



**BATTLE
HYMN FOR
THE CONSTRUCTIVE**

By Tristan Smith - Writer



Ostensibly, we live in difficult times.

*The money we grew up with proved to be a shadow.
We elected a savior and now fear his fallibility.*

But we should know better. We should know that these are actually the best times. The times when an idea becomes more valuable, because those without will be exposed as frauds and cut loose. And because no matter the circumstances, we can manufacture our own antidepressants in the forms of voice, culture, insight, truth, beauty and vision.

*As long as we continue to make, continue to think and build and found and shape, we will be OK.
Nothing can stop the acceleration of our invention.*

Our hands are our own. Construct and get free.

KAYAK.COM

ART DIRECTOR: J.D. Humphreys

Kayak.com is a travel search engine that helps users find the cheapest possible fares. But saying “we’ll get you the cheapest fare” has been tried a few times by other internet travel services.

So we gave them something else to say.

Round-trip One-way Multi-city Weekend

From

Los Angeles, CA (LAX)

To

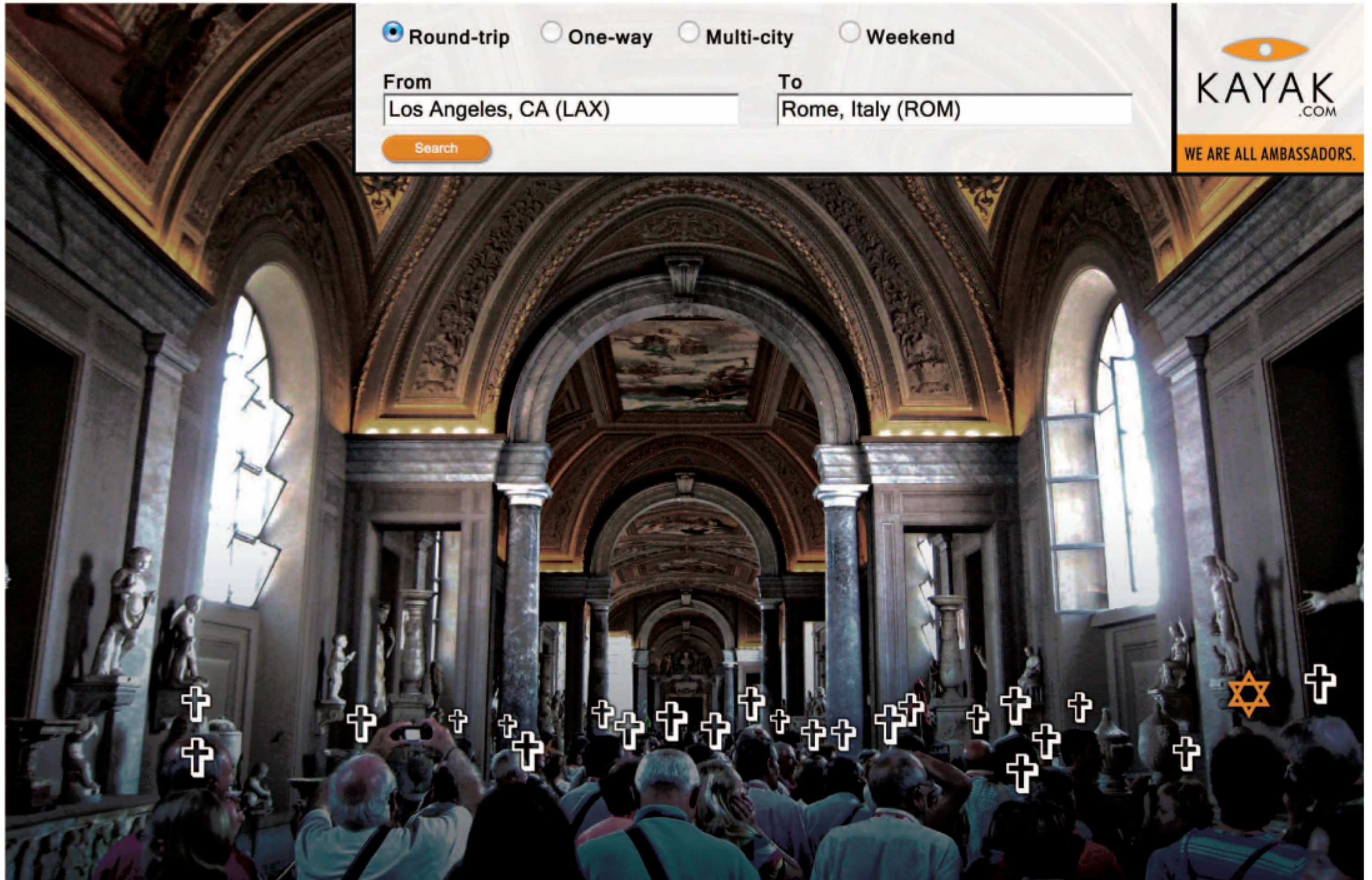
Rome, Italy (ROM)

Search



KAYAK
.COM

WE ARE ALL AMBASSADORS.





Round-trip One-way Multi-city Weekend

From
Portland, OR (PDX)

To
Amarillo, TX (AMA)

Search


KAYAK
.COM

WE ARE ALL AMBASSADORS.

Round-trip One-way Multi-city Weekend

From

Minneapolis, MN (MSP)

To

Manchester, United Kingdom (MAN)

Search


KAYAK
.COM

WE ARE ALL AMBASSADORS.






Quick response codes send up-to-date fares to a user's phone.

Pictured: fares from NYC to Alaska.

http://www.facebook.com/home.php#/profile.php?id=532677214&v=info&viewas=780099125


facebook Home Profile Friends Inbox J.D. Humphreys Settings Logout



Emilie Söderman

Wall Info Photos Boxes

Basic Information

Networks: Dell
Sex: Female
Birthday: January 2, 1981
Hometown: Stockholm, Sweden  \$1282

Contact Information

Email: emilie.soderman@bredband.net
emilie_soderman@dell.com

Education and Work

College: Stockholms Universitet '06
Human Resources
High School: Tyresö '01
Employer: Dell

Groups

Member of: Fotbolls EM på EGO, Tyresö flick/ungdomskör, Tyresö Musikklasser, EGO Sthlm, Stoppa det meningslösa ungdomsvåldet!!, Nyboda Skola, Bevara oss från gatuvåldet [See All \(7\)](#)

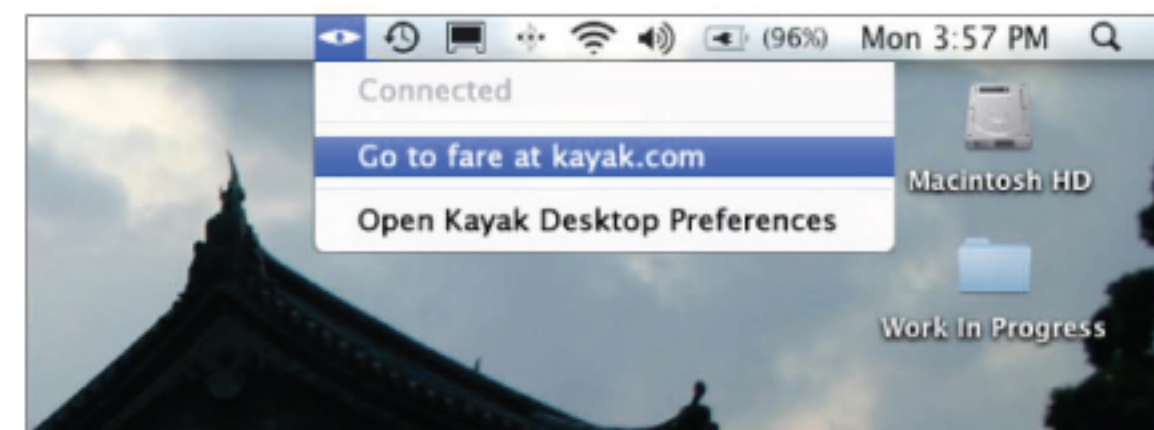
View Photos of Emilie (103)
Send Emilie a Message
Poke Emilie

Information

Networks: Dell
Birthday: January 2, 1981

Mutual Friends

The Kayak.com Facebook application provides up-to-date fares from a user's location to the locations listed in their friends' profiles.



