jessica, Los Angeles

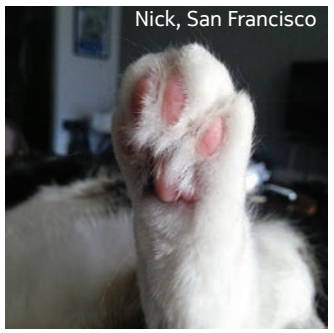
Julian, Los Angeles

Kevin, Los Angeles

Lina, Palo Alto

Luke, York (PA)


Markus, San Francisco


Nick, San Francisco

Nicole, San Francisco

Olly, San Francisco

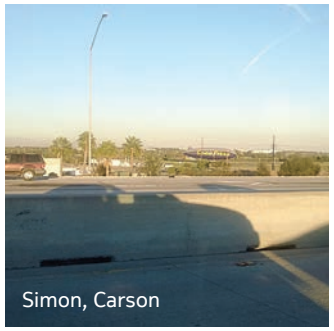
Pascal, Los Angeles

Pawena, Woodland Hills

Rhys, Sausalito

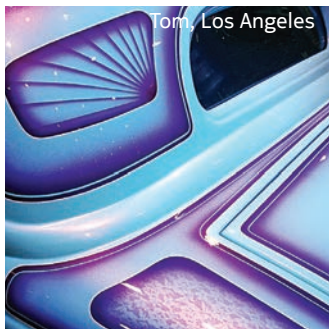
Rita, Myanmar (Burma)

