

adelina

PROCESS BOOK

Adelina Seda • 2021

- 1 SUAVE AGAVE**
Diverse Forms Packaging
- 2 UNITED WE DREAM**
Campaign for Good
- 3 ONE OF A KIND**
Corporate Identity
- 4 WIRED MAGAZINE**
Magazine Redesign
- 5 MILTON GLASER**
Informational Kiosk

1 SUAVE AGAVE

Diverse Forms Packaging

PROJECT OVERVIEW

Many brands have products that exist in a variety of shapes and forms (consider Gatorade “G” series and similar brands). Identify one of these brands for your project that you think needs design improvement. The challenge of this project is to extend the look of your brand over different sized containers: boxes, cylindrical cartons, bottles, blister packs, etc.

You may choose to retain the original containers, or reimagine the container type. Packaging should maintain the existing content but the surface graphics must change. You must have at least three different forms/sizes, although you may choose to do more. Can be a grocery product, but may also be a non-consumable consumer product.

Consider: research existing brands, color, form, shelf presence, imagery, typography. How does your design work across disparate forms?

What is due: Color comps, built to size and properly photographed for presentation. Process book showing documented research, ideation, sketches, views of all 3 of final forms and professional photography of your packages.

INSPIRATION



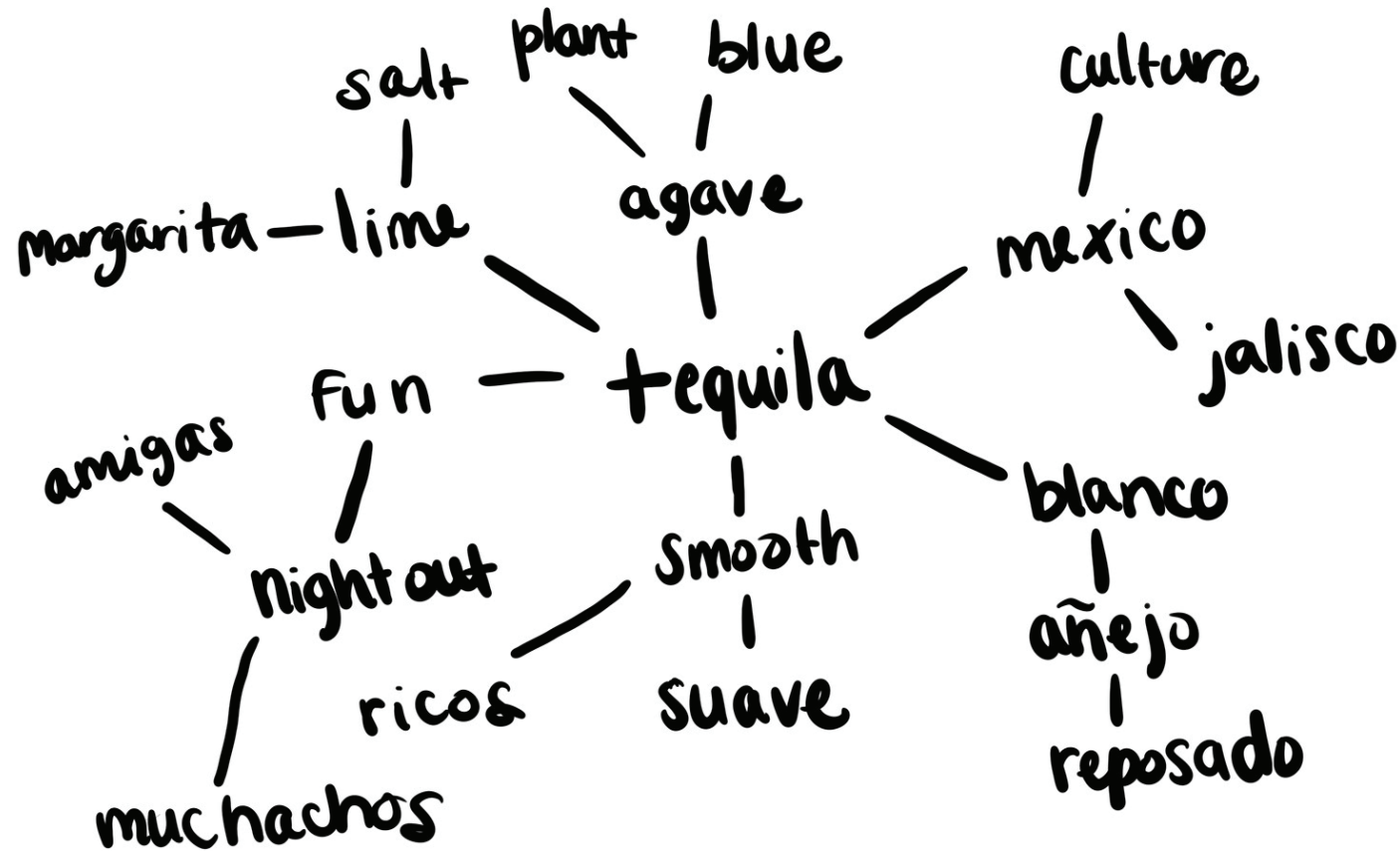
Limon
cello



PACKAGING INSPIRATION



BRAND WORD MAPPING



Brand Name Options

- Tequilas Amigas
- Borrachos Muchachos
- Ricos Chicos
- Agave
- Suave Agave

**SUave
aGAVE**

**Suave
Agave**

Suave
Agave

SUAVE
AGAVE

**suave
agave**

SUAVE AGAVE

SUAVE
AGAVE

**suave
agave**

Suave Agave

suave
agave

SUave
AGaVE

SUAVE AGAVE

TYPE EXPLORATION

BLANCO

**suave
agave**

TEQUILA

BLANCO

**suave
agave**

TEQUILA

BLANCO

**Suave
Agave**

TEQUILA

**suave
agave**

**suave
agave**

**Suave
Agave**

LOGO ROUGHS



LOGO ROUGHS

SuaVe
AGaVe

suaVe
AGaVe

SuaVe
AGaVe

SuaVe
AGaVe

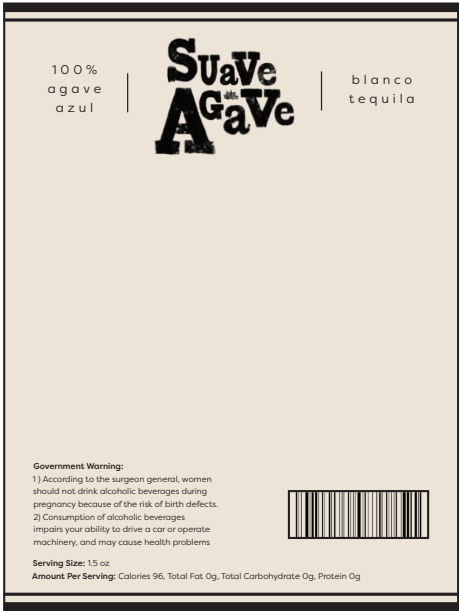
SuaVe
AGaVe

SuaVe
AGaVe

SuaVe
AGaVe

SuaVe
AGaVe

LABEL ROUGHS



LABEL ROUGHS

blanco

Suave Agave

tequila

hecho en mexico

100% agave azul

nom 1613

from the highlands of jalisco

4.0% alc/vol, 750ml

100% agave azul

Suave Agave

blanco tequila

Suave Agave (swah-vey uh-ga-vey) is the tequila to make any night smooth. Distilled in copper-lined pot stills, Suave Agave uses volcanic water to create the smoothest experience, batch after batch.

Agave NOM

100% Blue Weber Highlands 1613

Roasting

Brick Oven

Sills

Copper Pot

Calories

96 per 1.5 oz

Carbohydrates

0g

Sugars

0g

Certified

Gluten Free

Notes of bright citrus with a smooth, fresh finish

Share how you #keepitsuave and find cocktail recipes crafted for specially for Suave Agave tequila.

suaveagave

Government Warning:

1) According to the surgeon general, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects.

2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems

SUAVEAGAVE.COM

NOM 1613 80 PROOF - 750ML

artisan

Suave Agave

salt

coarse sea salt

Suave Agave

coarse sea salt

Nutrition Facts

Serving Size 1/2 cup (15g)

Serving Per Container 83

Amount Per Serving

Calories

0

% Daily Value

Total Fat 0g

0%

Trans Fat 0g

0%

Sodium 580mg

24%

Total Carbohydrate 0g

0%

Protein 0g

0%

Ingredients: Sea Salt

Store in a cool, dry place.

Distributed by Suave Agave Tequila, Inc.

Share how you #keepitsuave and find cocktail recipes crafted for specially for Suave Agave tequila.

suaveagave

cocktail

Suave Agave

mixer

a bright blend of blood orange and lime

blood orange

cocktail

Suave Agave

mixer

a bright blend of citrus and agave

original

cocktail

Suave Agave

mixer

a bright blend of strawberry and key lime

strawberry lime

Directions: Fill a cocktail shaker with ice. Add 1 oz. Suave Agave Blood Orange Mix, 1/2 oz. of fresh lime juice and 1 1/2 oz. of Suave Agave Blanco Tequila. Cap and shake vigorously. Pour into a rocks glass and garnish with an orange wedge.

Share how you #keepitsuave and find cocktail recipes crafted for specially for Suave Agave tequila.

suaveagave

SUAVEAGAVE.COM 3 fl. oz.

Directions: Fill a cocktail shaker with ice. Add 1 oz. Suave Agave Original Mix, 1/2 oz. of fresh lime juice and 1 1/2 oz. of Suave Agave Blanco Tequila. Cap and shake vigorously. Pour into a rocks glass and garnish with an lime wedge.

Share how you #keepitsuave and find cocktail recipes crafted for specially for Suave Agave tequila.

suaveagave

SUAVEAGAVE.COM 3 fl. oz.

Directions: Fill a cocktail shaker with ice. Add 1 oz. Suave Agave Strawberry Lime Mix, 1/2 oz. of fresh lime juice and 1 1/2 oz. of Suave Agave Blanco Tequila. Cap and shake vigorously. Pour into a rocks glass and garnish with an orange wedge.

Share how you #keepitsuave and find cocktail recipes crafted for specially for Suave Agave tequila.

suaveagave

SUAVEAGAVE.COM 3 fl. oz.

recipe

Suave Agave

collection

Instructions

1. Combine ingredients in shaker in the order listed, except sparkling beverage.

2. Cap and shake vigorously.

3. Strain into a chilled serving glass.

4. Top with sparkling beverage.

5. Garnish.

Glass: Collins

Garnish: Grapefruit

Glass Size: 12 oz.

Ingredients

1 1/2 oz. Suave Agave Tequila

1/2 oz. Suave Agave Blood Orange Mix

1/2 oz. Fresh Lime Juice

1 oz. Grapefruit Juice

1 oz. Club Soda

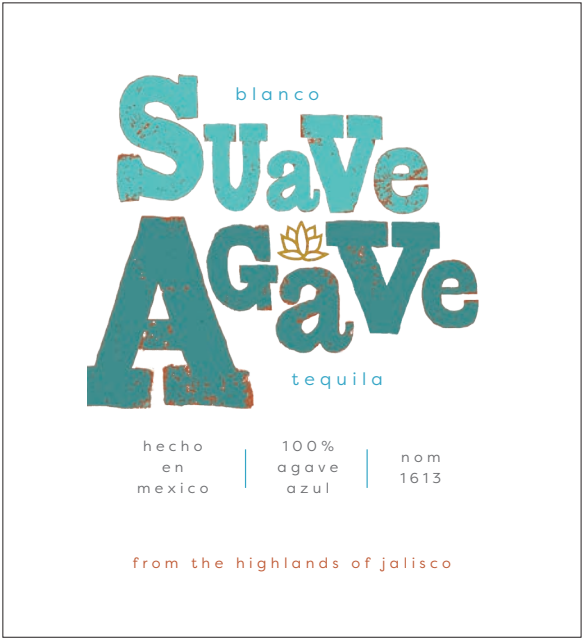
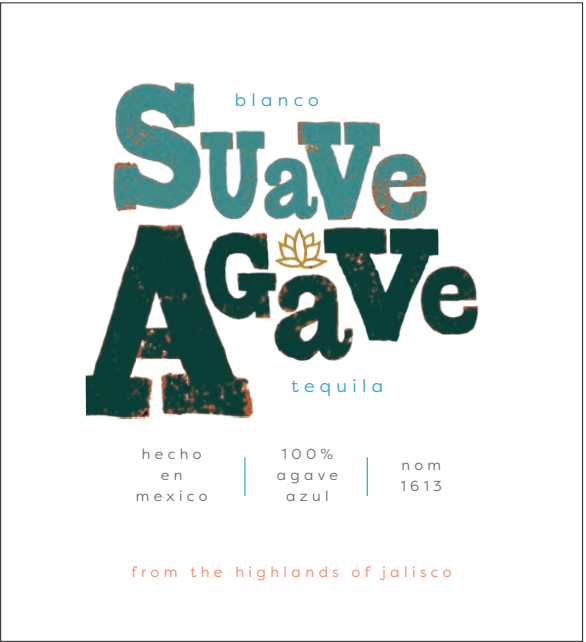
Share how you #keepitsuave and find more cocktail recipes crafted for specially for Suave Agave tequila.

SUAVEAGAVE.COM

suaveagave

blood orange paloma

LABEL ROUGHS



DESIGN CHOICES

TYPEFACES

Filson Pro, Book
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Filson Pro, Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Filson Pro, Medium
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Filson Pro, Black
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

COLOR PALETTE



TEQUILA LABEL FLATS

blanco

Suave Agave

tequila

40% alc/vol. 750ml

hecho en mexico

100% agave azul

nom 1613

from the highlands of jalisco

100% agave azul

Suave Agave

blanco tequila


Suave Agave (swah-vey uh-ga-vey) is the tequila to make any night smooth. Distilled in copper-lined pot stills, Suave Agave uses volcanic water to create the smoothest experience, batch after batch.

Agave	100% Blue Weber Highlands
NOM	1613
Roasting	Brick Oven
Stills	Copper Pot
Calories	96 per 1.5 oz
Carbohydrates	0g
Sugars	0g
Certified	Gluten Free

Notes of bright citrus with a smooth, fresh finish


Serving Size: 1.5 oz
Amount Per Serving: Calories 96,
Total Fat 0g, Total Carbohydrate 0g,
Protein 0g

Share how you #keepitsuave and find cocktail recipes crafted for specially for Suave Agave tequila.

 suaveagave

Government Warning:
1) According to the surgeon general, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects.
2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems

SUAVEAGAVE.COM



NOM 1613 80 PROOF - 750ML



SALT LABEL FLAT



RECIPE CARD FLATS



Instructions

1. Combine ingredients in shaker in the order listed, except sparkling beverage.
2. Cap and shake vigorously.
3. Strain into a chilled serving glass.
4. Top with sparkling beverage.
5. Garnish.

Glass: Collins
Garnish: Grapefruit
Glass Size: 12 oz.


Ingredients

- 1 ½ oz. Suave Agave Tequila
- ¼ oz. Suave Agave Blood Orange Mix
- ½ oz. Fresh Lime Juice
- 1 oz. Grapefruit Juice
- 1 oz. Club Soda

blood orange paloma

Share how you [#keepitsuave](#) and find more cocktail recipes crafted for specially for Suave Agave tequila.

SUAVEAGAVE.COM  [suaveagave](#)



Instructions

1. Fill serving glass full of ice.
2. Pour ingredients into mixing tin in order listed.
3. Add ice from serving glass
4. Cap, shake, and pour back into serving glass.
5. Add garnish and serve.