The Kayak.com desktop background refresher widget automatically downloads high-resolution photographs of exotic locales while providing up-to-date fares from the user's location.

BOOK COVERS

The classics are always needing new covers.

So, I made a few.

**All
Four Hundred
and Sixteen
Pages of
Jane Austen's
*Pride and Prejudice***

Barnes & Noble Classics

**Nineteen
Thousand Nine
Hundred and
Twelve Sentences
by Charles Dickens
About a
*Bleak House***

Barnes & Noble Classics

**Almost
One Hundred
and Eight
Cubic Inches of
Mary Shelley's
*Frankenstein***

Barnes & Noble Classics

**One Point
Six Five
Pounds of
Essays and Poems by
Ralph Waldo Emerson**

Barnes & Noble Classics

**The One
Hundred Thousand
Eight Hundred Words
Jules Verne Titled
*Journey to the
Center of the Earth.***

Barnes & Noble Classics

THE FBI

ART DIRECTOR: Jeenal Shah

Running ads written in Arabic in mainstream media will catch the attention of Muslim Americans.

Running ads written in Arabic in mainstream media will cause strong discomfort among non-Muslim Americans.

Either way, traffic at the FBI's recruiting site will change drastically.

لا تكرهوا هذا البلاد ولا تتبعوا كلمات أسامة بن لادن او القاعدة. ولكن
يوجد بعض الناس الذين يقومون بها، وصار هؤلاء الناس وجها لدينكم.
مع كل إشاعة الذعر والرهب، خوف الاسلام ينمو. ولكن لديكم قوة
لا يقاها. بالالتحاق في إف بي آئي، انت ستقاتل الاشخاص الذين
افسدوا تعاليم الله. إئتوا باصواتكم لهذا العمل الجليل. قوموا بمساعدتنا
واجعلوا امريكا آمنة. لجميع الناس.

www.FBIjobs.gov



TRANSLATION

You don't hate this country. You don't follow the words of Osama Bin Laden or Al Qaeda. But there are people who do, and they have become the face of your religion. With every rumor of terror, the fear of Islam grows. But you have the power to stop this. By joining the FBI, you will fight the people who have corrupted the teachings of Allah. Bring your voice to the cause. Help us make America safe. For everyone.

www.FBIjobs.gov

من الممكن ان اجبرتم للتوقف في جانب على المطار، من الممكن ان
اجبرتم للتوقف عند سيطرة السيارة، بغض النظر عنهما، قد كنتم تأثرتم
بالافكار والعبارات التي وقعت عليكم. بالالتحاق في إف بي آئي يمكن لكم
ان تغيروا الأمور من الداخل. كثير من المسلمين الامريكيين يعملون في
منظمتنا، مع الامكانيات العليا ان تقبضوا على المسلمين اللذين تغيروا
دينكم في السلاح. قوموا بمد يد الاعانة واجعلوا امريكا امناً. لجميع الناس.

www.FBIjobs.gov



TRANSLATION

Maybe you've been pulled aside at the airport. Maybe you've been pulled over while driving. Regardless, you've had enough of the stereotypes placed on you. By joining the FBI, you can change things. The more Muslim Americans working within our organization, the better we become at catching the Muslims who have turned your religion into a weapon. Help us make America safe. For everyone.

www.FBIjobs.gov

يقرر مستقبل بلادكم الآن، ولكن ليس بالسياسيين بل باعضاء مكتب
التفتيس الاتحادى. ونحن نحتاج إلى خبراتكم. قوموا بالالتحاق فى
إف بي آى كمسلم، وستكون عنصرا حاسما لاحتفاظ هذا البلد.
لا يوجد اية جماعة اقلية لديها فرصة اكثر أن تتأثر سياسات وطينتنا،
الداخلية والخارجية كليهما. قوموا بمساعدتنا واجعلوا امريكا امنا.
لجميع الناس.

www.FBIjobs.gov



TRANSLATION

The future of our country is being decided right now. Not by politicians, but by members of the Federal Bureau of Investigation. And we need your experience. By joining the FBI, you will immediately become a crucial part of protecting this country. No other minority group has such an opportunity to affect the future of our nation's policies, both domestic and foreign. Help us make America safe. For everyone.

www.FBIjobs.gov

BUS SIDES



TRANSLATION:

Change the minds that see Muslims as a threat by stopping the Muslims that see this as a target.

www.FBIjobs.gov

POSTERS IN AIRPORTS



TRANSLATION:

Air travel is never easy. It's even harder when you feel like a suspect. But you can change things. By joining the FBI, you'll be fighting to apprehend the fanatics that have created the stereotypes affecting your people. Help us make America safe. For everyone.

www.FBIjobs.gov

A USEFUL LIST

People would benefit from this.

DOPAMINE PRODUCTION CHECKLIST

CALORIE DENSE FOODS

ORGASM

DRUGS

ALCOHOL

EXERCISE

HELPING SOMEONE

2009 AICP SHOW CALL FOR ENTRIES

AICP doesn't give out hardware. Instead, winners are inducted into the MoMA's permanent video archive.

This campaign ran in Creativity Magazine, Ad Age and Boards Magazine.

It continues to exist online at www.wtfass.tv.

DIRECT MAIL PIECE AND POSTER, BOTH SENT TO CREATIVE DIRECTORS AROUND THE COUNTRY.



PRINT

NO WAY!

stereotype

Make Product BIGGER

Nice but NO

Bot too messy

could be cuter

CALL FOR SHOW ENTRIES
2009
DEADLINE: FEBRUARY 21, 2009
ENTER ONLINE AT WWW.MOMA.COM

GETTING INTO MoMA IS TOUGH.
IT'S EVEN TOUGHER WHEN YOU'RE IN ADVERTISING.
HONORED COMMERCIALS WILL BE INDUCTED INTO THE
MUSEUM OF MODERN ART'S DEPARTMENT OF FILM ARCHIVE.
YOU'RE AN ARTIST. GET RECOGNIZED.

Too many boats

Maybe add sandcastle?

Add a child

No Beard

Get non plus size model

Do NOT sign your name!

CALL FOR SHOW ENTRIES
2009
DEADLINE: FEBRUARY 21, 2009
ENTER ONLINE AT WWW.MOMA.COM

GETTING INTO MoMA IS TOUGH.
IT'S EVEN TOUGHER WHEN YOU'RE IN ADVERTISING.
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YOU'RE AN ARTIST. GET RECOGNIZED.