Sebastian, Calabasas


Simon, Carson

Steven, San Francisco

Ted, Santa Monica


Tom, Los Angeles

Vids, Venice

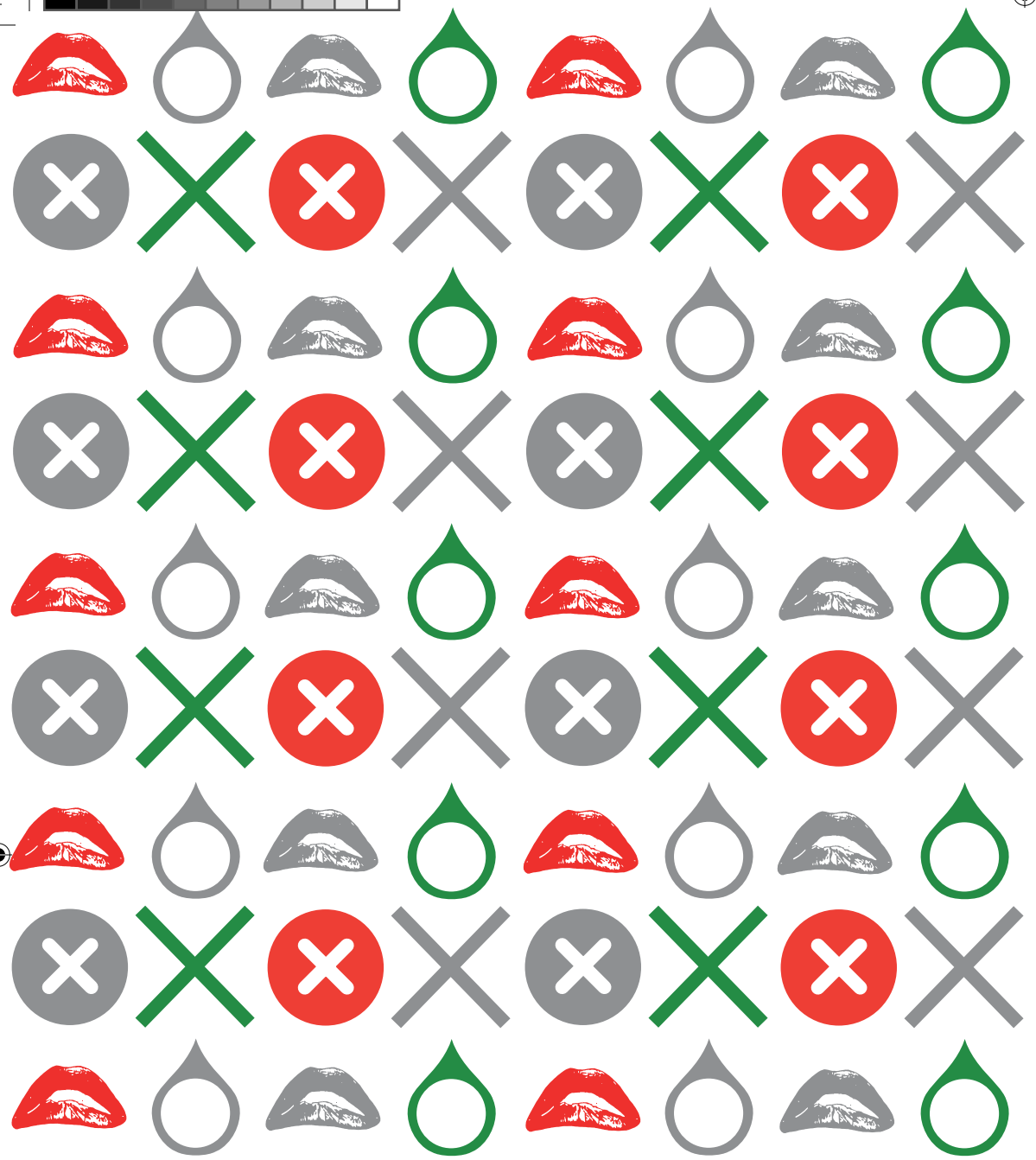
TIMELINE WEEK 43

10.22
Christoph gives Village Hall meeting regarding HERE brand

10.23
Duncan presents a field test... of sorts.

10.24
Jackson visits the office

10.25
Rhys and HP to co-lead HERE Map Things Business Group. Questions abound about two-in-a-box approach



TALK OF THE STUDIO

COMPILED BY LUKE JOHNSON AND RITA PARADA

WEEK 40

We don't have the link. Repeat. We don't have the link.

What did you think about the final episode?

Four Plus Two

I need to tell my mother who I am working for.

Don't say you are a start up because you are not.

McKinsey Framework

When we say launch, what do we mean by launch?

Penny Heartless, HR

Any company is defined by the products it makes.

Are you still smoking?
—I am working on it.
That's a yes.

I would use the shit out of this.

Mushrooms are the fourth meat.

I've been here 14 years and I didn't know there was a men's restroom.

Are you running the turkey trot this year?

I automated my job.

Sea surface temperature never looked this cool unless you were a whale.

Farting in our own bubble.

I never want to meet a new friend on a Friday night.

WEEK 41

Our "come to Jesus" moment with Rebel.

Has he produced another human?

Common sense prevails on bicycles.

I have a good nose (for smell).

The Japanese love wrapping stuff.

If we don't have a newspaper by the end of the day we've done something wrong.

ADQ4.13.indd 34-35 4/8/14 9:38 AM

I think this is one of those things that urbanists do because they don't get a lot of work.

Old people are into Pompeii.

You said the W-word.

Silence of The Studio

Do you think they are giving common sense shots with the flu shots?

Less ambling through a city, more bombing off a cliff.

I consider it a victory, even though it was a loss.

WEEK 42

Where's Tom?

Tragically, I was knocked out of the table tennis tournament.

They are going to do a clinic, which sounds a bit medical.

I am not really into the outdoors. Does that matter?

Brody's beard is coming in. It's a scorcher.

Village Hall Meeting

Finance and Control will still be in place.

There's the team in Moscow.

It's going to be a different company but I'll still ride bikes with Daren.

Will we visit the Hidden Palace?
—I think that's a restaurant in Moorpark.

I stood with one leg cocked on The Great Wall of China.

We don't have a name.

10.29
Jeremy offers Danny Elfman tickets at a negotiable price due to scheduling problem

How are we for music?
—We have an illusionist.

Sorry, I just saw a coyote run through the courtyard.

Music fact of the day: Average White Band is from Scotland.
—With music you can never tell.