Glass: Hurricane
Garnish: Palm Frond, Pineapple
Glass Size: 16 oz.

Ingredients

- ¾ oz. Suave Agave Tiki Mix
- 1 ¼ oz. Dark Rum
- ½ oz. Amaretto Liqueur
- ¼ oz. Fresh Lime Juice
- 1 oz. Pineapple Juice
- 1 oz. Orange Juice

island maitai

Share how you [#keepitsuave](#) and find more cocktail recipes crafted for specially for Suave Agave tequila.

SUAVEAGAVE.COM  [suaveagave](#)



Instructions

1. Combine ingredients in shaker in the order listed, except sparkling beverage.
2. Cap and shake vigorously.
3. Strain into a chilled serving glass.
4. Top with sparkling beverage.
5. Garnish.

Glass: Collins
Garnish: Mint Sprig, Strawberry
Glass Size: 14 oz.


Ingredients

- 1 ½ oz. Suave Agave Strawberry Lime Mix
- ¾ oz. Fresh Lime Juice
- 1 ½ oz. Light Rum
- 4 ea. Mint Leaves
- 1 oz. Club Soda

strawberry lime mojito

Share how you [#keepitsuave](#) and find more cocktail recipes crafted for specially for Suave Agave tequila.

SUAVEAGAVE.COM  [suaveagave](#)



Instructions

1. Muddle fruit/herbs and Suave Agave product(s) in shaker.
2. Add remaining ingredients except sparkling beverage.
3. Cap and shake vigorously.
4. Pour into serving glass and add any needed ice.
5. Top with sparkling beverage and garnish.


Glass: Tall/Pint
Garnish: Lime, Mint
Glass Size: 16 oz.

Ingredients

- 1 oz. Suave Agave Original Mix
- 8 Leaves of Mint
- 2 Lime Wedges
- 1 ½ oz. Premium Light Rum
- Ice
- Top Club Soda


lime mojito

Share how you [#keepitsuave](#) and find more cocktail recipes crafted for specially for Suave Agave tequila.

SUAVEAGAVE.COM  [suaveagave](#)


MIXER LABEL FLATS







Directions: Fill a cocktail shaker with ice. Add 1 oz. Suave Agave Blood Orange Mix, ½ oz. of fresh lime juice and 1 ½ oz. of Suave Agave Blanco Tequila. Cap and shake vigorously. Pour into a rocks glass and garnish with an orange wedge.

Share how you [#keepitsuave](#) and find cocktail recipes crafted for specially for Suave Agave tequila.


 [suaveagave](#)



SUAVEAGAVE.COM \$ 1.00




Directions: Fill a cocktail shaker with ice. Add 1 oz. Suave Agave Original Mix, ½ oz. of fresh lime juice and 1 ½ oz. of Suave Agave Blanco Tequila. Cap and shake vigorously. Pour into a rocks glass and garnish with a lime wedge.

Share how you [#keepitsuave](#) and find cocktail recipes crafted for specially for Suave Agave tequila.

 [suaveagave](#)



SUAVEAGAVE.COM \$ 1.00



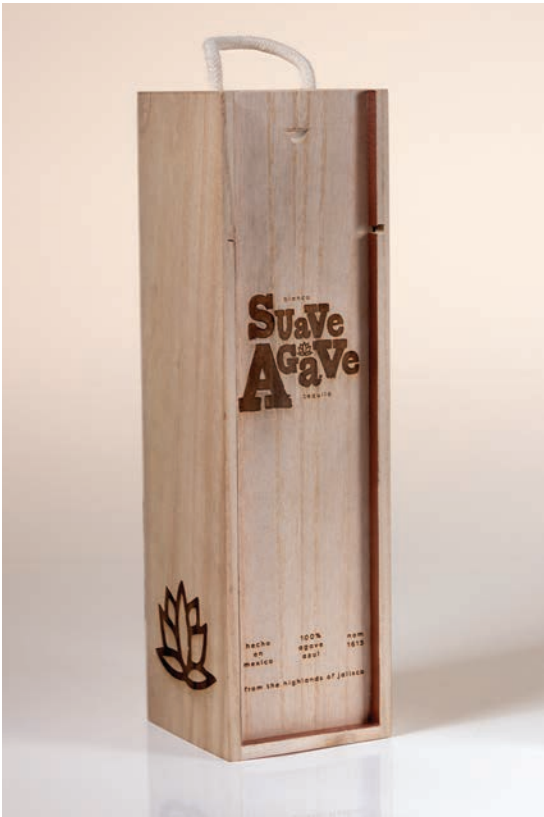
Directions: Fill a cocktail shaker with ice. Add 1 oz. Suave Agave Berry Lime Mix, ½ oz. of fresh lime juice and 1 ½ oz. of Suave Agave Blanco Tequila. Cap and shake vigorously. Pour into a rocks glass and garnish with a strawberry half.

Share how you [#keepitsuave](#) and find cocktail recipes crafted for specially for Suave Agave tequila.

 [suaveagave](#)


SUAVEAGAVE.COM \$ 1.00

TEQUILA PACKAGING



MIXER AND RECIPE CARD SET



SALT PACKAGING



COASTER SET



FINAL SET



2 UNITED WE DREAM
Campaign for Good

CREATIVE BRIEF

client

United We Dream is the largest immigrant youth-led community in the country. Regardless of immigration status, UWD serves to provide a safe space for young people. This organization hopes to extend support to immigrant youth and empower them to believe their voice should be heard.

objective

Approximately 30,000 to 40,000 people are deported from the United States every day. Of that number, twenty-four immigrants have died in ICE custody during the Trump Administration. Additionally, around 100,000 immigrants are estimated to graduate from high school across the United States every year. With an increase in rising support against immigration, the United States is in danger of losing diversity, diversified local economies, and a steady population base.

target audience

Young adults to senior men and women. There are 4.1 million US citizen children under the age of eighteen that live with at least one undocumented parent. There are 5.9 million US citizen children under the age of 18 that live with an undocumented family member. Half a million US citizen children have experienced the apprehension and deportation of at least one parent.

situational analysis

As the nation grows more divided on the issue of immigration, children are left in the middle. The decision of immigration and deportation is not so black and white. Increased aversion to immigrants leads to heightened tensions and exacerbated racial stigma. 49% of Latinos have a serious concern about their place in the United States. 25% of first and second generation Latinos were told to "go back home."

call to action

Calling people to consider the gray area in an issue that is not so black and white. Think about the things the United States could lose by becoming so polarized on one issue.

deliverables

11 x 17 poster
series of three, sequential full page ads
landing page of a web site
public transportation application
one interactive promotion item

mandatories

logo
website: <https://unitedwedream.org>
migrawatch hotline: 1-844-363-1423

timeline

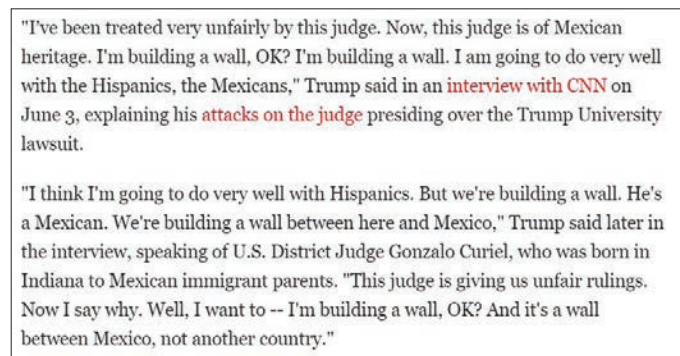
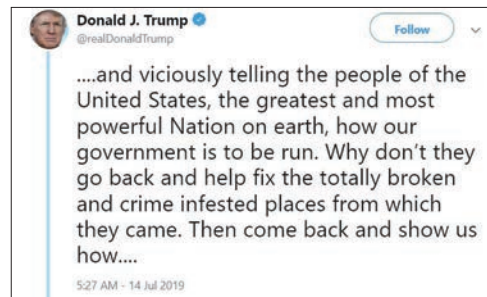
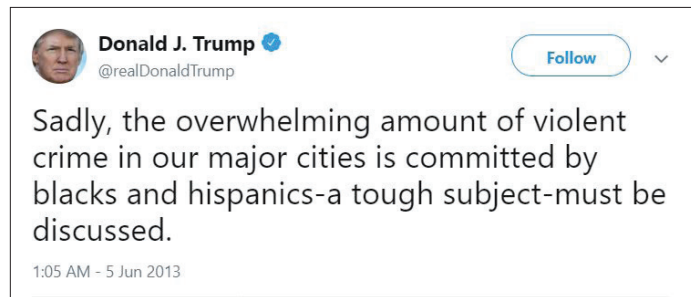
brief: 2 hours
research: 14 hours
concepts: 20 hours
sketches: 20 hours
digital drafting: 20 hours
digital refinement: 20 hours
final revision: 20 hours

budget

base rate: \$25/hour
estimated cost: \$2900



RESEARCH



"Everything's coming across the border: the illegals, the cars, the whole thing," Trump [said at an event](#) hosted by Texas Patriots PAC. "It's like a big mess. Blah. It's like vomit."

"How do you stop these people? You can't, there's —" Trump said, cutting himself off as a rally attendee yelled back, "Shoot them."

"Well, I am not a racist, in fact, I am the least racist person that you've ever encountered. I'll give you an example."

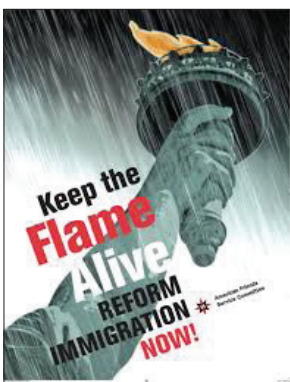
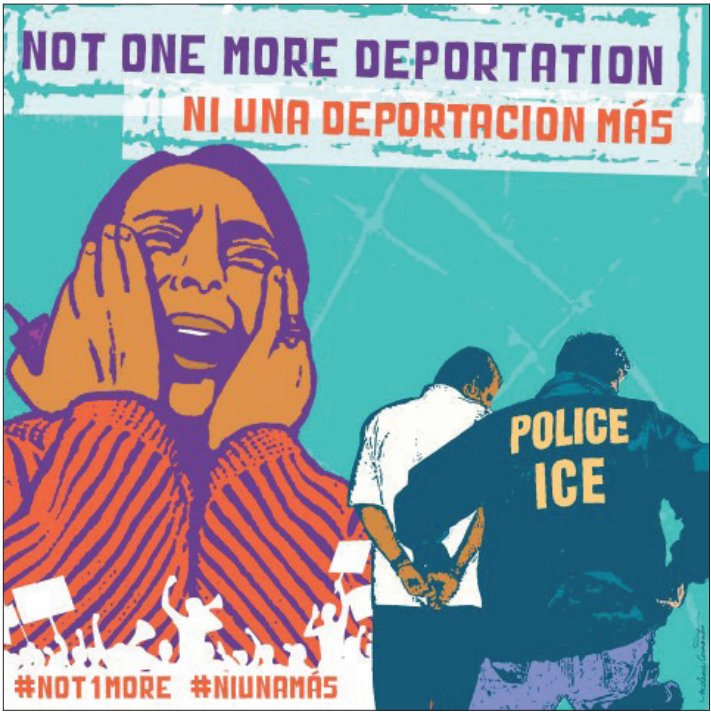
Donald Trump [kicked off his presidential bid](#) more than a year ago with harsh words for Mexico. "They are not our friend, believe me," he said, before disparaging Mexican immigrants: "They're bringing drugs. They're bringing crime. They're rapists. And some, I assume, are good people."



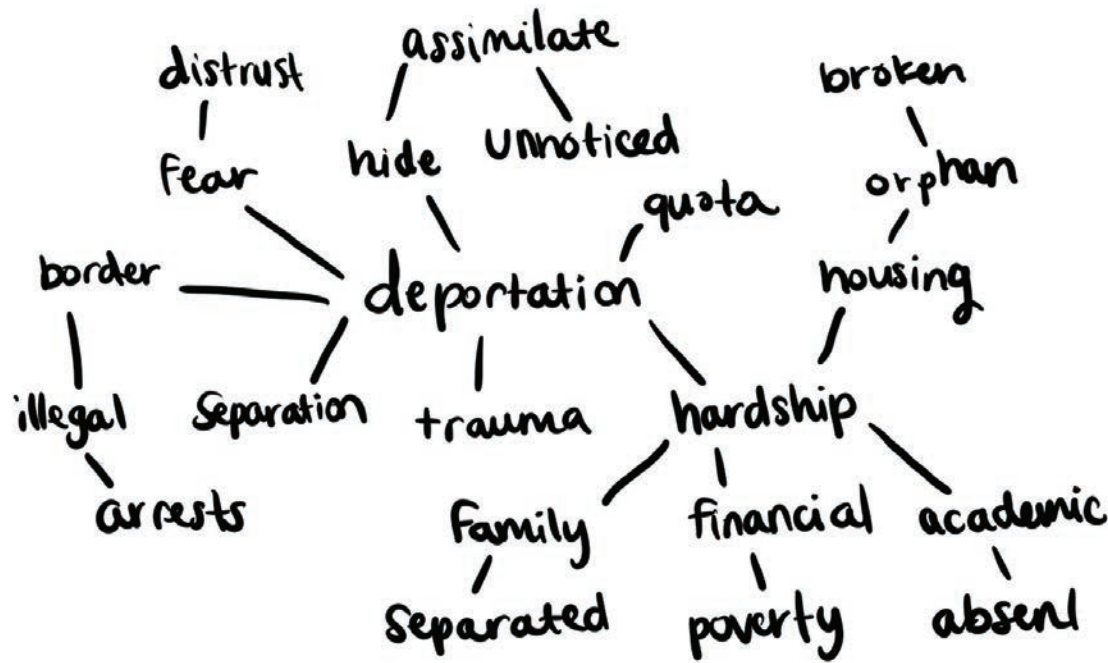
MOOD BOARD



INSPIRATION



WORD MAP



I just need a job.

→ "Because of the DACA blessing for me, being an immigrant in the US is a wonderful story. I pay my taxes and all other fees required of me. I am proud of who I am."

You just need to leave.

→ "They're bringing drugs. They're bringing crime. They're rapists. They're laughing at us, at our stupidity. Go back and help fix the totally broken and crime infested places from which they came."