T-SHIRT



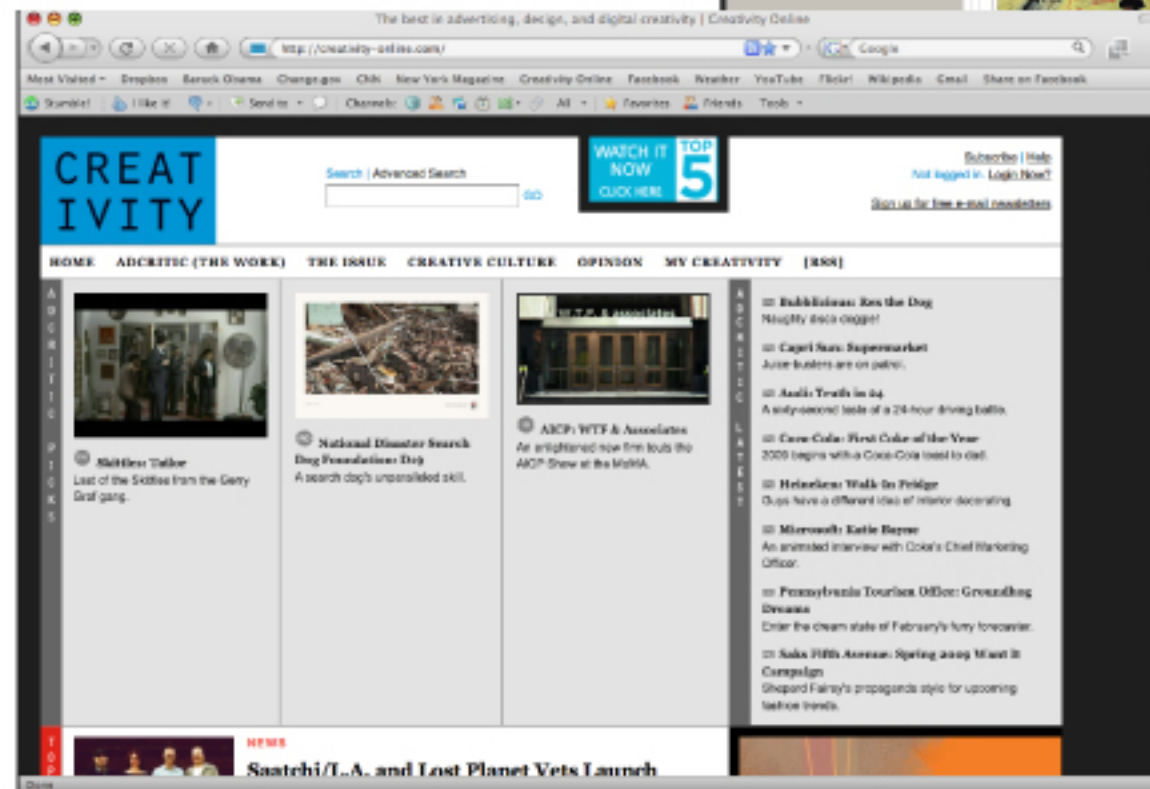
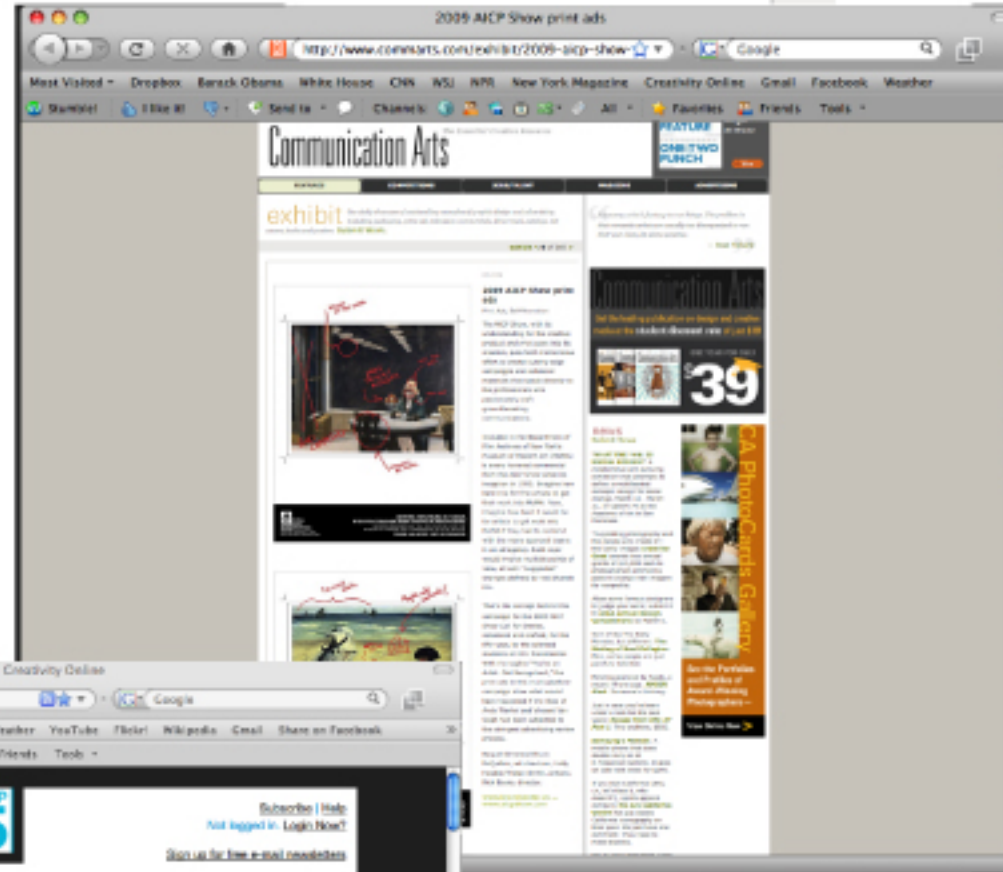
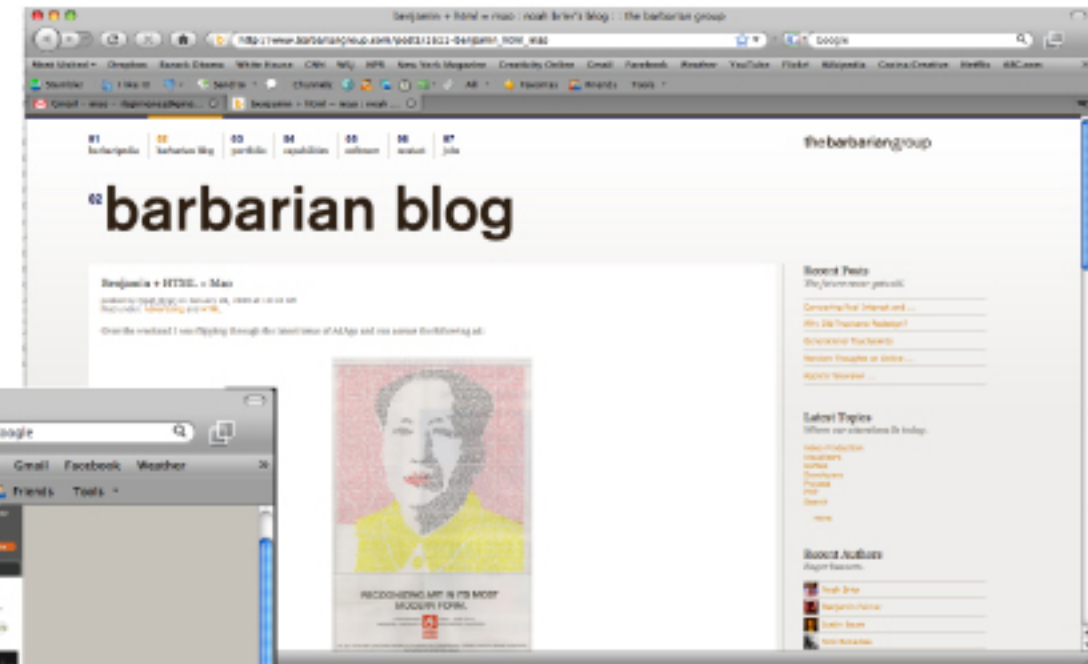
WEBSITE AND ANIMATED VIRALS