He lived with a chimpanzee in the days when that was OK.

Do I look like I am from Guadalajara?

WEEK 43

The Halloween costume contest…I am not getting good vibes.

Who owns the rights to the Nokia tune?

We should be the name of the products we are going to build.

Serial Entrepreneur

5-Axis Espresso Machine

Brody, you might want to hire a food taster.

This is not about Connecting People. This is about bringing Maps to Life.

I really love your four letters.

Practically Difficult

In the end it just needs to fucking work.

It's not by naming a child that it grows.

If this isn't the time to build your own lightsaber I don't know when is.

The first 10 years I spent in cosmetics.

In 1999 I thought there was something cool going on called the Internet.

10.31
'Count' Nicholas Mohabeer defeats Luke 'The Spook' Johnson three games to one in ping pong final at the Studio South Halloween Party

ADQ4.13.indd 36-37 4/8/14 9:38 AM

ADQ4.13.indd 38-39

11.1
Simon sends opening salvo email regarding Movember

11.7
Pecha Kucha submissions to Nicholas due

11.8
Final Design Gathering

Open Enrollment Period Ends

Sunnyvale practices adventure climbing and demonstrate en vogue harness cinching.

4/8/14 9:38 AM

We love the military devices that come out of Finland.

It take 6 years, 6 people, and 6 billion dollars to make a map of the world.

Automotive Grade

Early Morning Studio Acid Jazz

Calabasas has always been under threat.

Benefits are complex.

WEEK 44

He's with Dick Cheney in an underground location.

I think Pawee is a great name for a beer.

That's when people used to ride on horses to talk to someone.

Please insert the sensor into your new gear.

WEEK 45

Lina, why do you only show your hands.

What about The Hammer?

We won't have to send anything to Berlin to get approved.

Bruno, Head of Sales

It's a business-to-business-to-business decision.

Vids, you liberated my closet.

Launch and Learn

The verb HERE is shit.

I am going to The Studio.

These meetings always end when they are suppose to end.

By not doing your job you've done your job.

It's a bit of horse shit, excuse my French.

DESIGN GATHERING

This is not designed to hurt anyone.

I am putting 10 dollars on the end of January.

I think Day One will be underwhelming.

He's like a roommate: He eats all our food and doesn't pay rent.

Even though you can cook doesn't mean you are a chef.

The last time I saw you we were in an underground club.

So security: What's the story there?

Do four good hours of work a day.

Regular coke tastes amazing after 100 miles.

Numbers tell a story.

I never thought I would be in a room with a dancing horse.

Gorilla House Hunting

You rent a convertible in LA if you are German.

It's one of those days when you come to work and you find a human head in a box.

WEEK 46

I can't get more excited than I am now.

How many people use the shower that are future Microsoft employees?

Is it any good?
—Yes, it's Korean.

This should be nothing but a conversation.

Feel free to break them, with the exception of this one.

We are the gatekeepers and holders of the feel.

The plastic wants, like most things in life, to travel on the easiest path.