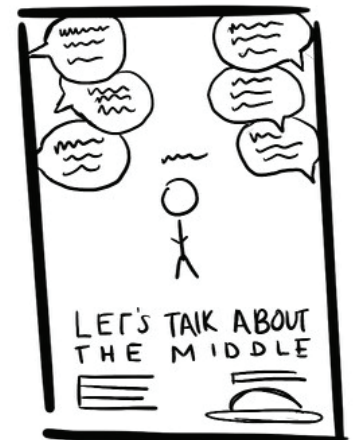
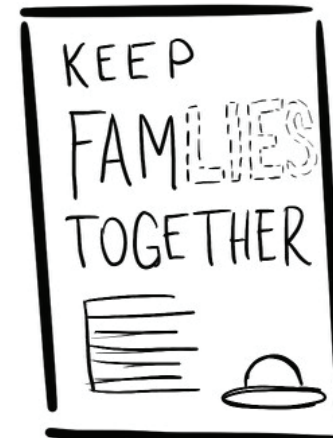
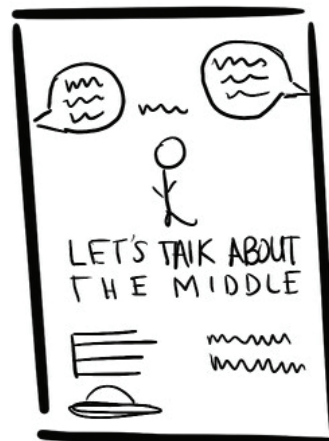
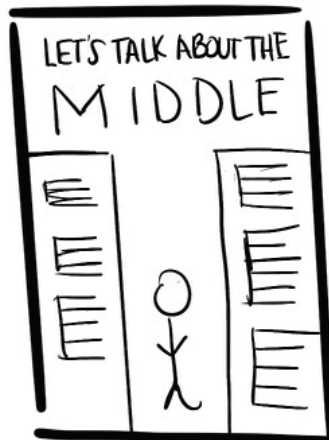
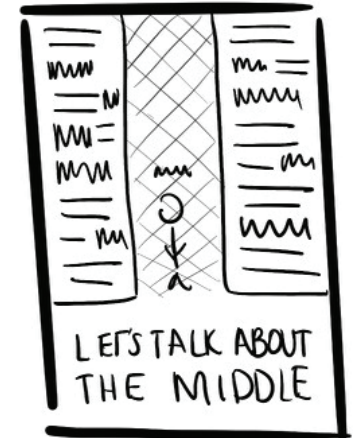
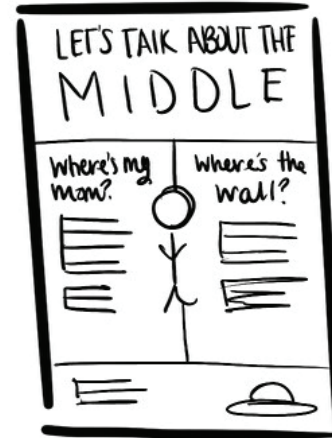
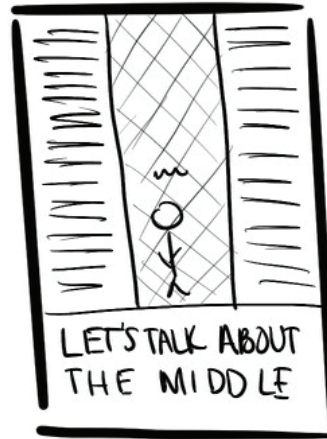
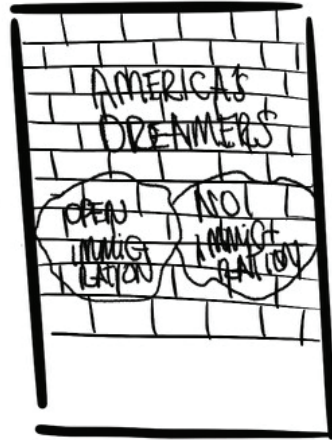
I just want an education.

→ "The US is the only home I have ever known. We are here so I could get a good education and a better life. I will be a first generation college graduate. I am proud of who I am."

You don't deserve to have one.

→ "How do you stop these people? You can't. They're sending people that have lots of problems and they're bringing those problems. Go back and help fix the totally broken and crime infested places from which they came."

SKETCHES



DESIGN CHOICES

TYPEFACES

Avenir
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

VARIETY KILLER
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

COLOR PALETTE



**LET'S TALK ABOUT
THE MIDDLE**

The United States
HOME is the only
I have ever
known. I PAY my TAXES
and all other fees required
of me. I am a first generation
COLLEGE GRADUATE.
I am **PROUD**
of who I am.
America's most valuable asset is its
DIVERSITY.
I could get a **GOOD**
EDUCATION and a
BETTER LIFE. I learned
my lesson from the
country's past racial control
policy. Because of the DACA fleeing,
IMMIGRANT me, being an
in the United States, is a real
story. I want the government to treat
DIGNITY and RESPECT, so with
me are **BORN** in America.
That is why we are IMMIGRATION
in OUR ORIGIN STORY. We can never
say it often or loudly enough.
Immigrants and refugees
REVITALIZE and
RENEW America.

what's my race?

**THIS IS AN
INVASION
OF THE
COUNTRY
BY
MILITARY
FOR YOU!
How do you
these people? **STOP**
YOU CAN'T SHOOT THEM!
We're going to build a
GREAT WALL.
I'm the least RACIST person you
have ever met. The overwhelming
amount of violence is **CRIME**
in our major cities.
is committed by
BLACKS AND HISPANICS
though insufficient to discuss.
THEY'RE bringing DRUGS.
THEY'RE BRINGING CRIME.
THEY'RE RAPISTS.
Go back
and help fix the totally
BROKEN and CRIME
infected places from which
they came. **ILLEGAL**
are like "VOMIT" crossing
the BORDER.**

**LET'S TALK ABOUT
THE MIDDLE**

LET'S TALK ABOUT THE MIDDLE

Where's the wall?

Where's my mom?

There are 6.1 million U.S. citizens children under the age of 18 years old that live with at least one undocumented parent. And a million U.S. citizen children have experienced the apprehension and deportation of at least one parent.

A question that will be possible to answer is the very young number of the apprehension the first young number of who are 10 years old or younger between 2013 and the end of 2017 who have at least one U.S. citizen sibling. Despite the different fact and how their parents go to the border facility.

United Way's Center for

LET'S TALK ABOUT THE MIDDLE

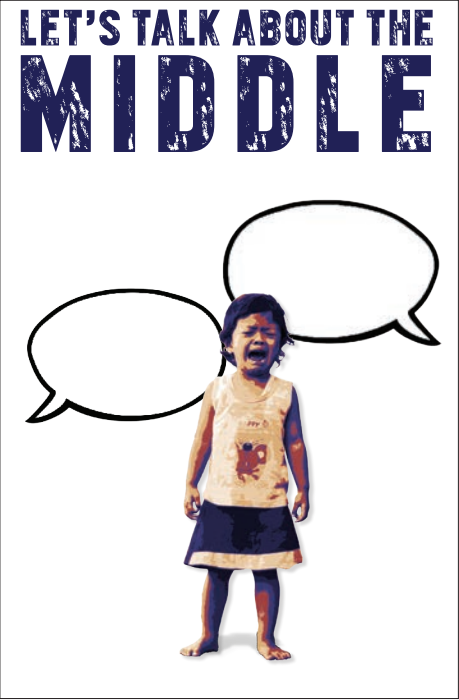
You just need to leave.

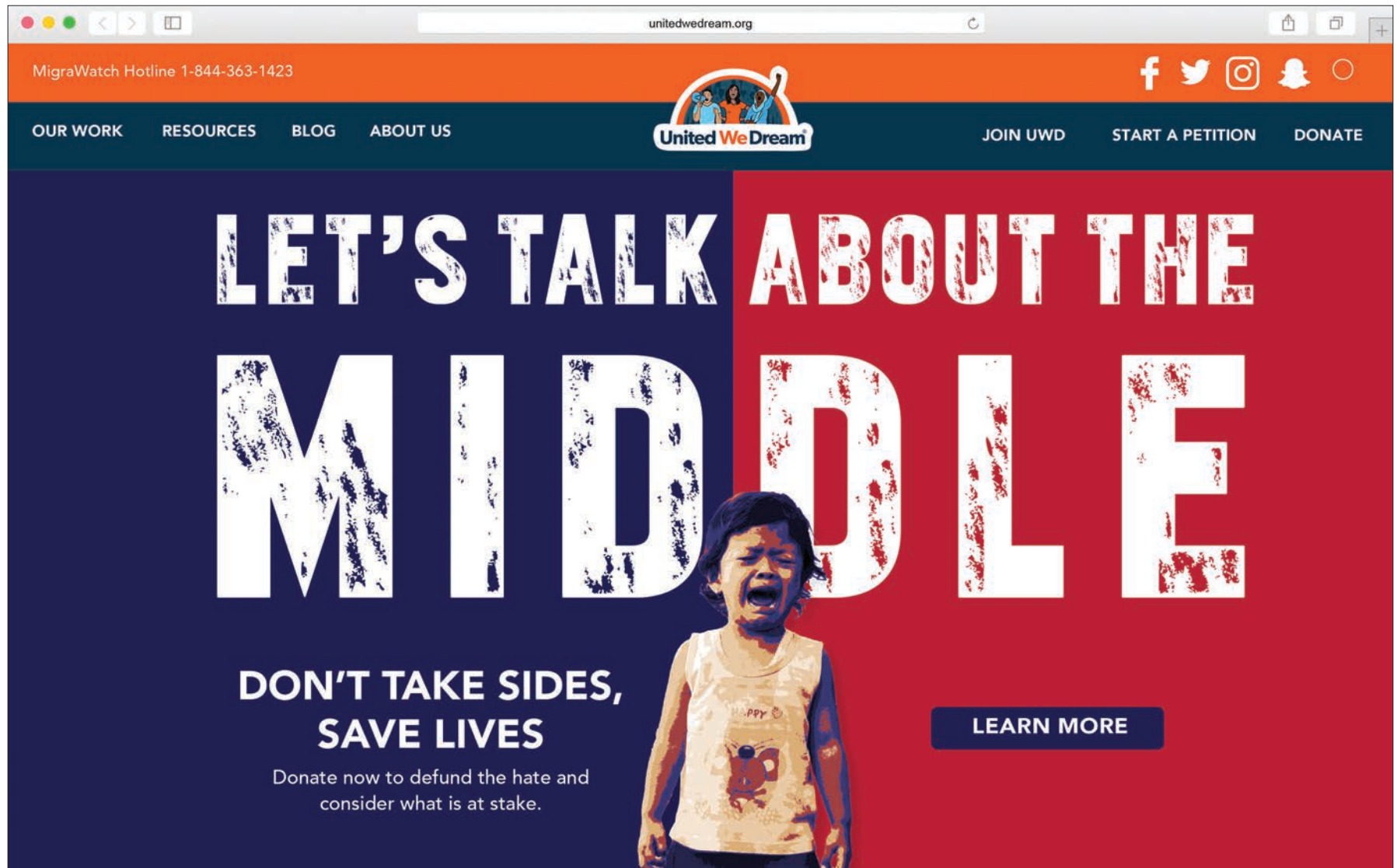
I just need a job.

"A sensation that will be proved by every television set with it, the middle of the argument that is the growing presence of cable, it's the argument over the 100-hour television season and the fact of it all. All that is, the fact is, it's a new idea. Unlike the children that will have their parents in the back of the house."

"The Middle is a new idea. Unlike the children that will have their parents in the back of the house."

Universal Kids Channel
A Division of NBCUniversal







LET'S TALK ABOUT THE MIDDLE

Where's my mom?

There are 4.1 million U.S. citizen children under the age of 18 that live with at least one undocumented parent. Half-a-million have experienced the apprehension and deportation of at least one parent.*

*Statistics provided by the American Immigration Council.

*Provided by Donald Trump interviews, addresses, and tweets.



Where's the wall?

"We are going to build a great wall! Illegal immigrants are like vomit crossing the border! This is an invasion of our country and our military is ready and waiting for you!"*

"Where's my mom?" is a question that will be posed by the children who are left in the middle of this argument. Between 2015 and the end of 2017, ICE has deported over 80,000 people who have at least one U.S. citizen child. The children are not wrong. Let's be on their side.



DON'T TAKE SIDES, SAVE LIVES

unitedwedream.org • migravatch hotline: 1-844-363-1423

LET'S TALK ABOUT THE MIDDLE

I just need a job.

"Because of the DACA blessing, for me, being an immigrant in the U.S. is a wonderful story. I pay my taxes and all other fees required of me. I really like it here. My family likes it here, too. I am proud of who I am."*

*Insourced by immigrant interviews and stories.
*Provided by Donald Trump interviews, addresses, and tweets.



You just need to leave.

"They're bringing drugs. They're bringing crime. They're rapists. They're laughing at us, at our stupidity. Go back and help fix the totally broken and crime infested places from which they came."*

"I just need a job," a plea made by individuals who are just looking for a way to support themselves and their family, not a hardship. Over 20 percent of the U.S. workforce is immigrant. They are willing and ready to work, to earn their dream in a place that cannot do not rule.



DON'T TAKE SIDES, SAVE LIVES

LET'S TALK ABOUT THE MIDDLE

I just want an education.

"The U.S. is the only home I have ever known. I learned that my world was not cozy. The drug cartels control the city. We are here so I could get a good education and a better life. I will be a first generation college graduate. I am proud of who I am."*

*Insourced by immigrant interviews and stories.
*Provided by Donald Trump interviews, addresses, and tweets.



That just doesn't matter.

"How do you stop these people? You can't. They're sending people that have problems and they're bringing them here. Go back and help fix the totally broken and crime infested places from which they came."*

"I just want an education," a plea made by young adults who want to create a better life for themselves. Nearly 2 million immigrants and second-generation Americans represent almost 20 percent of all U.S. college students, according to the Migration Policy Institute. They should have a chance to realize their dreams.



DON'T TAKE SIDES, SAVE LIVES

LET'S TALK ABOUT THE MIDDLE

The UNITED STATES
is the only HOME
I have ever known.
I PAY my TAXES

I am a first
generation
COLLEGE
GRADUATE.

I am PROUD
of who I am.

America's most
valuable asset is
its DIVERSITY.

We are here so I could
GET AN EDUCATION
to have a better life.

I want the
government
to treat us
with dignity
and respect.



This is an INVASION of
our COUNTRY and
our MILITARY is waiting!
How do you stop
these people?

YOU CAN'T. We're
going to build a
GREAT WALL.
THEY'RE bringing
BUGS. THEY'RE
bringing crime.
THEY'RE RAPISTS.

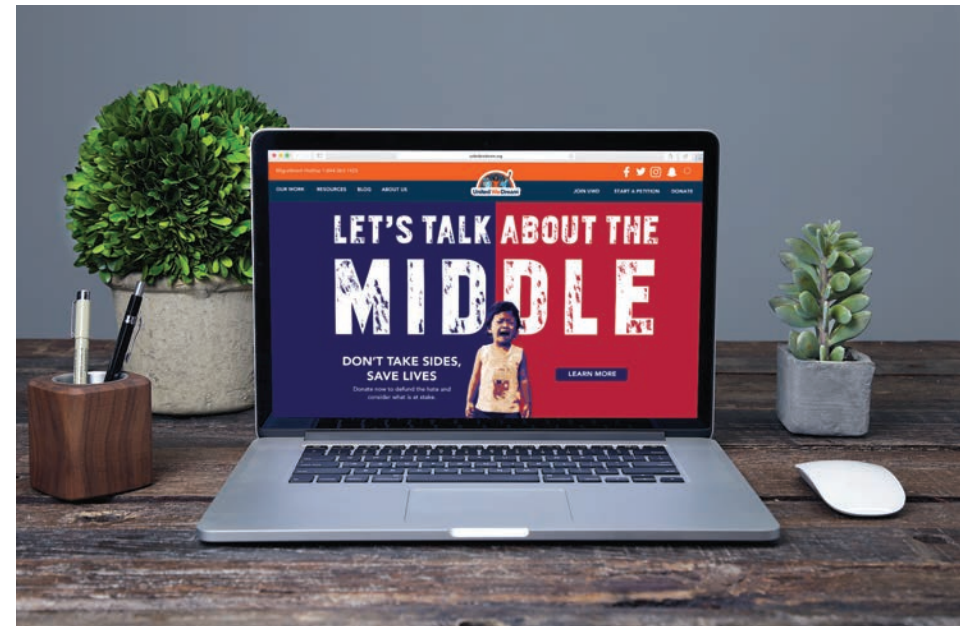
Go back and help
fix the totally
BROKEN and CRIME
infested places from
which they came.