TALKING REMIDNER WIDGET



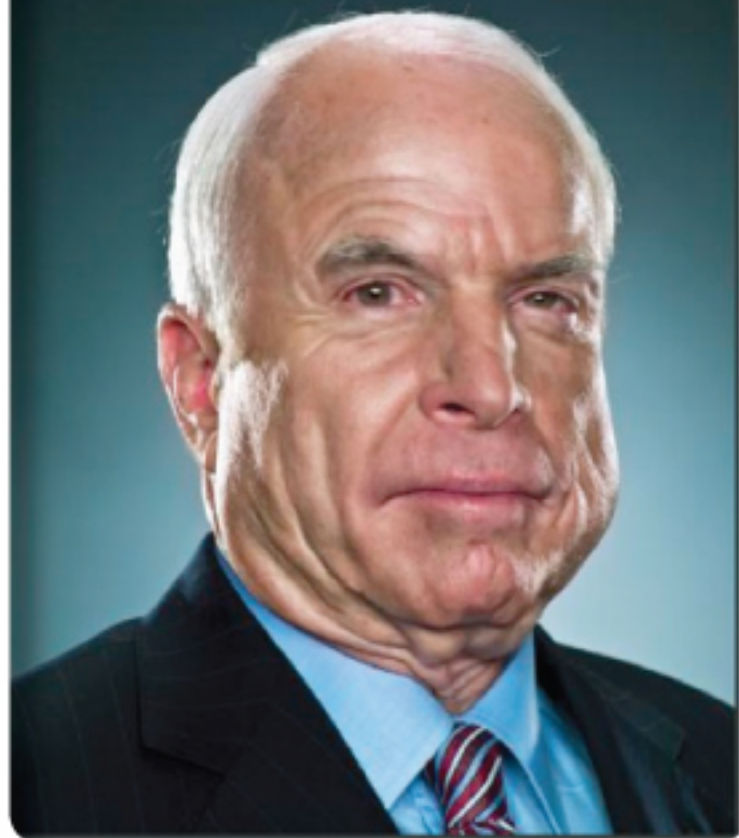
PRESS:



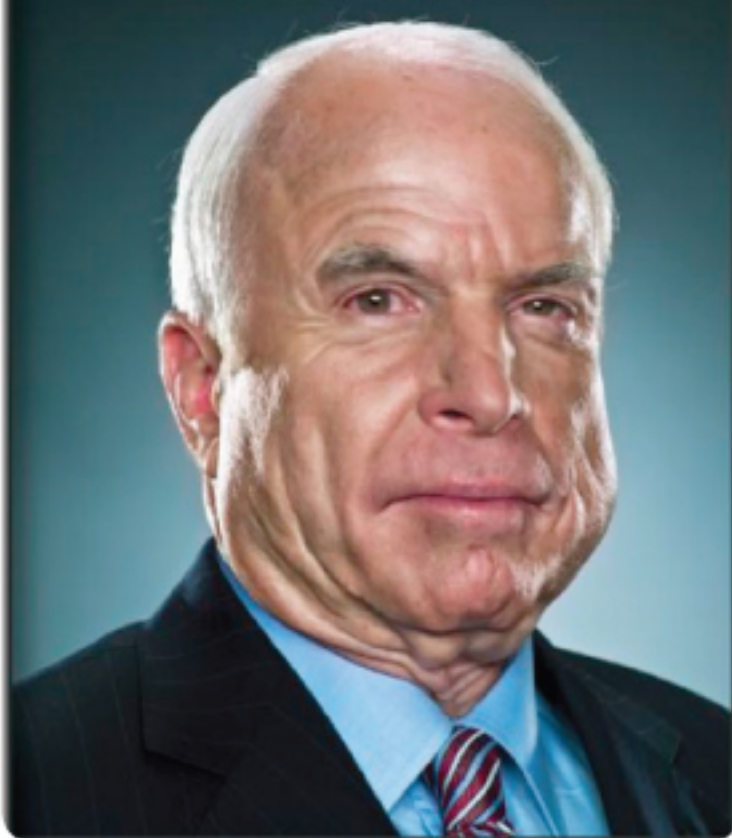
LUMPY JOHN

I created and distributed these stickers in the weeks leading up to the 2008 presidential election. The original photos were taken by Jill Greenberg, who did not digitally alter them in any way.

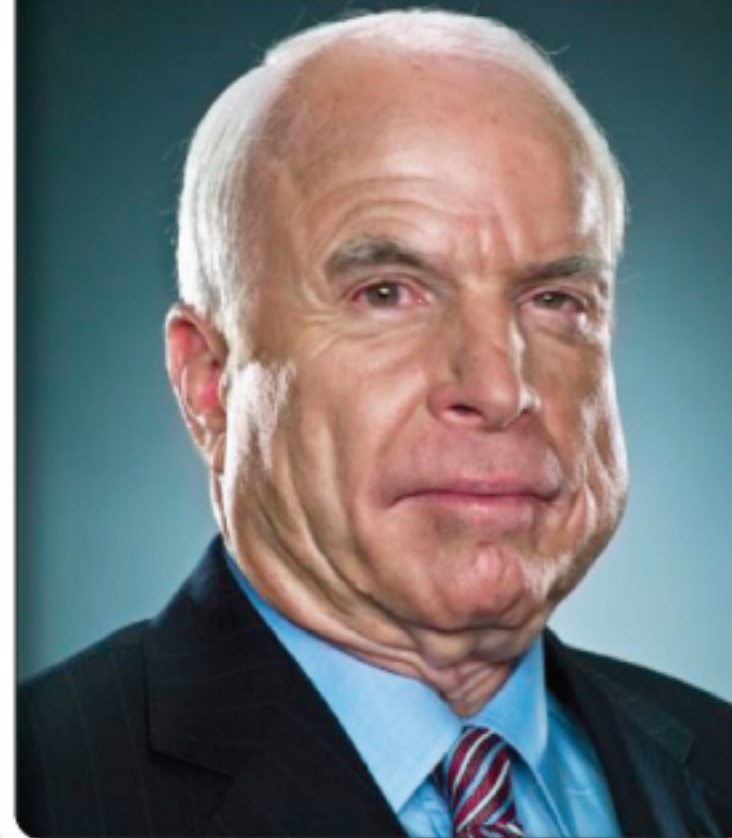
THIS GUY.