ADQ4.13.indd 40-41 4/8/14 9:38 AM

ADQ4.13.indd 42-43

TIMELINE WEEK 46

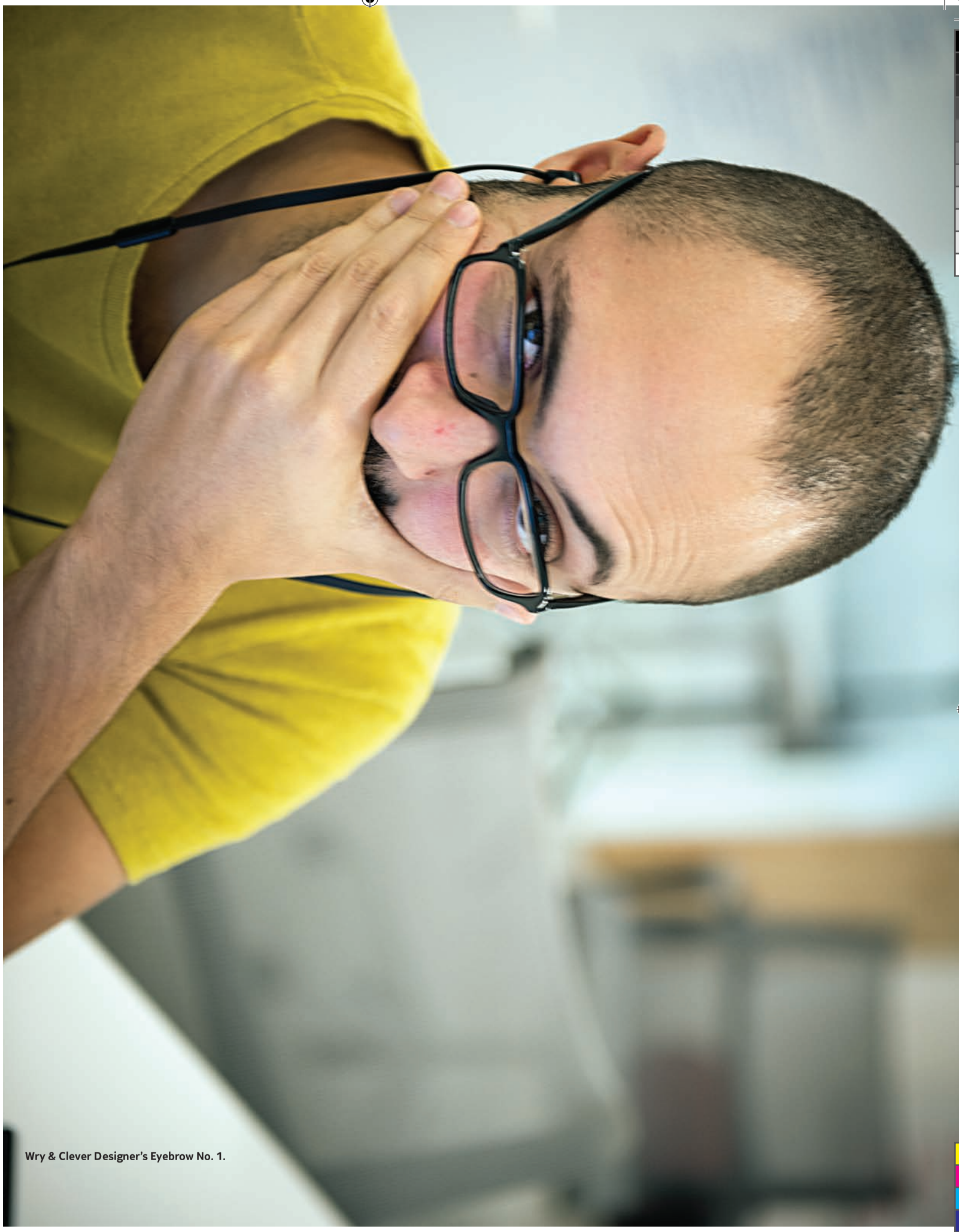
11.12
Andrew and Tom inspire team with Rebel presentation

11.13
Michael Halbherr visits the studio. Marko exists stage left

11.14
Map of Santa Monica/Venice hot spots goes on The Wall in Studio South

11.15
Tony Dunne, design hero, gives an In-and-Out Talk

RadioLab Live in LA



Wry & Clever Designer's Eyebrow No. 1.

4/8/14 9:39 AM

Alien Hieroglyphs

Microphone Booties

Flea Circus Presentation

I am looking forward to getting a little intoxicated.
No cocaine though.

Life is easier horizontal.

Every year there was a new Luke Skywalker.

Analogies are good, but dangerous, if not applied correctly.

You can't build a rock band named Abba.

The first product is rarely perfect.

The wrist is crowded right now.

He's an interesting guy—he was a toothpaste marketeer
before he created Red Bull.

There are 12 maps that changed the world.
We are going to make the 13th.

IKEA is not in the furniture business.
They are in the interior design business.

It happens to be that all the neighbors of Germany are
happy except the Germans.