Illegal immigrants
are like "VOMIT"
crossing the BORDER.



DON'T TAKE SIDES, SAVE LIVES
unitedwedream.org • [migrawatch hotline: 1-844-363-1423](tel:18443631423)

FINAL MOCKUPS



3 **ONE OF A KIND**
Corporate Identity

PROJECT OVERVIEW

BACKGROUND/PROJECT OVERVIEW

This is a non-profit organization founded in November 2005. It is dedicated to saving the lives of animals that are in imminent danger of being euthanized and spaying/neutering and adoption of homeless animals.

CLIENT MISSION STATEMENT

Their mission is to save the lives of animals in danger of euthanasia and help find them better lives through rescue and adoption.

OBJECTIVES

One of a Kind Pet Rescue requires a new logo and supporting identity system. The new identity will be a more simple representation of the Rescue's mission.

TARGET AUDIENCE(S)

The primary audience are those that are looking to adopt a pet and/or spay/neuter their current pets.

KEY COMPETITORS

- Summit County Animal Shelter
- Heaven Can Wait
- Stay-a-While Cat Shelter

MAIN IDEA

All deliverables should describe the pet rescue's commitment to animals and the community. It should reflect their quality of care and ease of adoptions.

DELIVERABLES

- Logo
- Business cards
- Letterhead, stationery, and envelopes
- Website
- HTML Email Template
- Magazine advertisement
- Care package
- Leashes, collars
- Vehicle Wrap
- Aprons

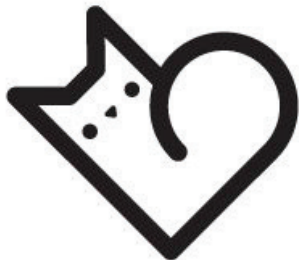
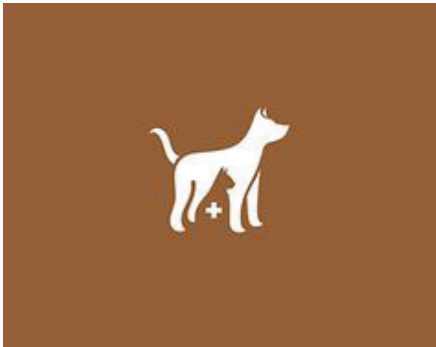
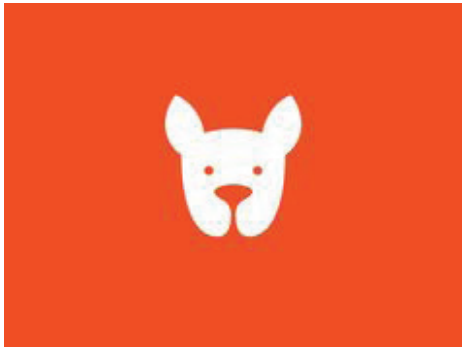
CURRENT LOGO



CURRENT BRANDING SYSTEM



LOGO INSPIRATION



DESIGN CHOICES

TYPEFACES

Futura

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

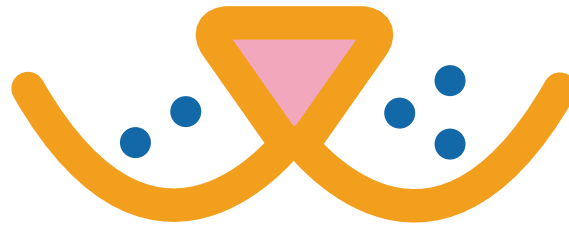
HWT Gothic Round
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

COLOR PALETTE



LOGO ROUGHS





one of a kind
pet rescue

EXTERIOR SIGNAGE CONCEPT



4 WIRED MAGAZINE

Magazine Redesign

RESEARCH

WIRED MAGAZINE

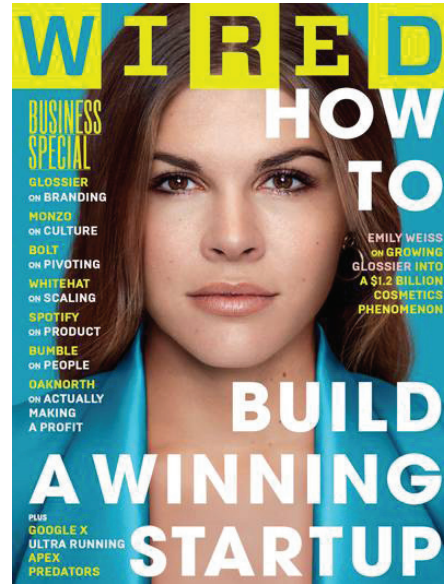
ABOUT

Wired Magazine's first issue was in January 1993. It is also published in print and online editions. It focuses on technologies affect on culture, science, economy and government. Although, not an avid reader, it would be an interesting redesign since it has such a strong identity.

MISSION STATEMENT

WIRED fearlessly champions tomorrow and explains the surprising ways we'll get there. WIRED is your co-pilot for change.

CURRENT MAGAZINE



CONDÉ NAST
NEXT GEN

WIRED

Editor in Chief: Nicholas Thompson

CBO/Division: Chris Mitchell/The Culture Division

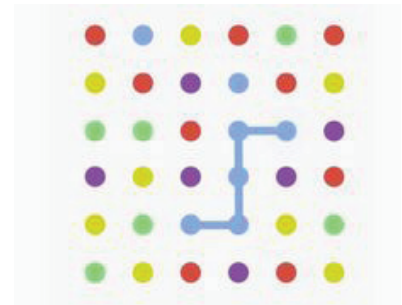
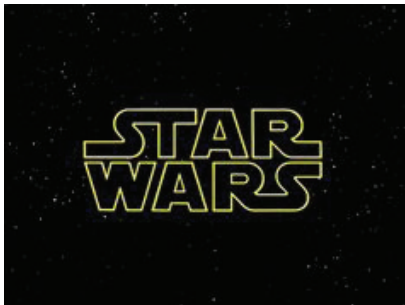
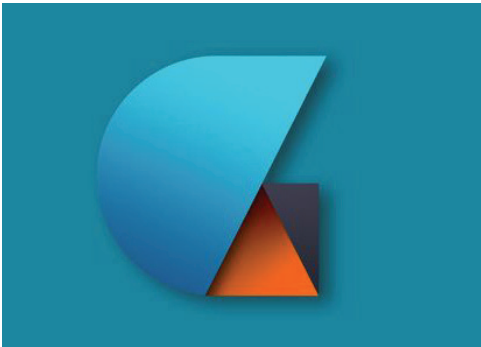
Mission Statement: WIRED fearlessly champions tomorrow and explains the surprising ways we'll get there. WIRED is your co-pilot for change.

PRINT DEMOS	2018	DIGITAL DEMOS	2018
Aud (000)	3.1M	Aud (000)	19.3M
Median HHI	\$99,874	Median HHI	\$80,394
Median Age	42	Median Age	48
Male/Female	77%/23%	Male/Female	55%/45%
Age 18-34	1.1M	Age 18-34	5.2M
Age 35+	2.1M	Age 35+	14.1M
HHI 100K+	1.6M	HHI 100K+	7.5M

SOCIAL	FOLLOWERS	% YOY	DIGITAL TRAFFIC	2018	% YOY
Facebook	2,901,519	9%	Unique Visitors	19.7M	40%
Instagram	779,705	28%	Page Views	59M	40%
Twitter	10,380,203	8%	Visits	28M	20%
YouTube	2,693,487	91%	Avg Min/Visitor	5.9 Min	36%
Total	19,848,279	14%			

CIRCULATION	1H 2018	% YOY
Total Circulation	879,522	1%
Total Subscriptions (Paid & Verified)	864,685	1%
Total Single Copies	14,837	-15%
Ratebase	850,000	N/A
Issues/Year	12X	

MOOD BOARD



TYPE EXPLORATION

BUNGEE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

WIRED MAGAZINE

PIXELATED

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

WIRED MAGAZINE

HATCH - MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

WIRED MAGAZINE

FUTURA- BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

WIRED MAGAZINE

OSWALD - LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

WIRED MAGAZINE

DM SERIF TEXT - REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
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WIRED MAGAZINE

AVENIR - BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
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WIRED MAGAZINE

GILL SANS NOVA - LINE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

WIRED MAGAZINE

RALEWAY - REGULAR

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WIRED MAGAZINE

OPEN SANS - SEMIBOLD

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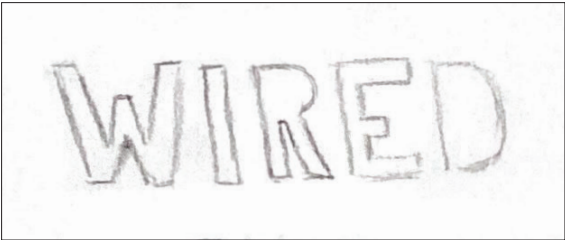
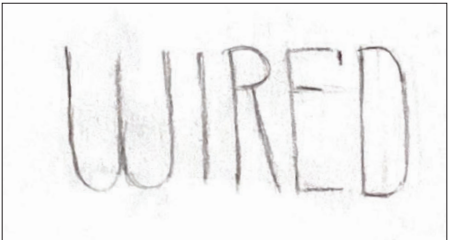
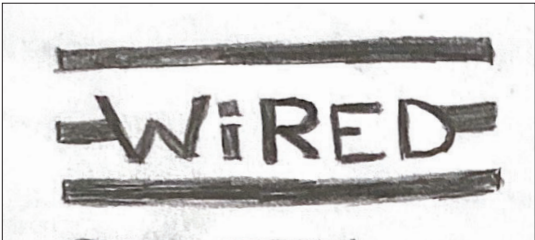
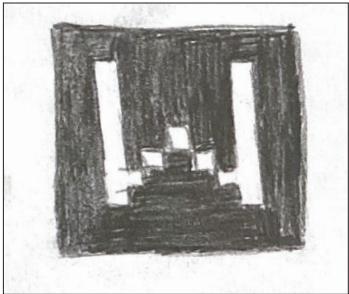
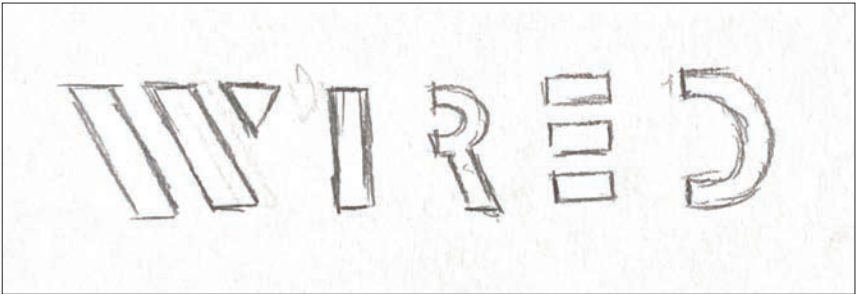
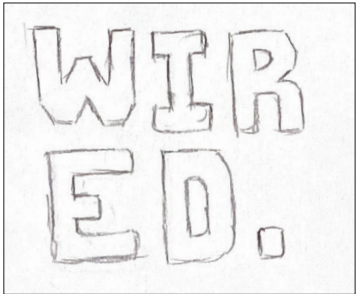
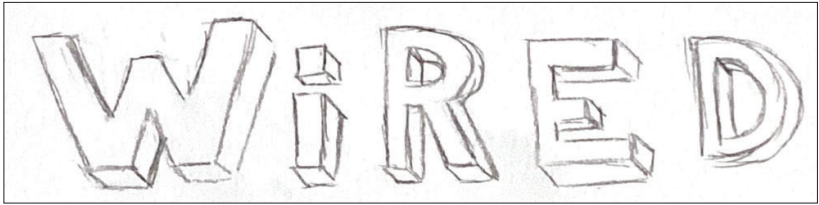
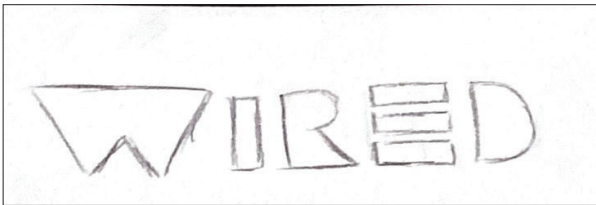
WIRED MAGAZINE