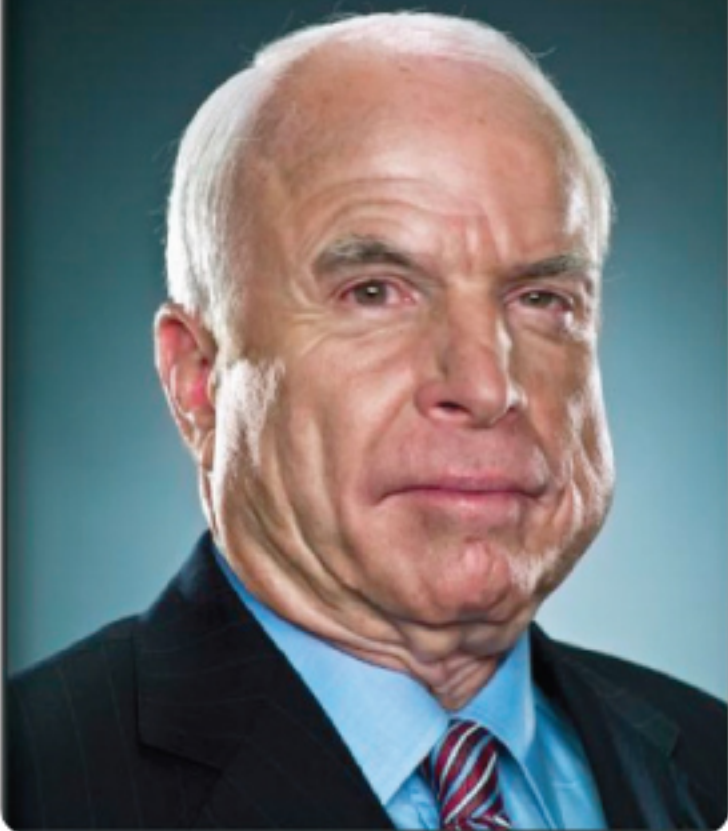
POPSICLE?



