



COLLEGE OF THE CREATIVES

Initiation Cabinet

PROJECT SUMMARY:

50 Bespoke mystery puzzle boxes sent to and inviting an unsolicited group of nerdy, influential and socially conscientious creatives to join a fictional secret society, called the "College of the Creatives", tasked with helping protect humanity's ongoing cultural heritage. After the box is opened, its contents reveal that the box was "sent" by the last surviving member of the "LA Science Fiction Chapter" of the College (which primarily fought Red Scare era threats to art & culture through 1956).

A series of games, secret codes, and physical puzzles hidden in the box challenge recipients to unlock its

mysteries. An alternative history written for this project, included in the "Member's Guide" found inside of the box, further reveals that the College was "founded" in 1934 by Gertrude Stein and Eleanor Roosevelt over tea at the White House because of the threat to our shared cultural heritage Stein felt the Nazis' sudden rise to power in Europe posed. Once recipients have passed all of the boxes hidden trials, they're "initiated", and invited to help us fight threats to art and culture like the planned defunding of federal initiatives that fund art and culture using their creative craft and clout.

THE PROJECT CONSISTS OF 5 DELIVERABLES (ALL OF WHICH ARE CURRENTLY BEING DEVELOPED):

Micro Arcade Cabinet/Puzzle Box: A trophy sized arcade cabinet that plays video games. It takes its aesthetic cues from 50's era TVs and industrial control consoles, and will be made out of a hardwood and 3D printed/injection molded plastic. It has multiple hidden puzzles and compartments that recipients need to find, solve and open to fully unlock the "College's Secrets". Once the cabinet's secrets are fully unlocked it becomes a fully functional arcade cabinet capable of wirelessly downloading and playing free games created by a thriving creative online community.

Video Game: A text based choose your own adventure game that addresses recipients by name, uses details from their lives, and inserts it all into morally grey scenarios written around WWII/Nazi, J. Edgar Hoover/FBI, McCarthyism themed threats to arts and culture.

Pocket Guide: Member's Guide to joining the College of the Creatives. It details the College's founding, history, and traditions. It also holds puzzles and codes hidden in its text that the cabinet's recipients need to solve to fully unlock the physical puzzles found on the cabinet.

Four Pieces of Supporting Ephemera:

» *Decoder/Cypher Coin:* a challenge style coin with

an inbuilt cipher that is used to solve and decipher the puzzles and codes hidden in the text of the Pocket Guide

» *Key:* A key hidden in a small drawer that is used to unlock a hidden compartment found on the front of the cabinet

» *Enamel Pin:* A pin used to symbolize that the recipient has passed all of the College's trials. This pin "marks" recipients as fully lettered Members of the College of the Creatives

» *Three Letters:* letters included inside of the crate and cabinet that address the recipient by name, introduce the fictitious person sending the box to them, and inviting them to take the "College of the Creative's" trials to become a Lettered Member of the College. These letters also help fill in historical facts about the College and give context about its activities during and since WWII. The last letter will serve as a prestige, revealing the truth behind the cabinet, explaining our call-to-action, and inviting recipients to join/help us on similarly ambitious future social-action focused projects.

Wooden Crate: A wood crate the cabinet is going to be shipped in to its intended recipients

WHY WE'RE DOING THIS:

In late 2015 Mike Rios and Maggie Jensen formed a small change-driven design studio (called MotherFather Design). As socially conscientious designers they decided they wanted to use their little design studio to create human-centered design projects to tell stories with social-action underpinnings to help make the world a better place. As artists and designers they also innately understand the value, power, and introspective nature art creates within society in times of political unrest. After the last Presidential Election they found they had a genuine desire and wish to see something like the College of the Creatives out in the real world "protecting the past, and inspiring the future" through art and culture. Given their professions, and the new Presidential Administration's announced plans to defund national public arts programs, they think it's important that influential creatives band together and advocate:

- » That other creatives become actively aware of the health of local creative communities in and around them that are outside of their creative craft

- » Vigilance of threats to our shared cultural heritage
- » The championing of a creative's right to free speech
- » The protection of existing art and culture using their clout
- » The use of creative work to pro-actively inspire and empower others to do the same!

The College of the Creatives Cabinet is MotherFather's bid to bring together influential creatives in the hopes of starting a public dialogue on the importance of art and culture in our society during this time of political unrest.

BENEFITS TO MOTHERFATHER DESIGN:

As a young unknown design studio that's trying to build its capital and creative clout, an opportunity to show off the studio's storytelling and design skills through a project like this is invaluable. MotherFather is committed to establishing itself as THE design studio that specializes in telling stories that matter. MotherFather sincerely feels that making passion projects with social-action underpinnings like the "College of the Creatives Cabinet" is the best way to get there.