INSPIRATION

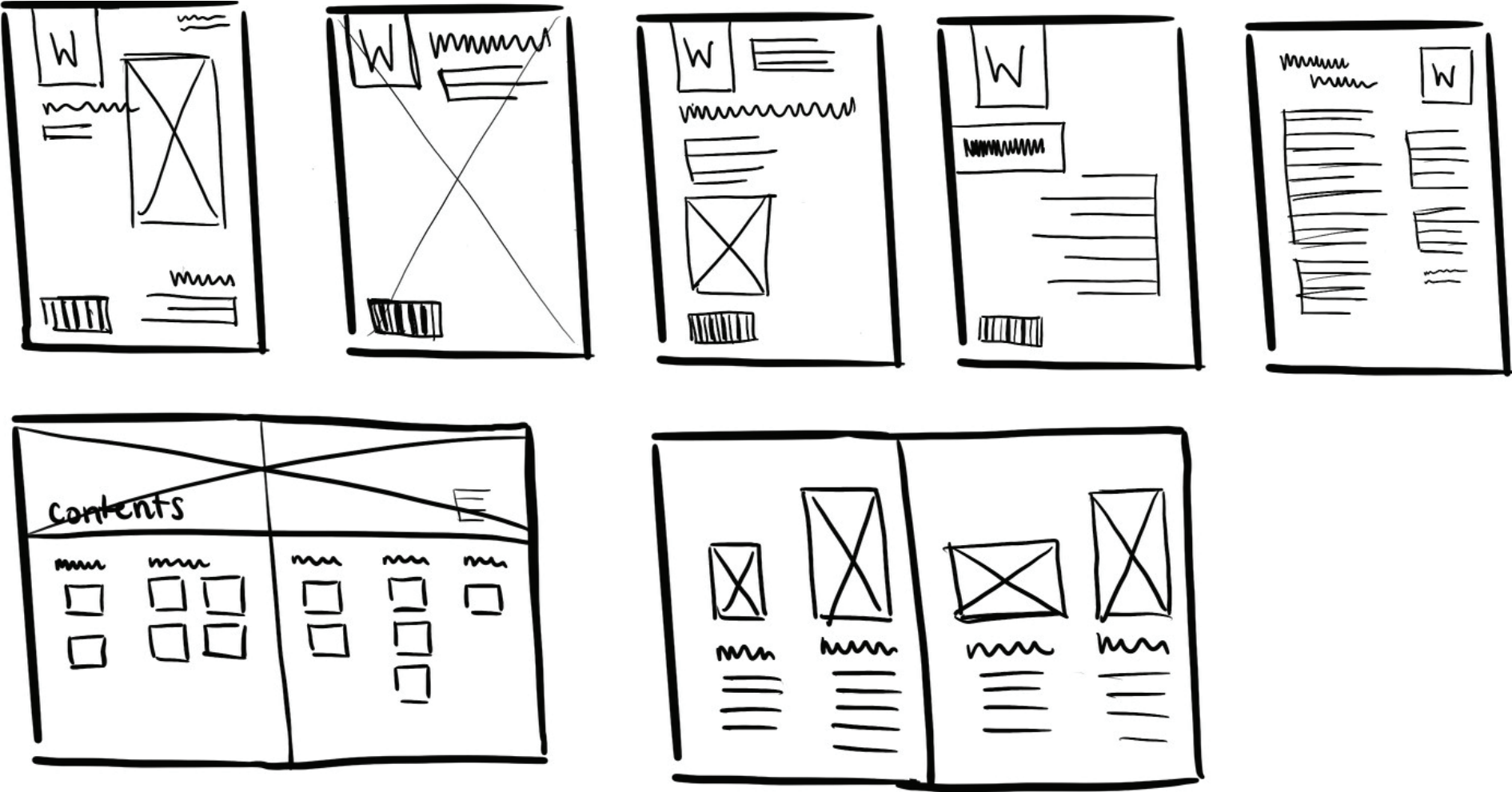




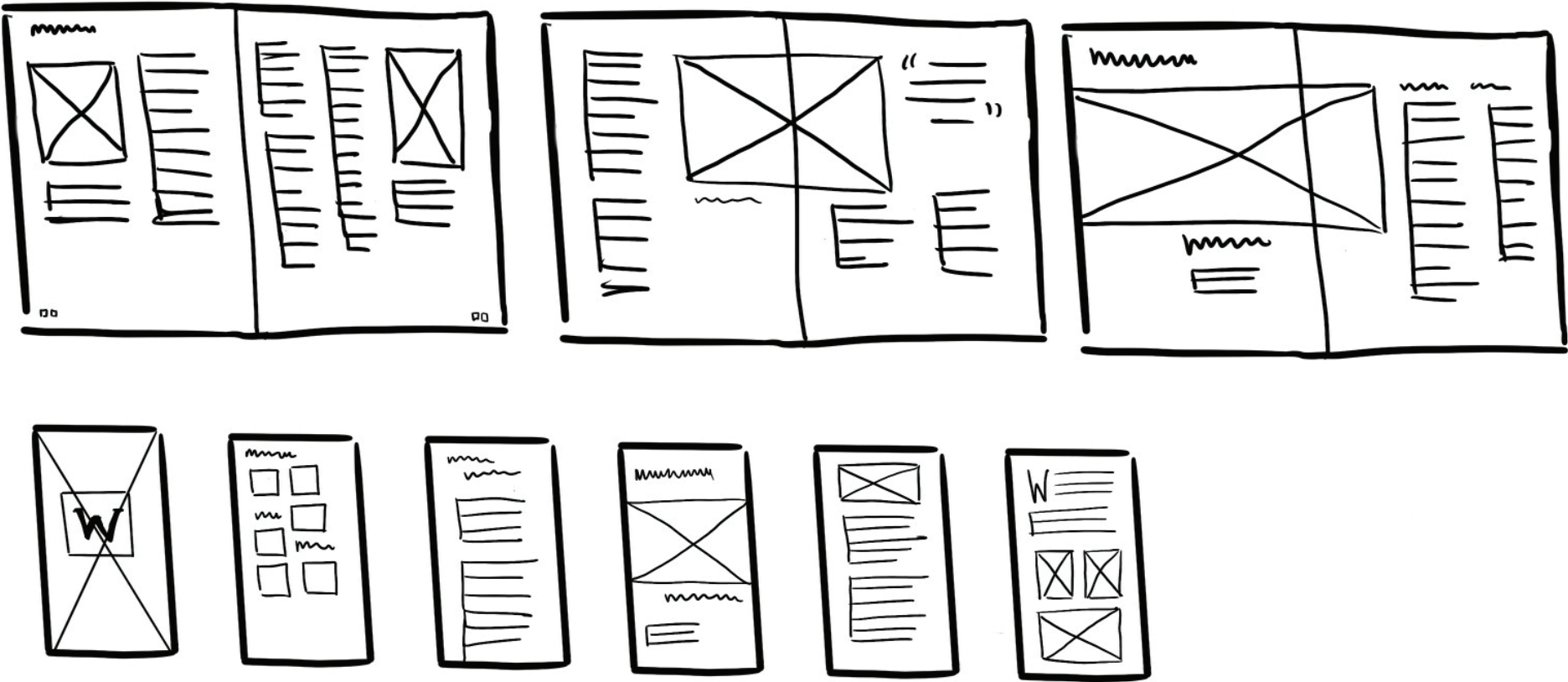
SKETCHES



SKETCHES



SKETCHES



DESIGN CHOICES

TYPEFACES

Avenir

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

DM Serif Text

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

COLOR PALETTE





WIRED MAGAZINE



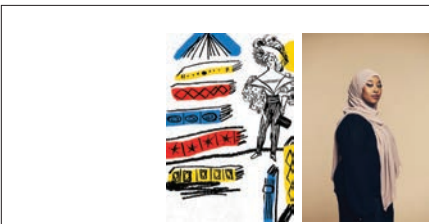
WIRED MAGAZINE



WIRED MAGAZINE







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14 rants and raves

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28 micro-tasks are the
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photograph by Jessica Chou

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coding genius

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in this issue

MEET THE IMMIGRANTS



WHO TOOK ON AMAZON

How a Group of Somalis Became Leaders in the Fight to Change a Tech Behemoth

by Jessica Bruder
with additional reporting
by Saraswati Rathod

It was 11 days before Christmas in 2018,

and Amazon's warehouse in Shalopoke, Minnesota, was operating at full tilt. At the rear of the facility, waves of semi-trucks backed up to a long row of loading docks, some disgorging crates of new merchandise and others filling up with outbound packages. Inside the warehouse, within dark, cyclone-fenced enclosures, thousands of dull robot pickers performed a mule ballet, ferrying towers of merchandise from one place to another. And throughout the cavernous interior, yellow bins brimming with customer orders zipped along more than 10 miles of conveyor belts, which clattered with a thunderous din.

Negotiating at the distances and tasks that fall between those pieces of machinery were the people. Like most of the 115,000 U.S. facilities that Amazon calls fulfillment centers, the warehouse known as MSP1—named for its proximity to the Minneapolis-Saint Paul airport—employs more than a thousand workers, including hordes of temp-hires brought in for the holidays. They power-walked (running was forbidden) across roughly 850,000 square feet of polished concrete, following green-painted paths or what amounted to a grid of yellow lines that spaced off 14-foot football fields.

Among them was William Stolz, 24, a portable Pk system, and the first speaker resumed an ecstatic welcome: "US representative that Omar, who had just weeks before become the first Somali American elected to Congress, promptly led the group in singing "Ani Issewahan Wabiyayayay" ("Let's Go Together With Our Brothers and Sisters"), a classic Somali solidarity anthem.

In the warehouse. Unlike him, most of his fellow workers were Somali Muslim immigrants. Many of their faces were framed by hijabs.

Clicking out quietly, they walked through airport-style metal detectors, past private security guards. They stopped at their lockers to bundle up in heavy coats, gloves, and hats. "We gathered by the front doors for a few minutes," Stolz recalls. "That way, if anybody was coming out late, they wouldn't get scamed."

Stolz estimates that about 50 workers assembled before they streamed out into the bracing air. Amazon says the number of workers who walked out that day was more like 15. A cheer rose up from the far side of the warehouse parking lot, where a crowd of off-duty Amazon workers and local community allies—more than 200 by some estimates—had been watching the doors and waiting for them. They stood amid patches of trampled snow as the strikers crossed the asphalt to meet them. The protesters brandished signs that said, "Salah jobs over!" and "Respect the East African community."

Stolz settled into a place at the edge of the crowd. He had joined friends at political protests before, but he'd never participated in anything like this. As American labor rallies go, this one offered a striking remix of the genre's usual conventions. The organization presiding over the event was not a union but a fledgling organization called the Awad Center, whose motto was "Building Black African Worker Power." (Awad is the Somali word for power.) In the middle of the crowd was a portable Pk system, and the first speaker resumed an ecstatic welcome: "US representative that Omar, who had just weeks before become the first Somali American elected to Congress, promptly led the group in singing "Ani Issewahan Wabiyayayay" ("Let's Go Together With Our Brothers and Sisters"), a classic Somali solidarity anthem.



presented their Amazon badges in the lobby and disappeared through the turnstiles, back to the grind of robots and conveyor belts and Christmas.

All told, the walkout at MSP1 lasted less than two hours. Amazon characterized it as a "small protest" rather than a strike, arguing that it had no appreciable impact on operations. But according to multiple labor experts, it marked the first coordinated strike at an Amazon warehouse in North America—and it wouldn't be the last time that workers in Shalopoke would set precedent. As the protesters cleared away from the police line, they chanted "Amazon, we'll be back," and they would soon come good on the promise.

In the 25 years since Amazon was founded, it has become the second-largest private employer in the United States. Over that time, the company has displayed an extraordinary knack for detaching its own terms to suppliers, local governments, and laborers. For years, the company has induced cities and states to compete to host Amazon facilities. It has managed to extract tax breaks, costly infrastructure upgrades, and valuable public data, even as it builds out a logistics network without

peering in lockers for fear of missing their Amazon productivity rates. (Amazon disputed this account of its working conditions.) Then came stories that Amazon delivery drivers—who, according to ProPublica, are required to deliver 199 out of 200 packages on time—have been involved in scores of serious road accidents. (Amazon countered that "the vast percentage of deliveries" arrive without incident.)

Donald Trump has thrived against the company's effect on retailers on Twitter. U.S. senator Elizabeth Warren has made branding up Amazon a theme of her presidential campaign. In September of 2018, with Amazon in its sights, U.S. senator and Democratic presidential candidate Bernie Sanders introduced a bill to tax large corporations whose low-wage workers rely on government assistance. He called it the Stop Bad Employers by Zeroing Out Subsidies—or Stop Bases—Act.

Last year, in a rare concession, Amazon raised the minimum wage for all of its U.S. employees to \$15 an hour. In a statement, Bates said to our critics: "But critics keep lying up, some of them inside Amazon's own buildings."

In many ways, MSP1 is just the latest of the dozens of Amazon fulfillment centers in the U.S. But it differs in at least one significant respect: At least 20 percent of its workers are East African. Many are Somali Muslims who have been in the country for only a few years. Some are refugees who survived years of civil war and displacement, only to face an unwelcome sentiment and Islamophobia in their new home.

This relatively small group—bound together by shared neighborhoods, mosques, calls, and Somali shopping malls—has managed to pull off feats of organizing unmatched by workers at any other Amazon warehouse in America. The group has staged walkouts, brought management to the negotiating table twice, demanded concessions to accommodate Muslim worship practices, and commanded

TOTALLY WIRED

diaries of an
unbridled digitopian

Recently, my partner ducked into the market for enzyme spikes. It's Lab-Grown Taco Tuesday! Watching through the window, I saw them consider two checkout lines. One looked significantly longer but was entirely self-checkout. My partner turned toward the shorter queue with erroneous human cashiers. Not! I silently pleaded, that way lies damnation! At the final moment, as I yelled them off, they course-corrected.

Such cerebral synchronicity, a true mind-meld, is perhaps the most intoxicating manifestation of something I seek everywhere I can. I've always been voraciously incurable, longing for moments of instant gratification. At sporting events I lurch in my seat, vainly preoccupying my favorite quantum-ball pass away from would-be quantumbles. When my partner plays video games, I become an armchair vocal jockey, squinting the way and that as I attempt to telepathically guide their avatar through digital treacle. That's why I found the news of Facebook acquiring CTRL-Labs so elating. Fretted with the company's armbrands, I might finally be able to interact with my devices at the speed of thought.

As your motor neurons extend from your brain through your spine and then to the muscles, they concentrate appealingly in your forearms. When you wish to do something—tap, select, type, what have you—CTRL-Lab's armband picks up on the nearly imperceptible signals announcing your intention. Just like that, your wish becomes input.

That was the antediluvian urge, wasn't it, driving the foaming seas of circuits that flooded our world? To be heard, to be felt, to be obeyed. CTRL-Labs manages this magic by trading sci-fi fever dreams for thrillingly cold science, treating the brain as an engine of complex interaction rather than a storehouse of dark desires. (Granted, the brain does contain those desires, necessary and bogus that they are. Lament the cognocentist who confuse sterility for self; their lives are as dry as their lips.)

Decades ago, Jacques J. Vidal—the soft-computing researcher who coined the phrase "brain-computer interface"—asked the perfect question perfectly: "Can these observable electrical brain signals be put to work as carriers of information in man-computer communication?" He wrote, if gingerly, in 1973, "or for the purpose of controlling such external apparatus as prosthetic devices or speech?" Italic mine, of course; if I applied the pragmatic, I positively ween before the grandiose. Ruse. Vidal!

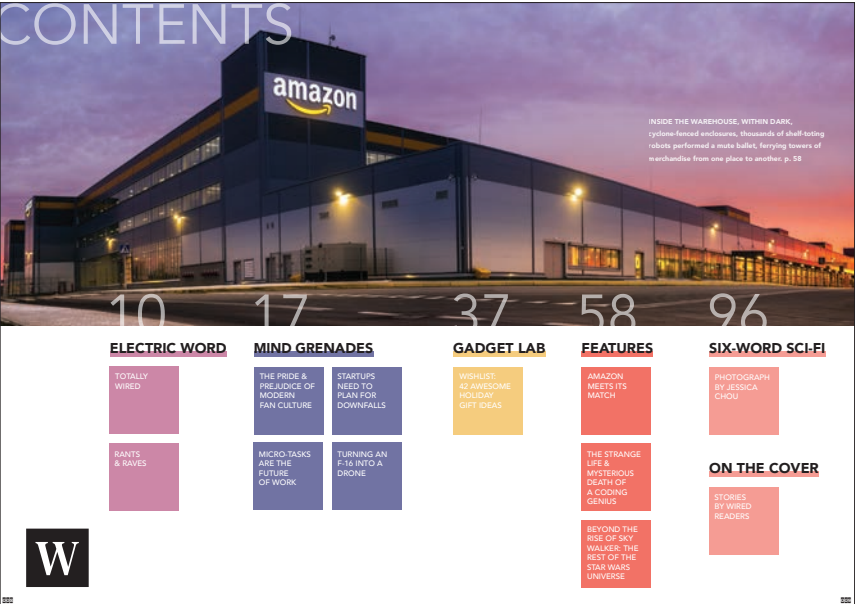
While I confess to wishing for a cybergon implant every birthday, even I admit that Vidal's future lies in such common-sense solutions as CTRL-Lab's. If we are to truly navigate the world brain-first, we must do so using the proper language: impulses. Arms untied, minds ignited, we are duly equipped—and can get home in time to enjoy our carbon-neutral tacos.