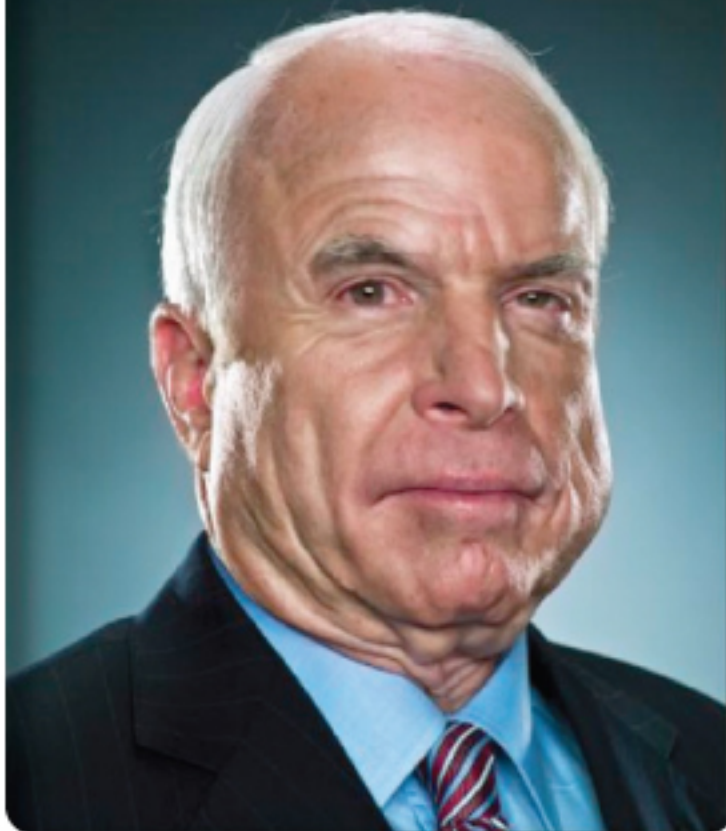
IT HURTS



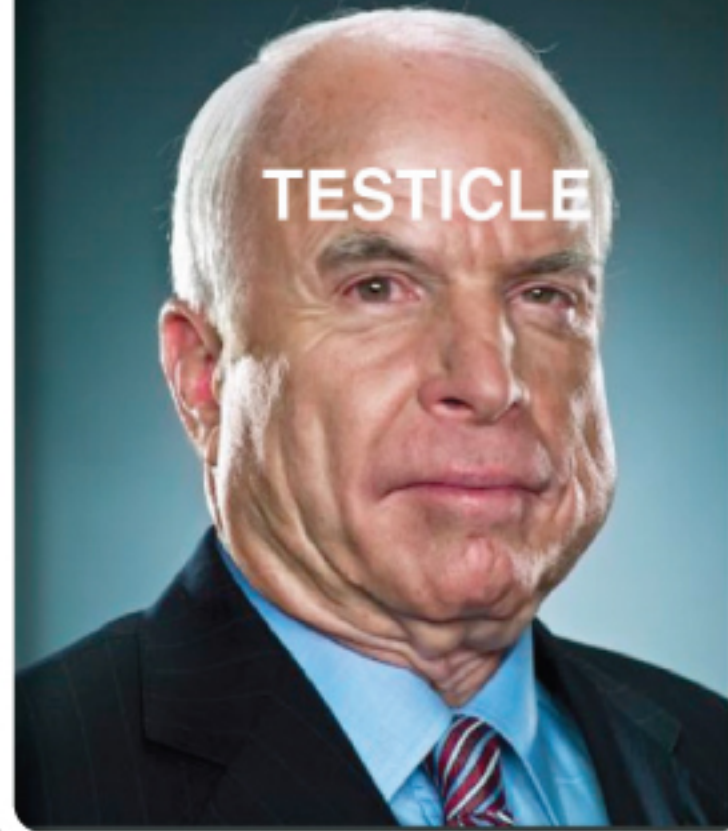
I AM SO OLD



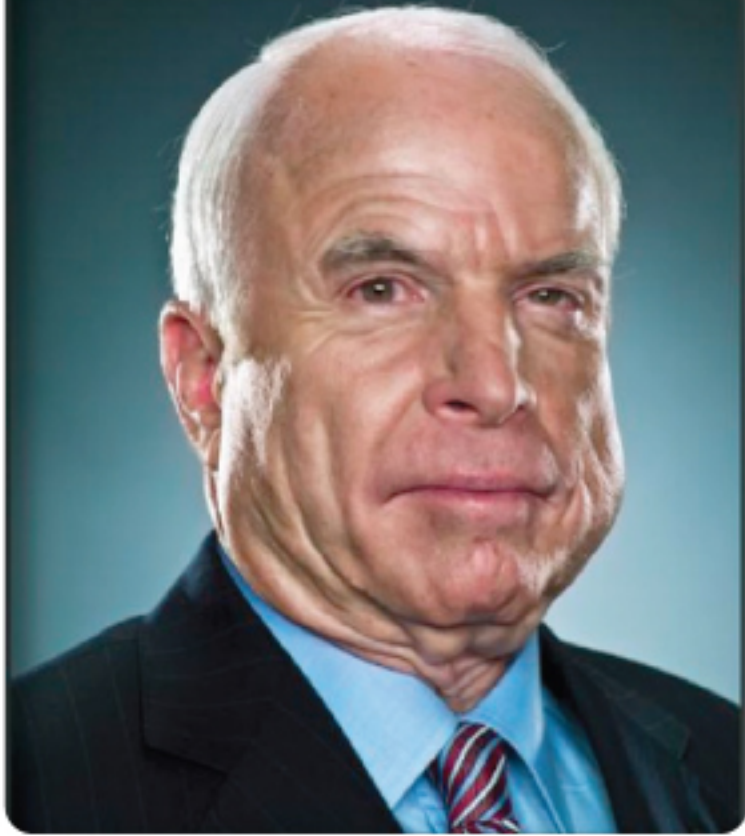
ARRRGHHH



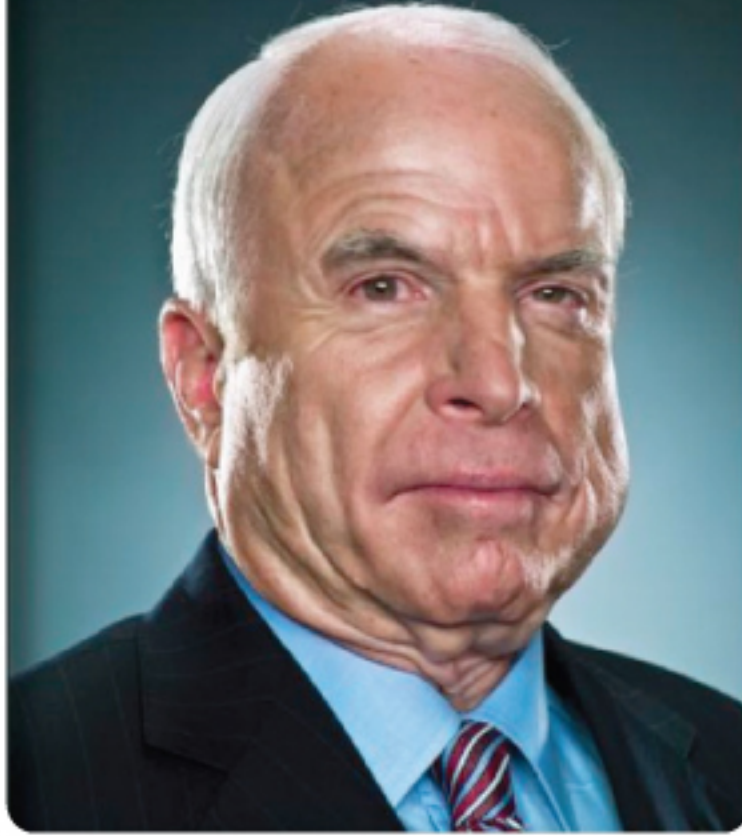
TESTICLE



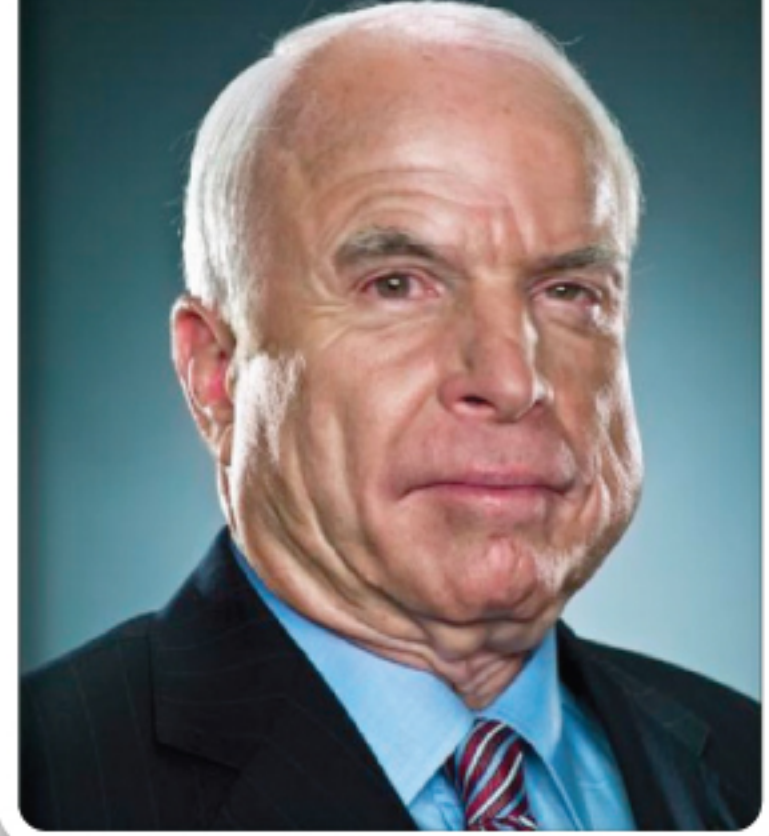
I LOOK AWFUL



B. 1936
D.



HA HA COMPUTERS

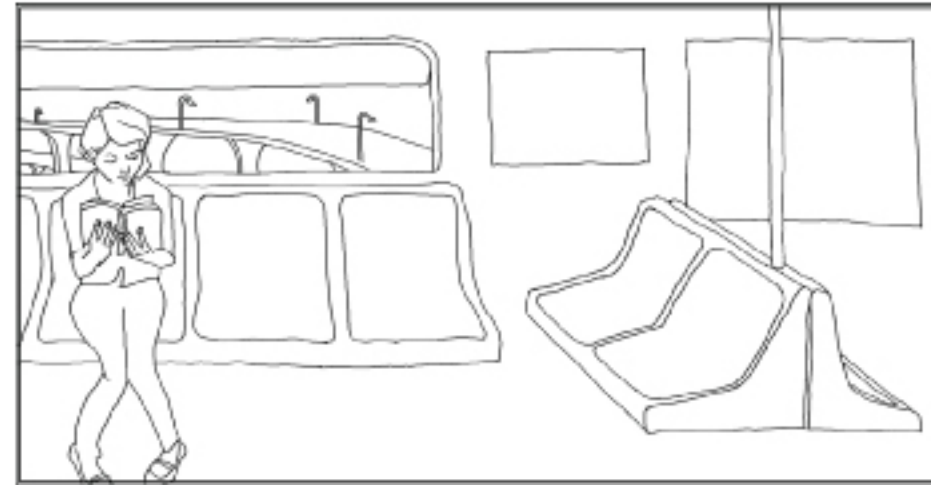
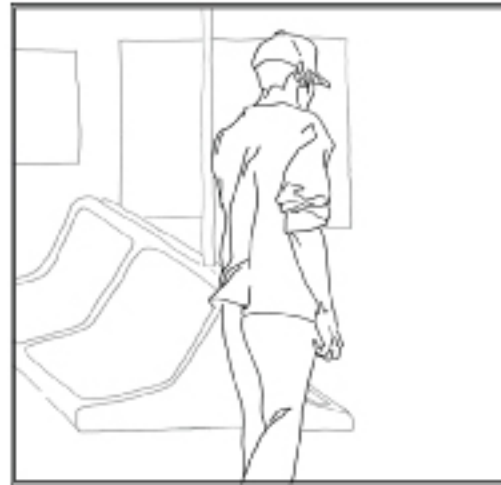
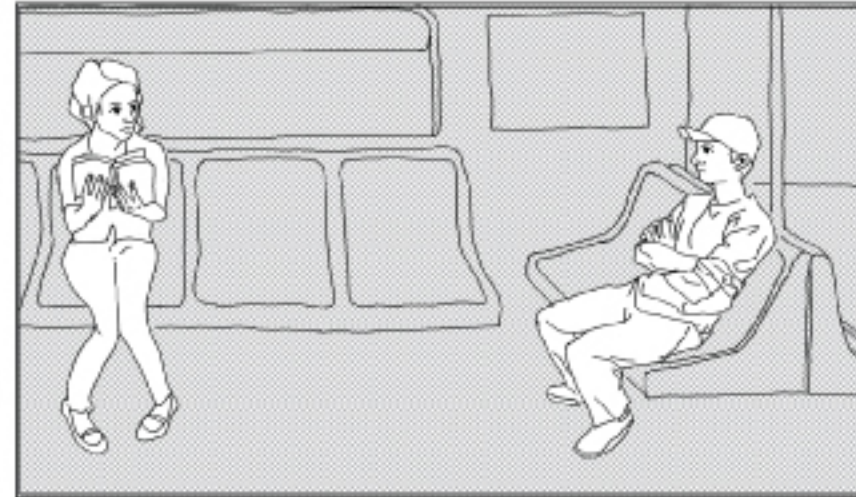
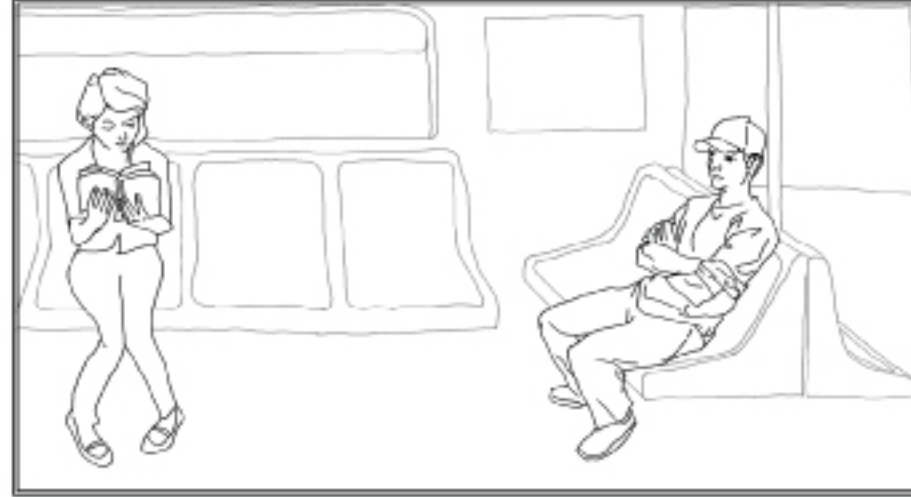