Context by people for people. Let Google be the machine.

Love the shit you do.

TIMELINE WEEK 47

11.18
Steven with a V joins AD

11.19
Suzanne sends out friendly reminder
to close the window shades

11.20
Water main was accidentally damaged.
Bathrooms not in use. Again

WEEK 47

I am a Pisces.

Cyclo-cross: It's the next big thing.

Why aren't we doing concept cars?

Two doors and a wall will go up.

As far as ghostwriters go, you are showing a lack of discretion.

My wife called me Groucho Marx.

If you can cross a river than you better have a bridge there.

Blogger Outreach

Is anyone thirsty or need to use the bathroom?

Was Marko a sniper in Vietnam?

I am more concerned that they'll find the body of
the Intern in the parking lot.

Head Torch

Sports where you have to go up a mountain, down a mountain,
across a mountain or in the sea.

The fuzzy edge between the week and the weekend.

Do you know the term, 'Freeze the balls off a brass monkey'?

He's Steven with a V not a P.

Uh...that might be a general limitation of the Internet.

So no one can see that I played Enya on a Friday night.

Fukasawa is going to lose his shit when he sees this.

11.21
The Armstrong Lie

11.22
Bigger and Better Things In-and-Out
Talk with Rich Bessel canceled

Rita is off traveling :)

ADQ4.13.indd 44-45 4/8/14 9:39 AM

WEEK 48

Do you want emotional, physical or mental hazing?

Just by eating grains, a 200 pound man can become a bird.

Think Tank vs. Product Tank

Place Anthropologies

WEEK 49

It feels so good working with professionals.

Hello Marko. What are you wearing?

I smelled of cheese.
—I smelled of tar.

There's been a good clementine crop this year.

Sucking is a good first step.

I did 20 pull-ups, but not all at the same time

WEEK 50

No beard?
—There was an accident.

No Post-It notes and there are bad ideas.

Let it (the Nokia brand) sleep for a while.

You could give him the moon on a stick and he would call it shit.

They gave Amazon the smile.

US Legal Entity Migration email? I didn't get it.

It's a terrible day for a drone.

Modern Mechanical Part Two

Shit just got real on the packaging.

I am Googling right now to see if what you are saying is correct.

The one ring to rule them all name.

Everyday mobility is the name of a wheelchair company.

Fleece-lined Pipes

I went out to buy a URL and ended up buying an island.

My wife is Korean. I travel with my own coffee.
It's a little piece of home.

Rebel: 70 changes but it still looks the same.

WEEK 51

WEEK 52

TIMELINE WEEK 48

11.25
Water cut-off. Again. Vids, and Julian seek refuge at The Shop

Shareholders approve sale of the mobile-phones business

ADQ4.13.indd 46-47 4/8/14 9:39 AM

ADQ4.13.indd 48-49

12.2
Amazon announces Prime Air

12.3
Update on the fates of the Berlin Tracks UX Designers shared

12.6
Studio South devastated by The Plague

SV team goes climbing (beginners lesson)

4/8/14 9:39 AM

In this turbulent world, the Knollist ‘is a lone voice for discipline, decorum and the orderly disposition.’ An erudite and mysterious gentleman, the Knollist prides himself on always having the last word, then promptly leaving the room. With two decades of Knolling know–how to his name, his mission to make the world a more ordered place has taken him from the manicured gardens of middle class suburbia to the hallowed offices of more than 112 Heads of State.

And now his quest continues in these pages. If you have a knotty knolling problem you would like the Knollist to turn his tidy attentions to, then please send an electronic mail to: the.knollist@here.com

THE KNOLLIST

ADQ4.13.indd 50-51 4/8/14 9:39 AM

Dear Knollist,

A question of procedure and protocol for your kind reflection, if I may.

Imagine a room of generally well-heeled, if overly-polite, mid-career professionals, each in his or her own right—a human with the sensibilities, characteristics of both assertiveness and modesty as one might expect from a Person of This World. Also amongst those in the room—seated at the foot of a long table—a man of some import who holds-forth in the manner of royalty, although he be not royalty, but still a man of accomplishment who finds himself the host of this audience of adults.