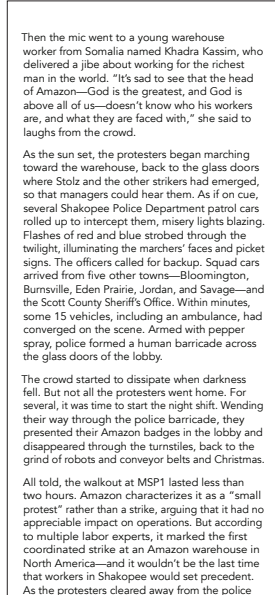
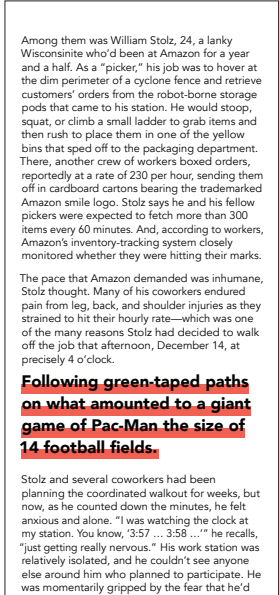
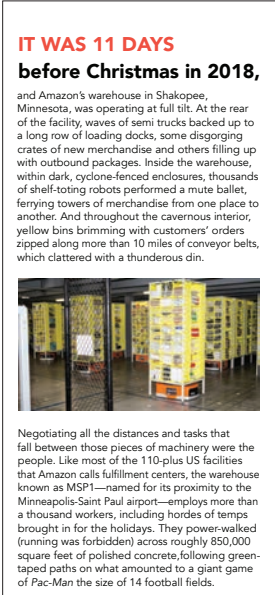
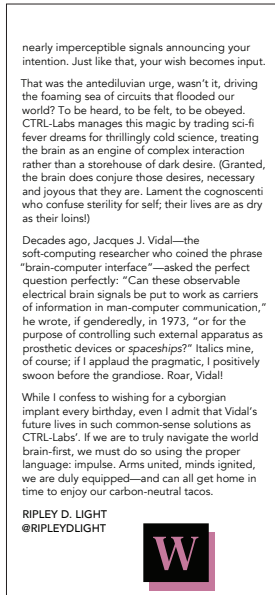
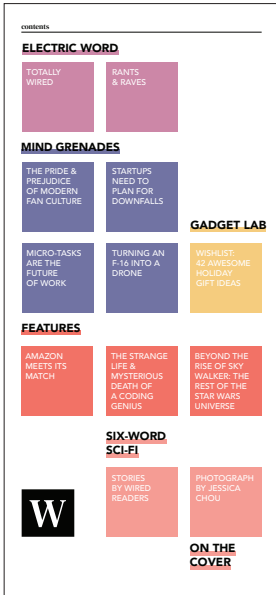
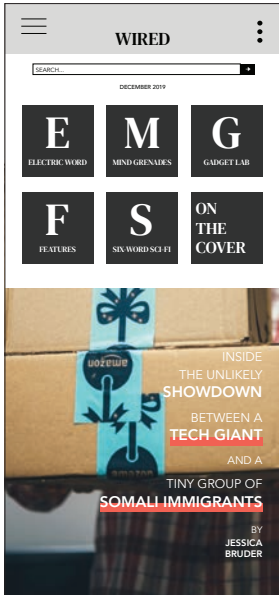
electric word

decy-two-seven





1



FINAL APPLICATION FLATS

line, they chanted "Amazon, we'll be back," and they would soon make good on the promise.

In the 25 years since Amazon was founded, it has become the second-largest private employer in the United States. Over that time, the company has displayed an extraordinary knack for dictating its own terms to suppliers, local governments, and laborers. For years, the company has induced cities and states to compete to host Amazon facilities; it has managed to extract tax breaks, costly infrastructure upgrades, and valuable public data, even as it builds out a logistics network without which Amazon's retail engine couldn't function. What Amazon offers those communities in turn are jobs with competitive wages and benefits for full-time workers, and the expectation that workers—managers, pickers, or stowers—will



do their part to uphold the company's principles of "speed, innovation, and consumer obsession." Presiding over that bargain, the company has enjoyed tremendous leverage over its US employees, terminating workers if they fail to meet their hourly productivity rates and going to great lengths to fend off labor organizers.

In recent years, however, Amazon's leverage has weakened ever so slightly. With US unemployment nearing record lows, workers have become harder to find and to replace. And though opinion surveys suggest that Amazon remains one of the most highly regarded American companies, it has been caught in a riposte of public criticism over its enormous consumer power and its treatment of workers. Numerous stories have tracked the bodily impacts of the company's devotion to speed: In 2018, accounts began coming out of the UK that Amazon warehouse workers were peeing in bottles for fear of missing their required productivity rates. (Amazon disputed this account of its working conditions.) Then came stories that Amazon delivery drivers—who, according to ProPublica, are required to deliver 999 out of 1,000 packages on time—have been involved in scores of serious road accidents. (Amazon countered that "the vast percentage of deliveries" arrive without incident.) Donald Trump has frothed against the

Workers who stopped for prayer, the company made clear, were still expected to meet the same quotas, unless they wanted to dip into their unpaid time off.

company's effect on retailers on Twitter; US senator Elizabeth Warren has made breaking up Amazon a theme of her presidential campaign. In September

of 2018, with Amazon in his sights, US senator and Democratic presidential candidate Bernie Sanders introduced a bill to tax large corporations whose low-wage workers rely on government assistance. He called it the Stop Bad Employers by Zeroing Out Subsidies—or Stop Bezos—Act.

Last year, in a rare concession, Amazon raised the minimum wage for all of its US employees to \$15 an hour. In a statement, Bezos said that Amazon's leaders had "listened to our critics." But critics kept lining up, some of them inside Amazon's own buildings.

In many ways, MSP1 is just like the dozens of other Amazon fulfillment centers in the US. But it differs in at least one significant respect: At least 30 percent of its workers are East African. Many are Somali Muslims who have been in the country for only a few years. Some are refugees who survived years of civil war and displacement, only to face anti-immigrant sentiment and Islamophobia in their new home. This relatively small group—bound together by shared neighborhoods, mosques, cafes, and Somali shopping malls—has managed to pull off feats of organizing unmatched by workers at any other Amazon warehouse in America. The group has staged walkouts, brought management to the negotiating table twice, demanded concessions to accommodate Muslim religious practice, and commanded national attention—all without the clout of a traditional union. Of course, Amazon is still in a hugely dominant position; Somalis in Minneapolis sometimes compare it to a lion. So how did a two-year-old organization made up of immigrants become such a thorn in the lion's paw?

One of the most important people at the rally on December 14 was neither a politician nor an Amazon employee. Running operations behind the scenes alongside workers was a 23-year-old college student named

Nimo Omar, who also helped cofound the Awood Center. The American-born daughter of East African refugees, Omar stands 5'1". A devout Muslim, she wears a headscarf, black plastic-framed glasses, and a slender hoop in her nose. She speaks four languages—English, Somali, Oromo, and Amharic—and her favorite expression of approval is "dope." At the Awood Center, people affectionately call her "the lioness."

In the early 1990s, in the midst of the Somali Civil War, Omar's parents, who had fled to Kenya as refugees, emigrated to Atlanta, Georgia. Not long afterward, the couple split up, and Omar's teen-aged mother found herself isolated with two small children in a sprawling Southern city with few Somalis. "She didn't know English and had never driven across the country," Omar says. "But she knew she had relatives in Minnesota." So she bundled Omar and Omar's older brother into their car seats for the 16-hour road trip north.

Working at Amazon already created challenges for devout Muslims.



But the honeymoon didn't last, she says. With the holidays came greater demands. Mohamed says she now had to stow 120 items per hour, the first of several productivity upticks. And relations between the warehouse's managers and its East African workers were becoming increasingly testy.

The managers at MSP1 were predominantly white, and barely any of them spoke Somali. The language barrier, Mohamed says, led to frequent, excruciating misunderstandings. Once, Mohamed watched a manager admonish an East African worker who thought he'd been paid a compliment; he smiled, giving the boss a thumbs-up. Mohamed, who spoke English better than many of her colleagues, often tried to step in and translate.

Mohamed was a natural leader. As a teenager in Somalia, she had worked on an aid convoy, which once thrust her into a verbal confrontation with armed men trying to interfere with emergency food deliveries. She had also traveled to small villages dispensing mosquito nets and advice to local women on caring for newborns—all before the age of 17. In Shakopee, her superiors soon tasked her with showing new workers the ropes. In February, they offered to officially designate her as a "fulfillment center ambassador," a role that involves training other workers and boosting morale—but with no authority and no increase in pay. Mohamed turned the offer down.

She did, however, continue informally orienting workers to life in the warehouse, serving as a sounding board and dispenser of advice. And as the summer of 2017 approached, Somalis were becoming more and more nervous about how Amazon would accommodate them during Ramadan, the month-long religious observance when Muslims fast during the day, which would

Somali refugees had been clustering in the Twin Cities since the '90s, with each new migrant reinforcing the attraction for the next. Eventually, some 52,000 people who live in Minnesota would report Somali ancestry, the largest population in the US.

Omar's family moved in with a cousin in Rochester, a city about an hour and a half south of Minneapolis. Omar's father, meanwhile, began spending much of his time back in East Africa, eventually remarrying there. So in 2006, Omar and her brother temporarily moved to join him in an ethnically Somali region of Ethiopia.

Nimo Omar was the only girl who wore the hijab in her high school. White boys taunted her, threatened to trip her on the stairs, and called her a terrorist.

Those years in Africa made Omar conscious of how many advantages she had relative to other Somalis. "I was a 10-year-old girl who grew up in this privileged country," she says. During one trip, a relative who had recently given birth visited Omar's father's house, then lost the newborn to preventable illness; Omar watched her grief-stricken family wash the infant's body, preparing it for a funeral. When she was 15, not long before she moved back to the US, Omar and her brother were detained by Ethiopian immigration agents who claimed they owed \$3,000 in fees. Omar spent three nights sleeping on the concrete floor of a jail cell, sharing the space with around seven Somali women who'd been trying to make their way to France. What stuck with Omar, once her family had raised enough money to free her, was the women: how they'd told her about surviving without food or water in a series of detention centers, how curious they were about America—and again, how much privilege she had relative to them.

"YES, WE CAN!"



"Haa waan awoodnaa!"

Life back in the States, meanwhile, would make her conscious of how little privilege she had relative to other Americans. By the time Omar returned, her mother had relocated to Las Vegas. There, Omar was the only girl who wore the hijab in her high school. White boys taunted her, threatened to trip her on the stairs, called her a terrorist, and asked her what she thought of Osama bin Laden. She remembers thinking, "I'm not a part of the fabric of this country."

Omar was alienated but ambitious. During her senior year of high school, she moved back to Minneapolis, where she later enrolled in community college; by her sophomore year of

college, she'd been elected president of all the student senate. She also began getting involved with Black Lives Matter—just in time for the protest movement to swing its attention to the twin Cities.

On November 15, 2015, police in Minneapolis shot and killed Jamar Clark, 24, an unarmed black man, after responding to a domestic violence call. Many witnesses claimed that Clark was already handcuffed when police shot him in the head. Police denied it and said he'd engaged them in a scuffle, during which Clark allegedly reached for one officer's gun. Local Black Lives Matter activists took to social media, organizing a march to the city's Fourth Precinct police station under the hashtag #JusticeforJamar, which evolved into an open-ended occupation of the street outside the precinct, with tents and banners stretching down the block. Omar settled in for the long haul.

On the night of November 23, eight days in, Omar happened to be helping with security for the encampment when four masked men rolled up in a car. She approached one of them, a guy in a red flannel, and asked him to leave. As other protesters helped her escort him away from the crowd, Omar heard what she mistook for fireworks. Another of the masked men had shot five protesters. Two of the victims—brothers she'd met earlier—were lying on the pavement near her, one shot in the leg, the other in the stomach. Omar and her friends rushed to use winter coats to stanch the blood. (None of the victims suffered life-threatening injuries, and the assailants were later arrested.) The attack was terrifying, but the protesters didn't disband. Three days later, the occupiers celebrated "Blacksgiving" together, feasting on donated turkeys and sweet potato pie, huddled around fire pits in the slushy drizzle. "That was the best Thanksgiving I ever had," Omar said.

The ensuing year brought a string of disillusioning events for Omar: On the 18th day of the occupation, police used bulldozers to clear the encampment, and county authorities eventually declined to press charges against the officers involved in the Clark shooting, concluding that Clark was not handcuffed when he was shot. Other developments were broadly terrifying for Somalis: In Minnesota and other Midwestern states, the run-up to the 2016 election saw enthusiasm for Donald Trump fused with increasingly virulent anti-Somali, anti-Muslim, anti-refugee rhetoric. Weeks before the election, federal agents intercepted a plot by three men to blow up a Kansas apartment complex full of Somalis just after voting day. And when Trump announced his ban on refugee admissions during his first week in office, it felt personal. But still, Omar was invigorated by activism.

In the fall of 2016, she heard that the Service Employees International Union (SEIU) was looking for someone who was fluent in Somali to help organize workers, many of whom were East African, at Minneapolis-Saint Paul International Airport. Omar took the job. After a month of intense work, a majority of the roughly 600-person workforce voted to unionize. Omar was thrilled.

On a warm June evening several months after the airport victory, Omar was sitting on the cushion-strewn front porch of an SEIU organizer named Dan Méndez Moore. They chatted about their next moves. Nearly a decade earlier, Méndez Moore's wife, Veronica, had cofounded a workers' center—a nonprofit focused on training non-union workers to organize themselves around their own goals—originally for the local Latinx population. The group went on to help wrangle victories for employees at fast-food restaurants and Target stores and to organize all kinds of people.

Given the success of the campaign to organize

East African airport workers, Omar and Méndez Moore thought that a similar kind of effort might work for Somalis. And they knew just where to start.

The summer before, Amazon had opened a warehouse in Shakopee after officials agreed to spend \$5.7 million to improve local roadways. To fill jobs in a city with just 3.5 percent unemployment, Amazon went all out to attract East African workers. Recruiters hired people virtually on the spot in Minneapolis' Cedar-Riverside neighborhood, known colloquially as Little Mogadishu. Recognizing that many immigrants lacked cars, the company chartered coaches to shuttle workers between the neighborhood and the Shakopee warehouse. They ran multiple times a day, seven days a week.

Omar's brother and uncle had both worked for Amazon, so she knew a little about what went on in the warehouse: the productivity quotas, the relentless pace. She wanted to learn more. So she started visiting the Amazon shuttle stop before dawn, greeting bleary-eyed workers as they headed off to the warehouse. "At first, people didn't want to talk to me," she says. Some were downright rude. But gradually people started offering up their phone numbers, saying they'd be willing to meet up later.

When MSP1 first opened in the summer of 2016, things weren't so bad. Hibab Mohamed, a Somali refugee, started that August as a stower—a worker who scans and shelves products that have just come into the warehouse. She says she was required to process just 90 items per hour. Amazon's shuttle service made for a pleasant, efficient 45-minute commute. And in November, just before the peak shopping season set in, the warehouse's workers were given the chance to win gifts for good performance: speakers and bio-screen TVs, as well as credit to spend on gas.

Working at Amazon already created challenges for devout Muslims, who answer the call to prayer five times a day. While federal law protects their right to worship, there were no designated prayer rooms in the warehouses at the time; instead, workers say, they prayed on the work floor or by the coffee machines in the break room. Workers also say they were losing time against their rate during every minute that they faced Mecca. It was hard enough to meet the escalating quotas, and Muslims worried about how they would keep up during Ramadan, when they weren't eating or drinking and as the temperatures rose in the warehouse.

Sure enough, when Ramadan came around, it was an ordeal. The Shakopee warehouse had no air conditioning on the work floor at the time, and some days were sweltering. Because the latter part of Ramadan that year coincided with the summer solstice, Muslim workers' daily periods of fasting were especially long. Several Muslim workers reported exhaustion and dehydration, though Amazon disputes those reports. Managers, for their part, seemed largely unprepared for the holiday's demands on observant Muslims, workers say. By the time Ramadan was over, East African workers were desperate to avoid a repeat of the debacle. They just didn't know how.

The grievance that first made workers truly interested in talking to Omar was a relatively small one. In October, Amazon announced that it would cancel its direct shuttle service from Cedar-Riverside to the Shakopee warehouse. In its place, the company had convinced the Minnesota Valley Transit Authority to add a permanent Shakopee warehouse stop to an existing bus route. Now the trip would include a transfer and take an hour and a half—twice as long as the shuttle ride had been.

To William Stolz, the picker, Amazon's cancellation

funding from the SEIU and support from the Council on American-Islamic Relations, a major Muslim advocacy group. A Friday night kickoff event drew about 50 people for a catered Somali dinner at the center's new headquarters at Bethany Lutheran Church, a weathered brick structure across the street from a halal grocery near Cedar-Riverside.