CHICAGO TRANSIT AUTHORITY

ART DIRECTOR: Gong Liu

We know the train. We are the train.

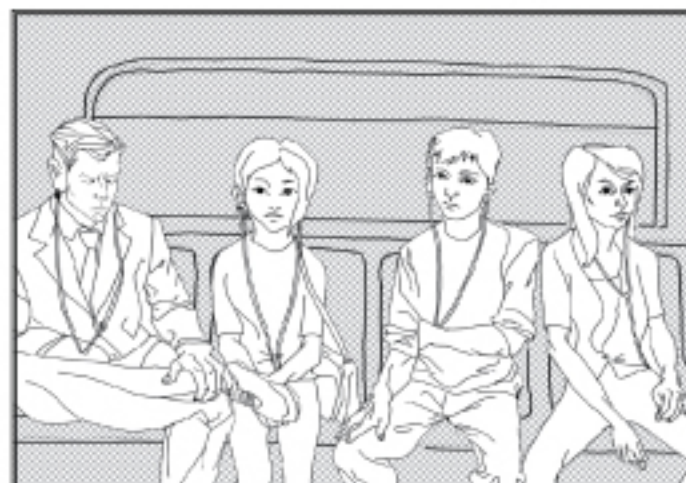
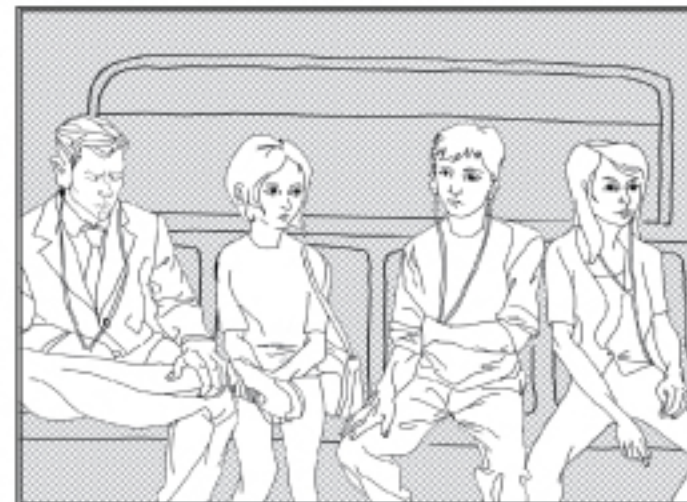
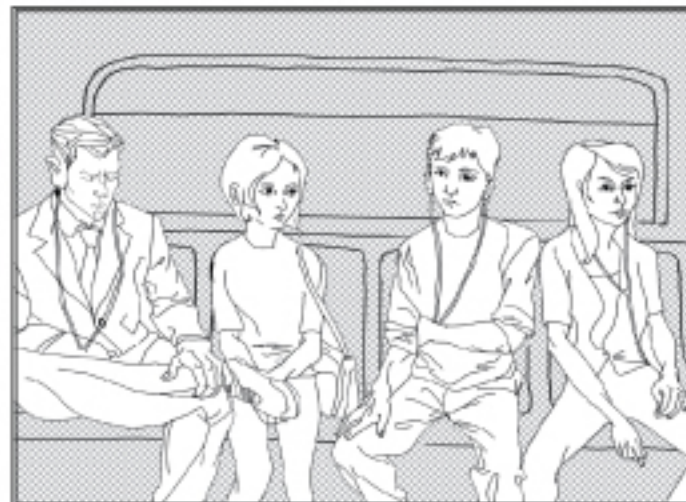
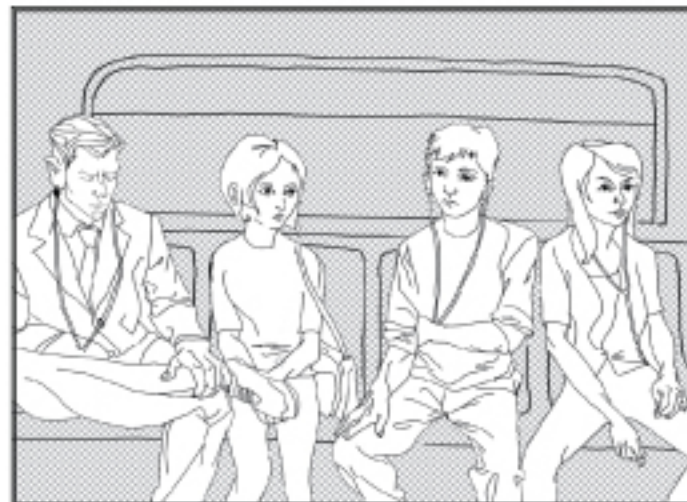
PEOPLE LIKE YOU RIDE THE TRAIN