And thus, in the role of host, he insists on making conversation, but t'isn't conversation in the full sense of it. No. He holds-forth properly without a breath, or pause, or even a hint at cessation. A cough overcomes, but the host plows through his discomfort. A question is asked and a new topic proceeds that requires an exegesis that reminds one of a parliamentary filibuster. Such continues for a full two hours with nary an interruption or break such that one might slap one's thighs and rise with feigned regret and make mention that the evening draws long and the road beckons..no such opportunity presents itself.

In this circumstance, might a guest of this faintly hostage-like situation—a guest who is fully ambulatory, possessing their own fully-functioning limbs and, indeed in possession of Free Will, not comfortably find the nearest means of egress and simply leave? Or must one, out of respect, politeness and the kind of steely resolve known only to US Navy SEALS, simply stay put as children go hungry for want of dinner, pets claw for rodentia for fear of starvation, televisions go unwatched, sofas un-sat-upon, wives and husbands, boyfriends and girlfriends left alone at home to cocktail without their partner? All for the entertainment of one, extraordinary man who, it must be said, has a full scroll of accomplishments but who's greatest accomplishment might in fact be the ability to talk without pause?

Challenged by Etiquette

Dear Challenged,

Nut up and do as you see fit. You can whither on the vine or be enjoyed for the full flavor that lies within your heart. Your good graces will be your undoing. Suffer not. Enjoy your life, not someone else's.

Knolly

—

TIMELINE WEE 50

12.10
Holiday Party canceled due to lack of foresight

12.11
Julian's computer screen goes Cubist Dada-y

12.12
Drone testing begins in-house

12.13
Deadline to name the business unit comes and goes.

SV team Xmas lunch in San Francisco

Dear Knollist,

What's your name, really? Not your nom de plume, but—your normal name?

Mr. Jonathan A. Quincy

My Dear Mr. Quincy,

It will be no surprise to you that I have been called many things, not all of them "polite," in the pedestrian sense. Being who I am, I accept these names for the circumstances and situations in which they are, shall we say—deployed upon me. In my early days, during my first second-story heist, my friend and once lover G. Gordon called me "The Cat" for my soft-footed feline maneuvers that allowed us entry into a rather well-known hotel in Washington DC. In some cultures I'm called Chupacabra. Many, many years ago I was called Ajatar. Some call me Banksy.

But, really—what is in a name? Is it the thing applied and then lived up to? Is it the thing you become, inflating the meaning as represented by one's accomplishments, endeavors, successes and failures? Does one's name determine from the outset what one is capable of? Or what one aspires to become? If one's name is likened to be misspelled, misunderstood, mispronounced—does one change it for the convenience of others, or stay true and fast-knowing that one will leave as a legacy the things one has done to live up to and into that name?

I never knew my mother. No one ever called my father anything other than Mr. S__y [unrenderable and unpronounceable, eds.] and, hence, I cannot even write his name for fear of summoning some god-awful wrath.

Knollist will do just fine for now, until then.

—

ADQ4.13.indd 52-53 4/8/14 9:39 AM

Dear Knollist,

I'm migrating to New Entity and have some questions. Will I need to pack my own toothbrush or will they have one for me there? Will my electronic mail be automatically forwarded or must I print it all out before departure? Will I need to exchange dollars for some other local currency? Is there a specific AC wall dongle I should bring or will a standard converter work? Are there "queen sized" beds comparable in size to those found in North America? In New Entity, does the water go down the toilet clockwise? Or counter-clockwise? Do you recommend a neck pillow or comfortable walking shoes for the migration? What language do they speak in New Entity? I have certain prescription medicines—will a week's supply suffice or should I just get a new doctor when I get there? Is my green card transferable to New Entity's bureaucracy or am I in jeopardy of deportation? Do they have television "shows" in New Entity or just Vine and the like?