TENTATIVE IMPLEMENTATION PLAN:

KEY MILESTONES	START DATE
Cabinet experiments, plus 1 prototype cabinet completed (at the DesignLab). College identity designed, and Member's guide and supporting ephemera designs started.	March 1, 2017
1-2 Near final mocked up cabinet made out of final target build materials, with 90% of the cabinet's intended functionality finalized and completed.	April 1, 2017
Final production schedule planned and created based on the lessons learned from the design and fabrication of the prototypes and final mock-up cabinets	May 17, 2017
Final production versions of the cabinet in the quantities proposed (50 in total, including all of the cabinet's supporting ephemera and the game) produced	May 24, 2017
Final touches, adjustments, feedback, playtesting, last-minute preparations (ie: final remaining writing, research, and programming related to bug squashing) completed, and cabinets packed for shipping	September 4, 2017
Cabinets shipped	October 16, 2017
Press releases sent to online outlets in parallel with traditional marketing/promotional plans in coordination with partners to support the project and help start a public dialogue around the importance of art and culture, and the public funding of art...	October 16 - 30, 2017

MILESTONES AND ACHIEVEMENTS:

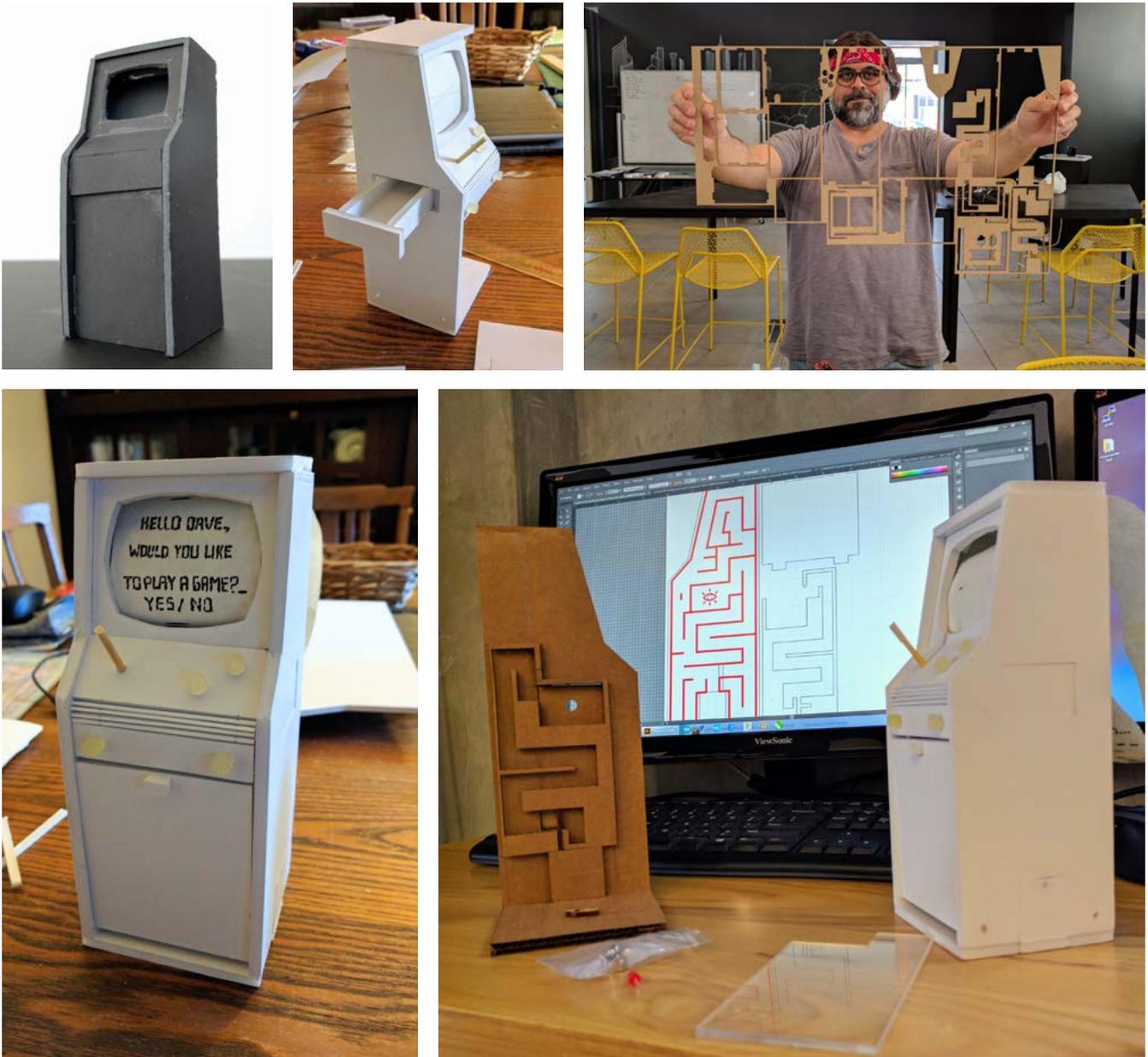
MotherFather was recently accepted into the prestigious [SupplyFrame DesignLab Residency Program](#) as residents. Since March 1st the MotherFather team has had full access to the DesignLab's full assortment of tools and engineering expertise, which they are/will be leveraging to design and build the proposed 50 cabinet run.