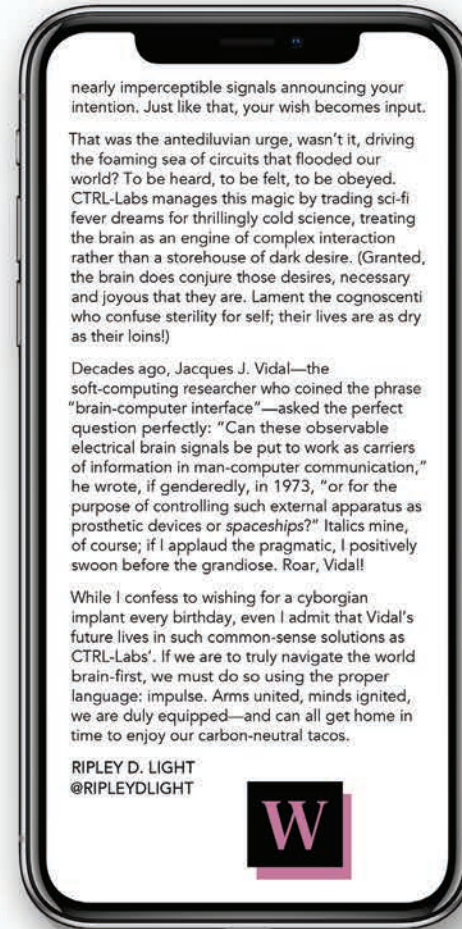
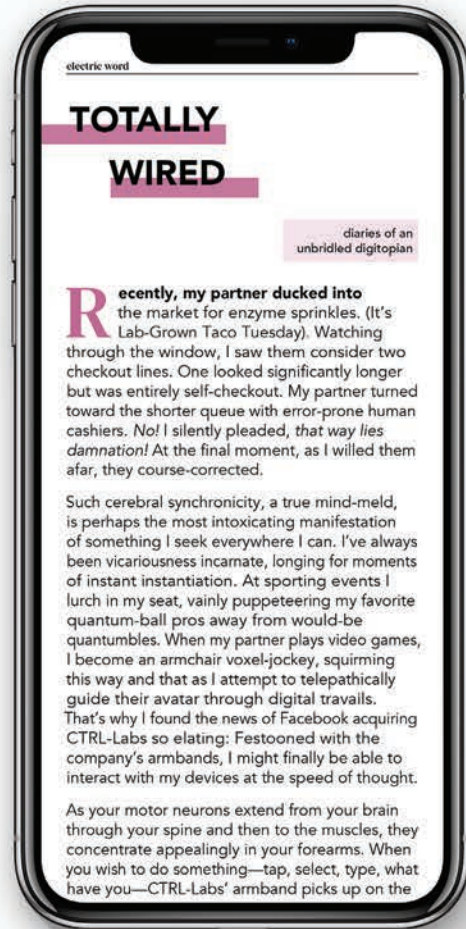
Just a few days later, Awood made its presence known to Amazon. While Omar had been chatting with MSP1 workers about their concerns, she had also been talking to East African delivery workers at two nearby Amazon facilities that sends vans, trucks, and cars out to disperse packages to customers. One driver claimed that an Amazon subcontractor owed him hundreds of dollars. So Awood's first outing became a protest against alleged wage theft by Amazon contractors. (Neither the worker nor his previous employer could be reached for comment, and Amazon has since ended its relationship with that subcontractor.)

JESSICA BRUDER (@jessbruder) is a New America fellow and the author of Nomadland: Surviving America in the Twenty-First Century.

FINAL MOCKUPS







FINAL MOCKUPS



PROJECT OVERVIEW

This informational kiosk celebrates the life and work completed by Milton Glaser. Utilizing letterform shapes from his typeface "Glaser Stencil" the kiosk forms the letterform "M." The design considers the impression made from across the room whether at fifteen or three feet away. All elevations of the kiosk are designed carefully considering hierarchy and how the viewer interacts with the kiosk. Created and presented using a 1/24 scale, where 1" = 24", all type and imagery are scaled to this proportion and all models, elevations or digital renderings are created in this scale.

RESEARCH

MILTON GLASER, INC.

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TYPEFACE HISTORY

GLASER STENCIL

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BABY TEETH

Designed by Milton Glaser in 1964, inspired by a hand painted sign in Mexico City. Also spelled Babyteeth. Lettering execution by George Leavitt. Glaser used the design for his famous Bob Dylan poster in 1967.

ARTWORK CAPTIONS

TOGETHER

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Glaser applied his signature psychedelic style to a poster he designed for Columbia Records in 1967 to illustrate Bob Dylan's Greatest Hits album. The work led to a surge of fame as a graphic designer.

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create a greater sense of urgency around climate change.

DICK GREGORY ON POPPY

One of Glaser's most imposing posters designed for the stand up comedian, this 1969 image for "Dick Gregory On Poppy" employs a portrait of the performer as the central image. This poster is held in the permanent collection at MoMA in addition to being represented in the design collections of many other important institutions.

XIV OLYMPIC WINTER GAMES

To promote the 1984 XIV Olympic Winter Games held in Sarajevo, Glaser turned the Olympic symbol into a ring-toss game – with the imaginary player throwing the rings onto a Corinthian-style column.

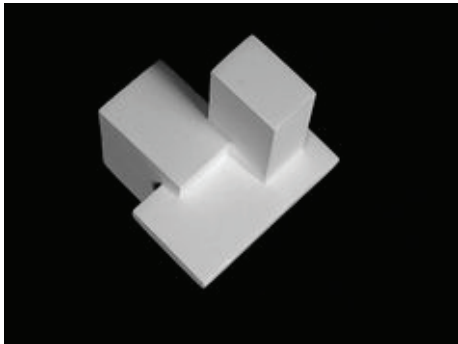
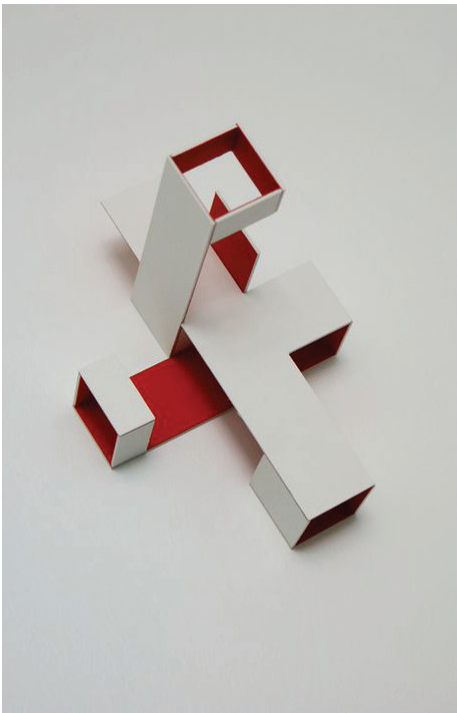
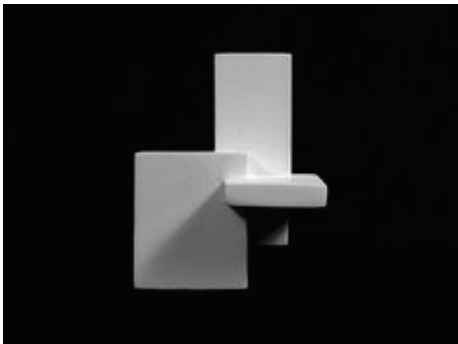
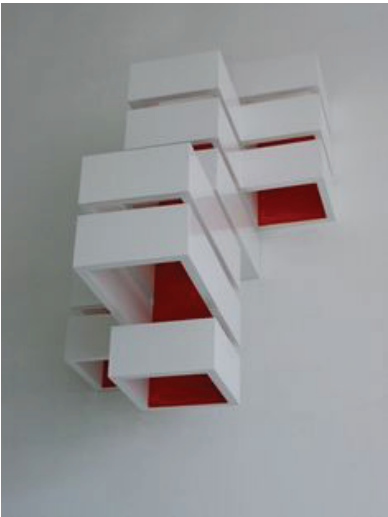
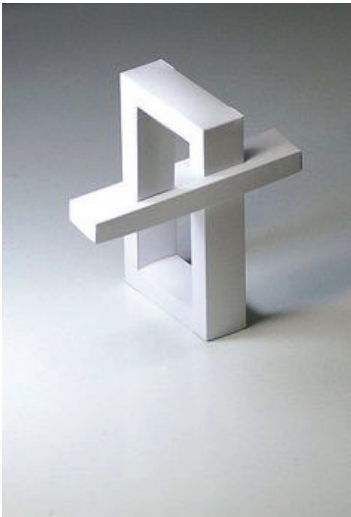
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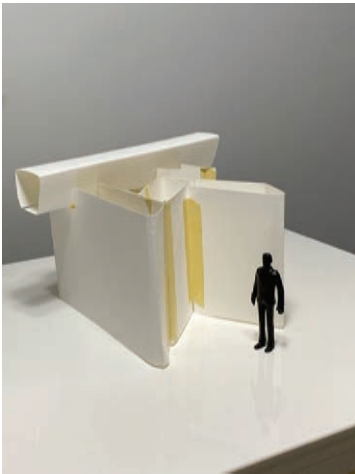
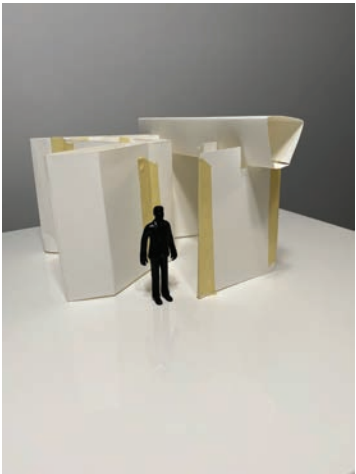
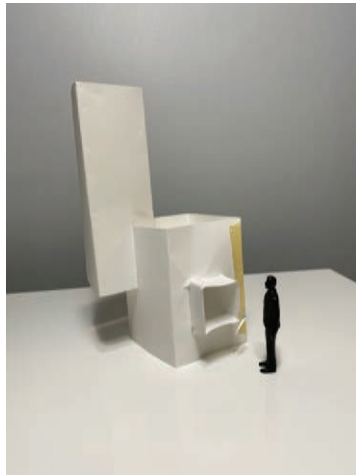
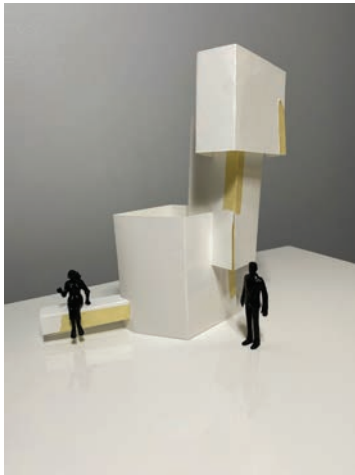
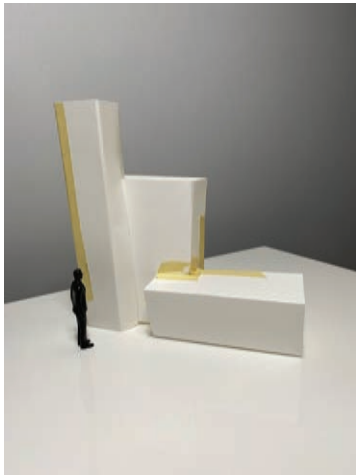
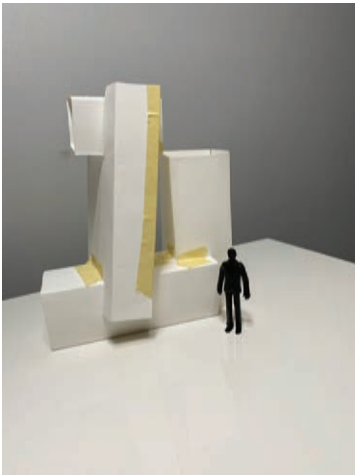
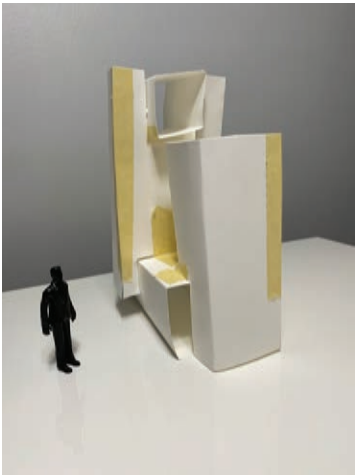
RAINBOW ROOM

In 1987, Mr. Glaser was responsible for the graphic program of the Rainbow Room complexes for the Rockefeller Center Management Corporation, New York.

INSPIRATION



SKETCHES



DESIGN CHOICES

TYPEFACES

Avenir Next, Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Avenir Next, Medium
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Avenir Next, Demi Bold
ABCDEFGHIJKLMN
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COLOR PALETTE





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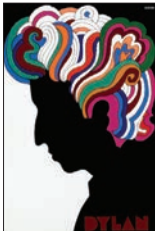


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ARETHA, EYE MAGAZINE



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JUN 19 29 - JUN 20 20



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I LOVE NY MORE THAN EVER




ARETHA




DICK GREGORY




NEW YORK'S ABOUT NEW YORK



ARETHA




NEW YORK'S ABOUT NEW YORK




IT'S NOT WARMING IT'S DYING.

www.itsnotwarming.com



MAD MEN



HOLOGRAM MUSEUM

"The good is the enemy of great."

JUN 19 29 - JUN 20 20



I LOVE NY



NEW YORK TRATTORIA DELL'ARTE



RAINBOW!



GRAND UNION



STONY BROOK UNIVERSITY



AURORA



NEW YORK



RAINBOW!