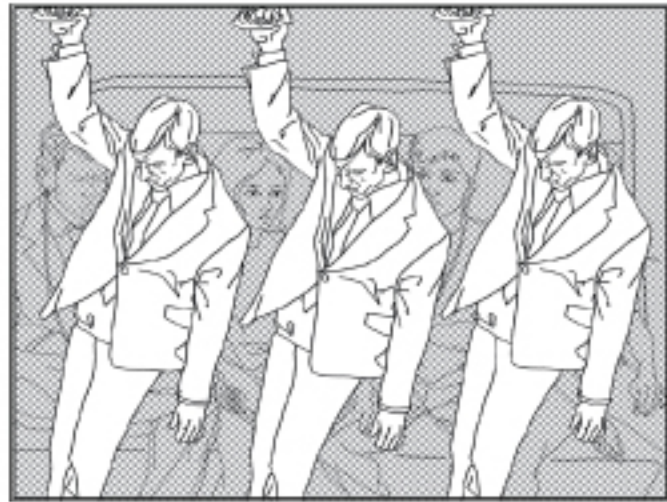
PEOPLE LIKE YOU RIDE THE TRAIN



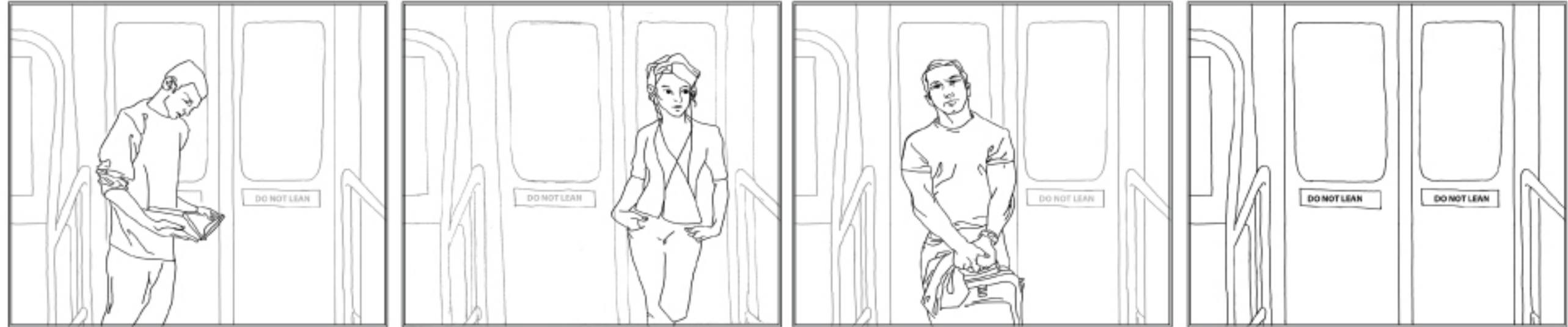
PEOPLE LIKE YOU RIDE THE TRAIN



PEOPLE LIKE YOU RIDE THE TRAIN



PEOPLE LIKE YOU RIDE THE TRAIN



7-ELEVEN

ART DIRECTOR: Raquel Gimenez

“I will go to the end of the Earth for you” is a cliché.

Until it actually happens.

Then you get blogged about. A lot.



It's open every hour of every day. It has more locations than any other organization on Earth, overtaking McDonalds by more than 1,000. With 32,208 stores scattered across six continents, 7-Eleven has become the world's greatest provider of convenience. The next logical step is to let the world know just how far 7-Eleven is willing to go to continue its mission.



7-Eleven will construct and staff a store in The Most Inconvenient Place On Earth:
McMurdo Station, Antarctica.



McMurdo Station is a community of roughly 1,200 scientists, researchers, pilots and maintenance workers. Whether for a month or for years, each one struggles with Antarctica's trials: the cold, the darkness, the isolation.



FRESH COFFEE
IS ESPECIALLY
CRUCIAL WHEN
THE SUN DOESN'T
COME UP UNTIL
2:30 PM.



We're almost everywhere. But almost isn't good enough. This Fall, 7-Eleven will bring convenience to the scientists, researchers and workers of McMurdo Station, Antarctica. Follow the adventure live at:

www.7-eleven.com/McMurdo

PROOF THAT THE SLURPEE SELLS ANYWHERE.



We're almost everywhere. But almost isn't good enough. This Fall, 7-Eleven will bring convenience to the scientists, researchers and workers of McMurdo Station, Antarctica. Follow the adventure live at:

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We're almost everywhere. But almost isn't good enough. This Fall, 7-Eleven will bring convenience to the scientists, researchers and workers of McMurdo Station, Antarctica. Follow the adventure live at:
www.7-eleven.com/McMurdo

OPEN WHEN THE SUN GOES DOWN IN JUNE.
OPEN WHEN IT COMES UP IN JULY.



We're almost everywhere. But almost isn't good enough. This Fall, 7-Eleven will bring convenience to the scientists, researchers and workers of McMurdo Station, Antarctica. Follow the adventure live at:

www.7-eleven.com/McMurdo





On the microsite www.7-eleven.com/mcmurdo, users will be able to watch five-minute webisodes about the store's conception and production.

The image is a composite graphic. On the left, a screenshot of a web browser window shows the URL <http://www.7-eleven.com/mcmurdo>. The page content includes the title "JOURNEY TO THE MOST INCONVENIENT PLACE ON EARTH" and the subtitle "STORE 32,209 - MCMURDO STATION, ANTARCTICA". Below this are three image thumbnails: a snowy landscape, a building in Antarctica, and a grid of nine people's faces. A navigation bar below the thumbnails shows "WEEK 1 / WEEK 2 / WEEK 3 / WEEK 4 / WEEK 5 / WEEK 6 / WEEK 7 / WEEK 8...". At the bottom of the browser window, there are social media links for "twitter facebook myspace" and a "download the compass widget" button. On the right, an iPhone is shown with a home screen featuring standard iOS icons: Text, Calendar, Photos, Camera, YouTube, Stocks, Maps, Weather, Clock, Calculator, Notes, Settings, iTunes, App Store, and Compass. The dock at the bottom contains Phone, Mail, Safari, and iPod. The iPhone is set against a white background with a reflection effect.

Visitors to the online presence will be able to download a *Journey to the Most Inconvenient Place on Earth* iPhone application that indicates the distance and direction of both the most convenient 7-Eleven (under a mile for most of those in a 7-Eleven market) as well as the least convenient 7-Eleven- McMurdo Station, Antarctica.



ALL DAY. ALL NIGHT.

Witness the adventures of six intrepid 7-Eleven employees as they staff a store at the end of the world: McMurdo Station, Antarctica. Outside, gale force winds, deep freezes and blizzard conditions will rage. Inside, six strangers in a strange land will work to provide for the scientists, workers and military personnel stationed at the bottom of the Earth.

Viewers can find out details of the show from Discovery Channel's website.



A variety of merchandise will be offered online at discovery.com and in Discovery Store retail locations in airports across the country.

BLOGS I WRITE

Yes I do.

BLOMMIT

blommit.com

THIS IS A CURATED LIFE

tristansmith.tumblr.com

TRISTAN SMITH

Trained:

2009 - *Masters of Communication Science, Copywriting* -
Virginia Commonwealth University Brandcenter

2007 - *Bachelors of History, Communication* -
Boston College

Paid:

Summer, 2008 - **Ogilvy Mather, Los Angeles** -
copywriting intern.

Worked on Cisco, Nature Made Vitamins, new business.

Summer, 2006 - **Digitas, Boston** -
digital project management intern.

Worked on GM, Saab, Pontiac, Buick.

Judged:

Dawn Dishwashing Liquid - *Silver - The 2008*
Richmond Show student category

2009 AICP Show Call for Entries - *Creativity.com*
Top 10, CommArts.com print exhibit of the day, Webby
Award Nomination for Rich Media , Promotional

Received:

Reykjavic, Iceland

Amsterdam, Netherlands

Paris, France

Bangkok, Thailand

Shanghai, China

Dunedin, New Zealand