Signed,

Preparing to Migrate

Dear Preparing,

Whatever you do, definitely bring your toothbrush. In fact, a proper, field-tested dental hygiene kit is in order. New Entities are a petri dish of gum-decaying microbes. I recommend a strong, belted dental floss, a high-pressure irrigator for the tough, hard-to-reach spots and regular sanitizing mouth washings. Sterile gloves are in order as well.

Be safe. Stay frosty.

The Knollist.

—

Whatever you do, definitely bring your toothbrush.

The Design Gathering.

ADQ4.13.indd 56-57 4/8/14 9:39 AM

Steve, Daren, and Kevin watch the ponies at a local sports book

12.21
We are officially HERE

ADQ4.13.indd 58-59 4/8/14 9:39 AM

The band's gotten back together

ADQ4.13.indd 60-61 4/8/14 9:39 AM

SECRET SANTA

Give a “metaphorical” gift to person below you on the list. The gift is only limited to your creativity and the appropriateness for the person who is receiving it. It’s truly the idea that counts.

Nick > Sebastian
A custom Barcelona shirt.

ADQ4.13.indd 62-63 4/8/14 9:39 AM

Advanced Design Secret Santa, Unabridged

Tom > Julian
On a 30 acre site located at 34° 3.555', -118° 34.439', a Hadid designed, 100k sq/ft Near Future Laboratory global headquarters—fully staffed, fully equipped. As a stocking stuffer, a mint, 1970 metallic bronze LS5 Corvette roadster—to match the astronaut shades.

Julian > Duncan
Lt. Col. Wm Kilgore's 'AIRMOBILE' 8'6" Yater Spoon and an all-expenses-paid beach-y surf-y bungalow-y vacation to Vietnam.

Duncan > Markus
An infinite length swimming pool, maybe even an entire lane on the freeway, devoted as a swimming lane instead of a carpool lane. One could commute to work in speedos then (not giving those though).

Markus > Olly
A new account of rap genius found at rapgenius.com. Of note is the annotation written 'You're a mean one, Mr. Grinch' freshly titled 'Da Grinch'.

Olly > Nick
The Sword of Omens as used by Lion-O the leader of the ThunderCats.*

*This would not be a replica of the Sword of Omens but the actual Sword of Omens. Although the Eye of Thundera has traditionally been passed down to each ruler of Thundera, it should be noted that possession of the Sword of Omens—and by extension the Eye of Thundera—does not grant Nick Foster dominion over Thundera. That said, in the past when the Sword of Omens is not within the possession of a ruler of Thundera it has been typically wielded by beings of pure spirit (and by extension cannot be used for evil or nefarious purposes). As a gift to Nick Foster, he is considered a being of pure spirit and capable of wielding the Sword of Omens. Beyond being an ecologically-friendly, absolutely ethical (aside from the weapon-like properties of the entire assembly) source of renewable energy for an entire planet, the Eye of Thundera has two abilities that Nick Foster would be made aware of:

1. Nick would be able to summon the ThunderCats by raising the Sword of Omens and shouting the words, "Thunder…Thunder…Thunder…ThunderCats—HO!"** Upon correctly doing so, the Sword of Omens will extend and project an image of the Eye of Thundera into the sky in order that the ThunderCats can devise Nick's location and come to his aid.

2. Nick would be able to make use of the Eye of Thundera's prophetic abilities by holding the hilt of the sword to his forehead and saying the words, "Sword of Omens give me sight beyond sight," in a commanding but non-aggressive tone.

The Sword of Omens also has several secondary features that Nick Foster may want to make use of. If Nick is in danger, the Sword of Omens will warn him by emitting a cat-like growl. If Nick drops the Sword of Omens he can will it to return to him and, in this event the Sword of Omens will return to him.

**This is a semi-automated interaction initiated by gesture and supported by the bearers will to summon said ThunderCats.

Sebastian > Andrew
A lottery ticket. The numbers on the ticket provide lat/long coordinates that will lead Andrew to a caravan parked in the Mojave desert. Inside the trailer he'll find a fully functioning chemistry lab, a substantial amount of methylamine, a fedora and a little recipe book, dedicated to A.G., the real Heisenberg.

