

HOW CONFERENCE SUPER HANDOUT

**ALWAYS
BE
LOOKING**

The Art of Artifacts: How To Use Graphic Treasures from the American Underbelly in Your Work

**GRAPHIC
TREASURES
AWAIT**

GET
OUT
THERE.

THE LONG AND THE SHORT OF OUR PRESENTATION:

GOTTA
GET
DIRTY.

YOU GOTTA KNOW HOW TO LOOK. What do people do for fun? Farmer's markets and wine tasting? Not us. We go junking. All over North America, digging in the sketchiest basements, businesses and burly back roads, rescuing graphic treasures from sad, certain deaths. From obscurity. From the unforgiving hands of forgotten history. But you've got to be brave enough to look. And what you'll find is an amazing wealth of effective design. Some of it charming, staggering in its functionality, filled with wit...or reminders of the how to use one color. The old ways. All out there for the taking. Or, for the rescuing. We're counting on you, American designers!

PLACES TO HIT UP:

01. ANTIQUE MALLS
02. JUNK STORES
03. ESTATE SALES
04. GARAGE SALES
05. AUCTIONS
06. THRIFT STORES
07. MUSEUMS
08. OLD FIVE-N-DIMES
09. JUNK DRAWERS
10. SKEEZY CLOSETS

SIX LOGOS INSPIRED BY DEAD STUFF:

01. 	02. 	03. 	04. 	05. 	06. 
"Hamilton Thick 1" <i>Mama Sauce-instigated!</i>	"F.N. Drink Local" <i>Burp!</i>	"DDC Thick Lines" <i>The thickest.</i>	"The Sun" <i>Dreaming real big.</i>	"Safari Flow" <i>Frank hired me.</i>	"Snake Logo" <i>Herpetology, man!</i>

WE'VE BEEN RESCUING STUFF FOR YEARS:

Proof, here: <https://www.flickr.com/photos/draplin/>

SOME OF THE BEST STUFF IS HIDDEN:

ALWAYS TURN THINGS OVER!

HOW WE THINK ABOUT THIS STUFF:

**ONE PERSON'S JUNK, IS ANOTHER DESIGNER'S
WEALTH OF INCREDIBLE DESIGN INSPIRATION**

SPECIAL ADVERTISING SECTION:

RETIRE AND BE HAPPY



Why are we working so much? And why the hell are we working with people we hate? We've asked these hardball questions a couple times in our life, made the right arrangements, and then split. Our solution: Do whatever it take to save a shitwaack, and then up and quit. Self-starters only.


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YOU BET, WE'RE ON THE WEB:

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COMPLAINTS?

Gripes? Laments? Snarky Quips? Using the generous space provided below, let us hear what you've got:

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CLIP THIS SECTION OUT AND SEND IT TO:

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