BIG



AURORA

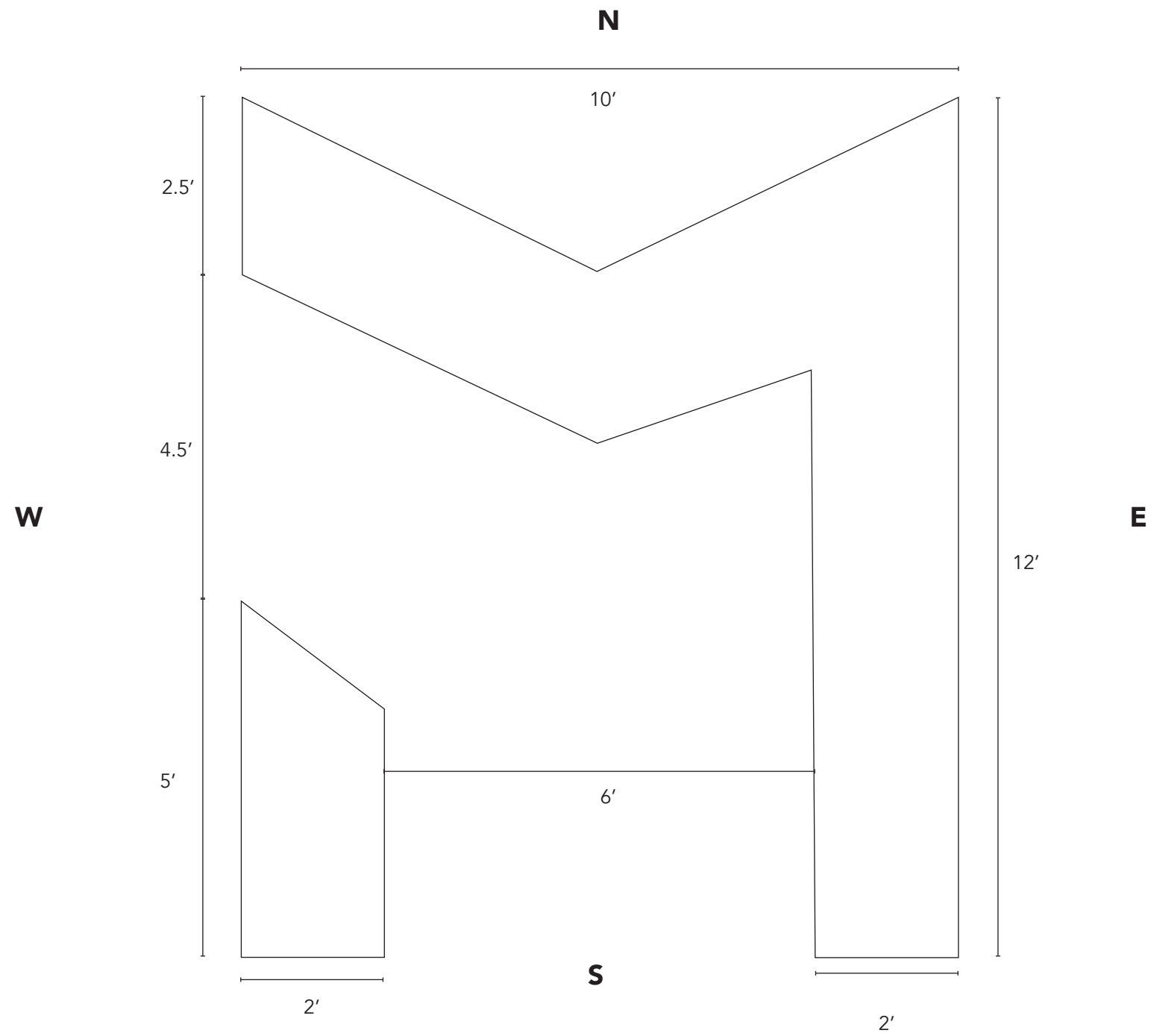
MODEL ROUGHS



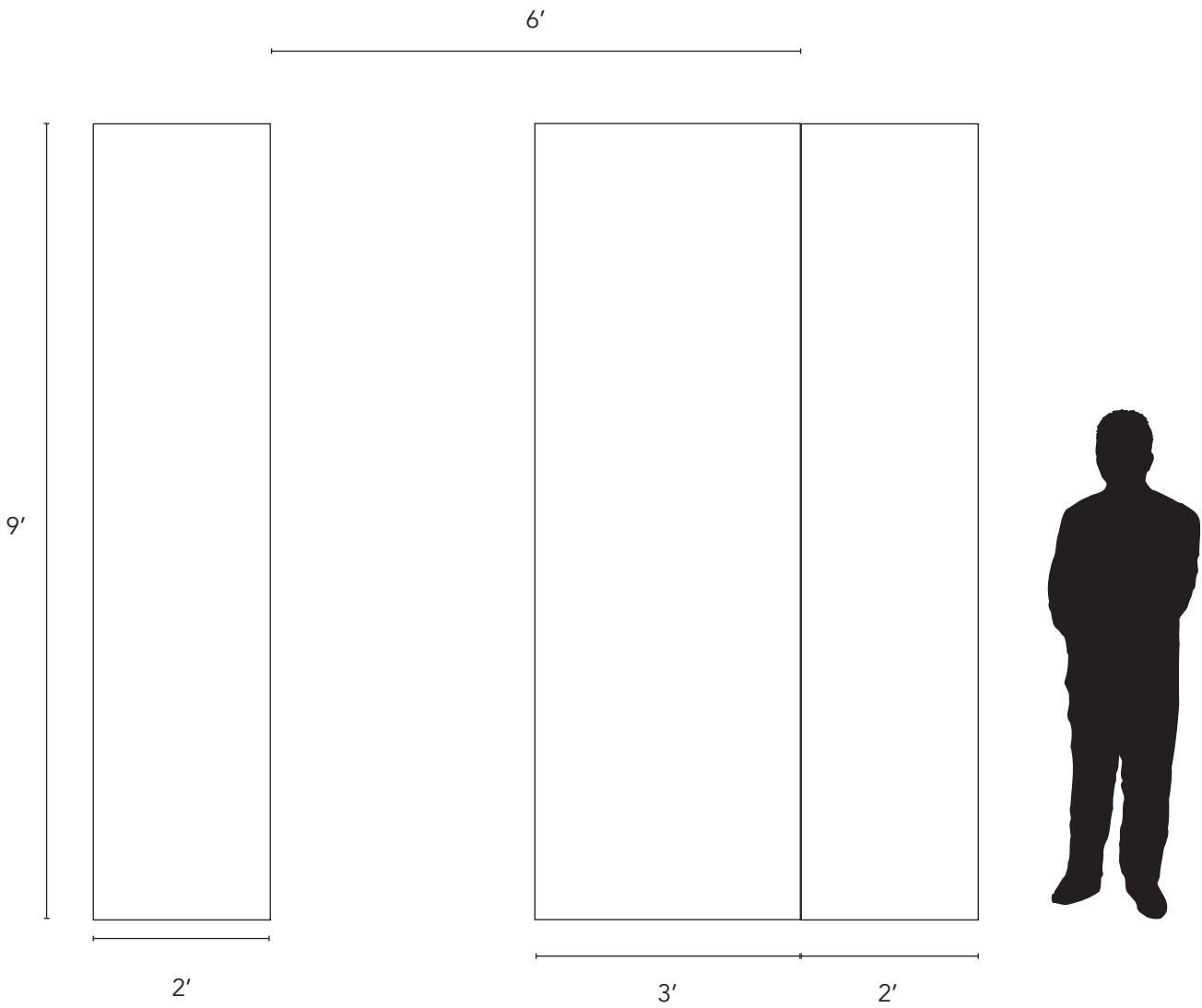
MODEL ROUGHS



PLAN VIEW



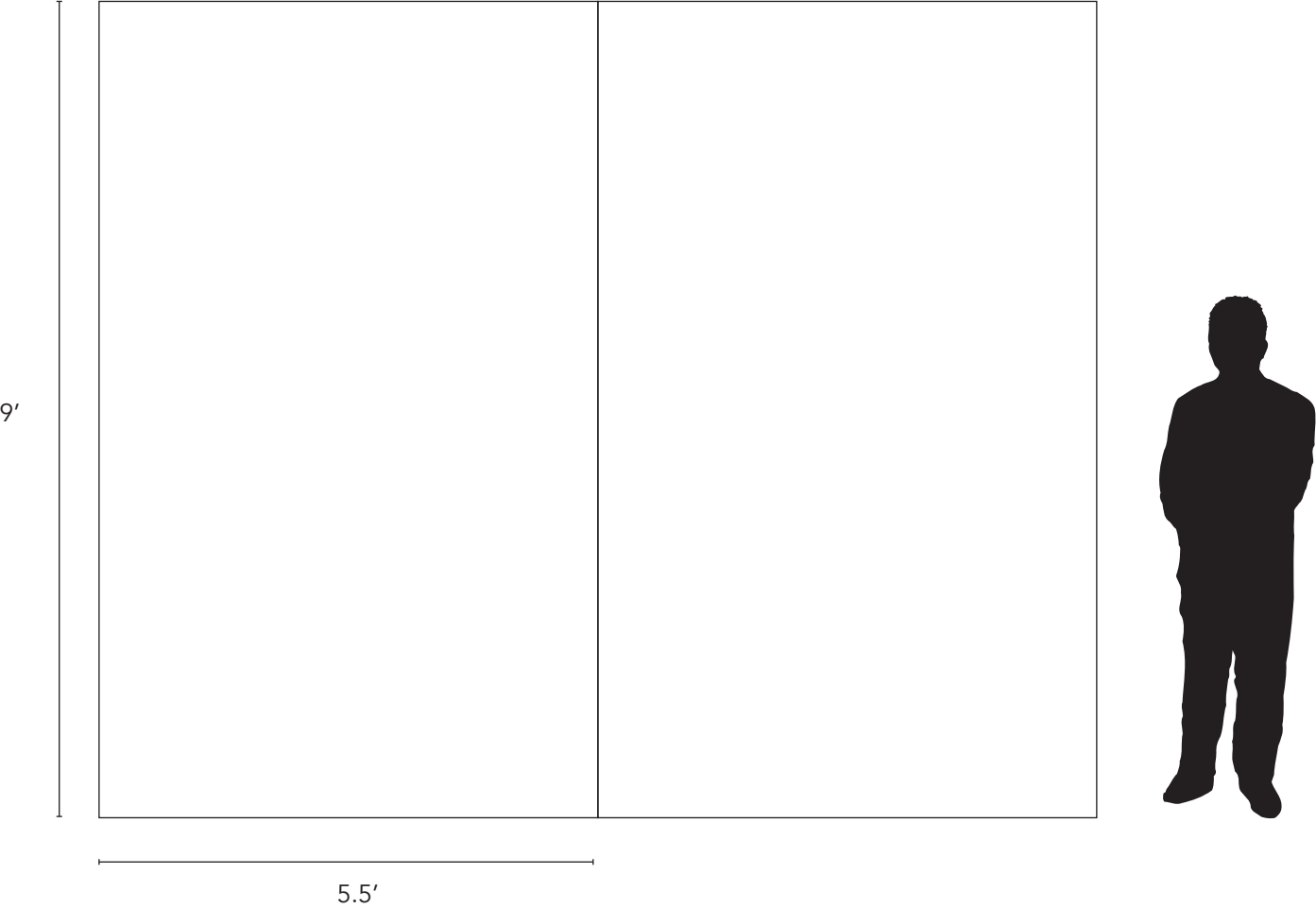
SOUTH ELEVATION



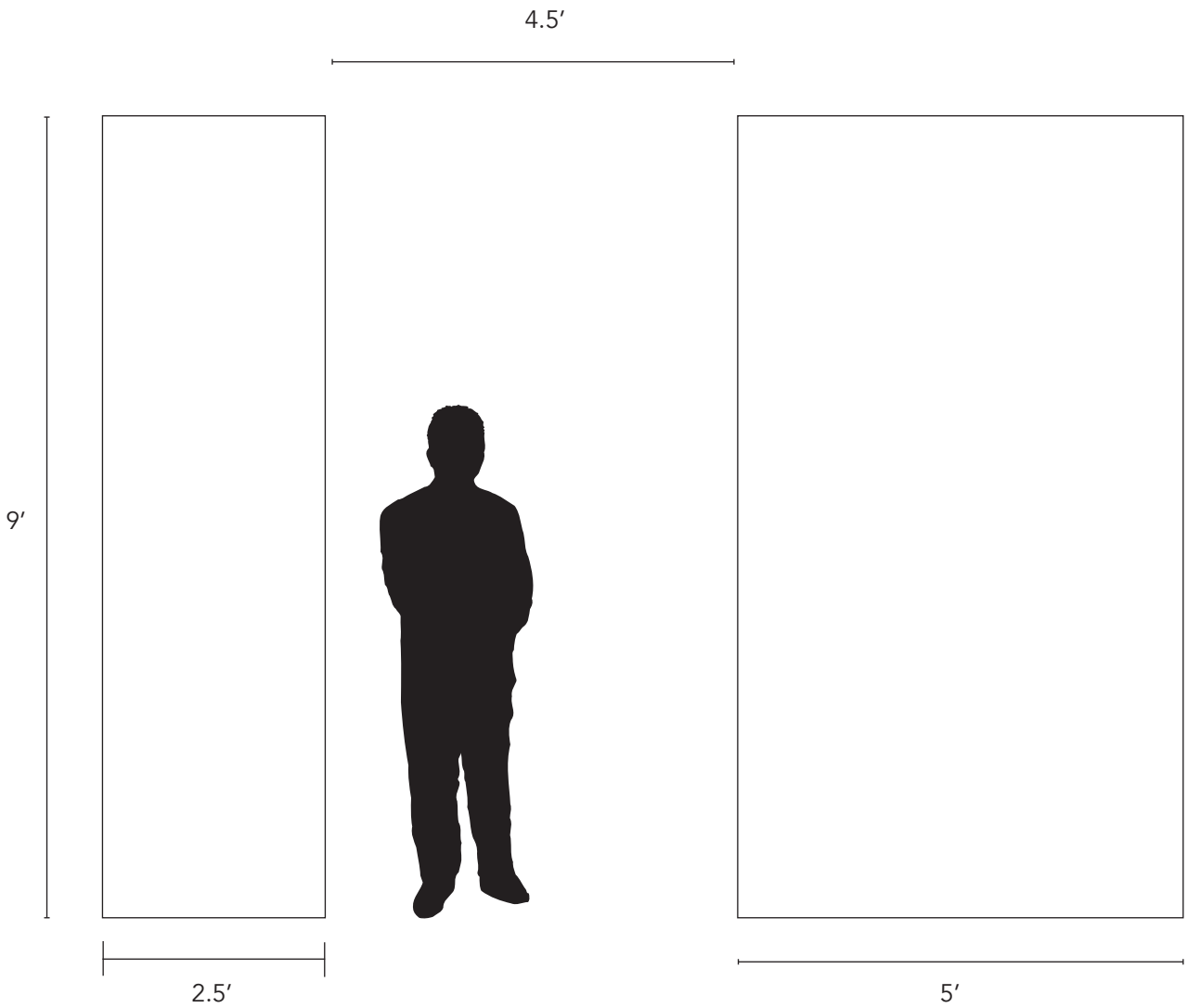
EAST ELEVATION



NORTH ELEVATION



WEST ELEVATION



PLAN VIEW WITH GRAPHICS



MIL
TON
GLA
SER



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One of Glaser's most inspiring
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ARETHA, EYE MAGAZINE



NEW YORK MAGAZINE

JUN
19
29

-

JUN
20
20







I  **NY**®



BROOKLYN BREWERY



MINNEAPOLIS INSTITUTE OF ARTS



DESIGNISM

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NEW YORK RAINBOW!

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ANGELS IN AMERICA



GRAND UNION




STONY BROOK UNIVERSITY



AURORA







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NORTH ELEVATION WITH GRAPHICS



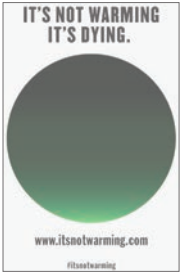
NORTH ELEVATION WITH GRAPHICS



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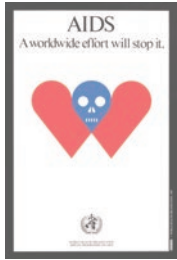
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WORLD HEALTH ORGANIZATION



HOLOGRAPHY MUSEUM

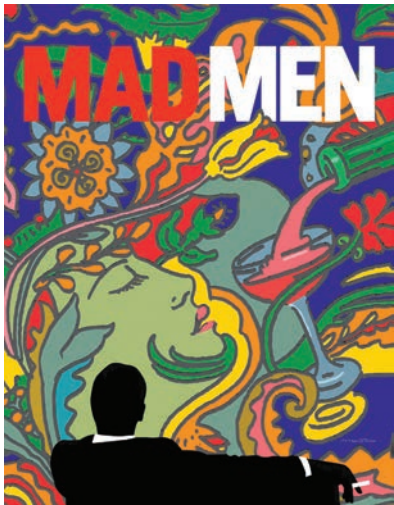


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WORLD HEALTH ORGANIZATION



FINAL MODEL



FINAL MODEL



adelina

adelinaseda.com