Andrew > Simon
Felicitous visitations from the Fig Newton faerie, always.

Simon > Luke
A lifetime membership to the LA Press Club with full access to any event with a front of line pass and full rights to interview any star/celebrity or famous person that he so wishes to interview. The pass enables Luke to ask any questions or approach any subject… nothing is off the table! But remember, that with such power comes great responsibility!

Luke > Steven
An autographed copy of the film 'My Left Foot' with holiday wishes, from the cast (get it), addressed specifically to Steven, not Steve.

Steven > Brody
A custom pedal-power work station.

Brody > Lina
An all expenses paid trip to Denali National Park in Alaska—because every outdoors aficionado should take a trip to Alaska. Camping will be at Wonder Lake at the foot of Mt. McKinley

Lina > Jeremy
An enormous mansion with many doors so Jeremy can take the lock picking activities out of the basement.

Jeremy > Rhys
A Penny-Farthing and a top hat to go with it—something to class up the afternoon ride scene.

Rhys > Rita
A Babel Fish, described in the Hitchhikers Guide to the Galaxy, as 'probably the oddest thing in the universe.' Hapus Nadolig.

ADQ4.13.indd 64-65 4/8/14 9:39 AM

Rita > Jessica
10 days with Huell Howser. For the first three days Jessica gets to go to a Southern California location of her favorite episode of the show “Visiting with Huell Howser.” The next seven days will be spent on the island of Belize where Huell hosts her in the style of his TV show.

Jessica > Ted
A 2014 BMC GranFondo GF01 Dura Ace Di2.

Ted > Nicole
A Zipteck Mammoth Tour.

Nicole > Vids
Ototo, a pocket-sized circuit board designed to be a “musical invention kit” that turns virtually any object into a musical instrument. As a throw in present, Vids will also receive a Noisy Jell, a game where the player has to create his own malleable musical material based on colored jelly and a few grams of agar agar powder!

Vids > Charlie
Bosch PLT 2 Title right angle lasers to encourage Charlie’s knolling addiction.

Charlie > Pawena
A trip to Japan (with all the trimmings!) to see the Kiyoo Kawamura Exhibition at the Meguro Museum of Art in Tokyo—and a framed print of one of the pages from Nakano Designs exhibition catalogue to remember it by.

Pawena > David
A lifetime delivery service of 1 gallon Crystal Geyser Water to wherever he is each morning.

David > Kevin
A life-size, heavy frozen Steve Jobs (Han Soloish) carbonite statute, which would look great right next to his desk.

Kevin > Pascal
The makings for a Mimosa as Pascal is known, on good authority, to like to indulge from time to time.

Pascal > Stephen
A new recreational vehicle, with built-in home brewing set, will allow Steve to explore his new surroundings with the family while playing homage to his Albuquerque namesake—all completely legal of course.

Stephen > Tom
A life-size replica of the iconic Hot Wheels Twin Mill.

Wry & Clever Designer’s Eyebrow No. 2 (and friend).

ADQ4.13.indd 66-67 4/8/14 9:39 AM

8.7%	Bath
34.8%	Tea
34.8%	Catia
17.4%	Staycation
65.2%	Mountains
52.2%	Sneakers
39.1%	Left
60.9%	Beer
30.4%	Wine
43.5%	One
65.2%	Two-Wheeled
60.9%	Desk Up
65.2%	Dog
39.1%	Vinyl
21.7%	13”
56.5%	Flickr
100%	Paper
47.8%	Up & Down
47.8%	Early Bird
52.2%	HERE

91.3%	Shower
65.2%	Coffee
65.2%	SolidWorks
82.6%	Vacation
34.8%	Sea
47.8%	Shoes
60.9%	Right
39.1%	Wine
69.9%	Food
56.5%	Zero
34.8%	Four-Wheeled
39.1%	Desk Down
34.8%	Cat
60.9%	Digital
78.3%	15”
43.5%	Instagram
0.0%	Plastic
52.2%	Side to Side
52.2%	Night Owl
47.8%	There

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