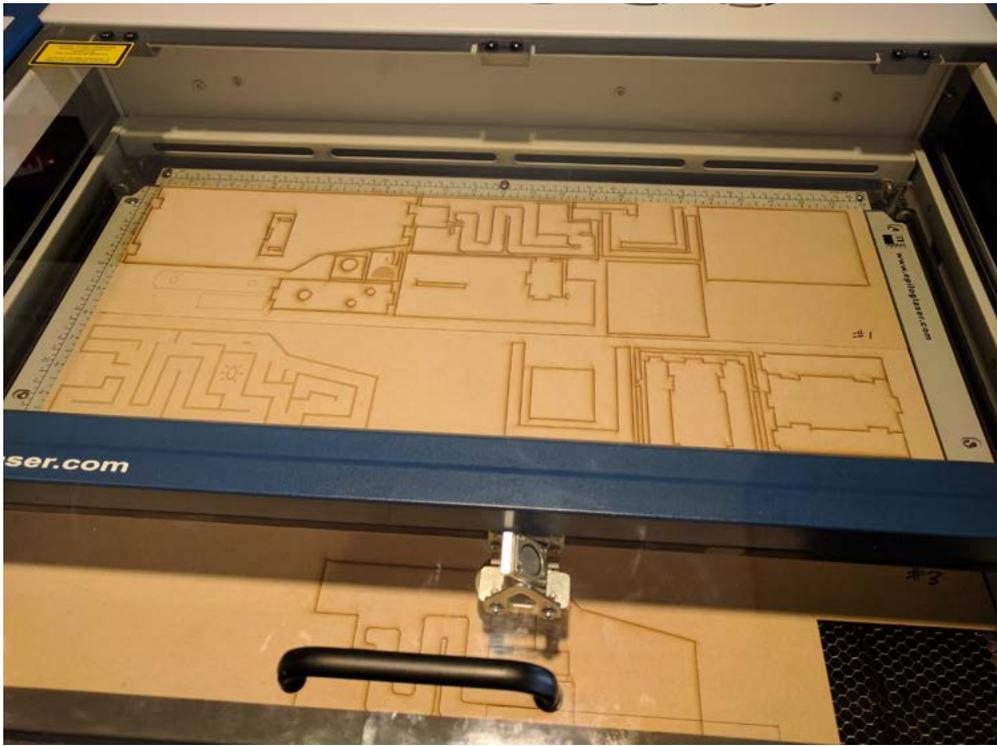
On March 30th MotherFather completed the V1 Prototype of the cabinet. Images and videos of progress made to date on the cabinet portion of the project can be viewed at this [link](#).

Several mentors and advisors are committed to this project. MotherFather will be tapping them to advise the team as needed as the project proceeds:

MotherFather has entered into tentative sponsorship+development support conversations with several individuals, groups, corporations, and foundations regarding funding, and is concurrently in ongoing conversations with many of these organizations!

DOCUMENTED PROGRESS:





ABOUT MOTHERFATHER DESIGN:

MotherFather Design is a multidisciplinary design studio that specializes in making social change-driven artifacts at the intersection of culture and technology infused with the human touch with the goal of telling thoughtful, empathetic and communally engaging stories that help make the world a better place.

ABOUT OUR TEAM:

Mike Rios (Team Lead), MotherFather Partner, Chief Design Strategist & Creative Officer

Mike is a tinker, multidisciplinary designer and strategist with business development experience and over 8 years of experience researching, strategizing, developing, designing, coordinating, marketing, managing, and executing impactful creative solutions imbued with the human touch for brands, web, print, packaging, retail, apparel, exhibition, experiential, event, gallery, game, animation, and film.

Project Role - This idea is Mike's. He is the project's creator and will be managing, art directing, designing and making/building the projected 50 cabinets.

Maggie Jensen, MotherFather, Partner/ Chief Design Officer

Maggie has over 6 years of professional experience in graphic design and design instruction with an emphasis in letterpress printing, branding and identity with soul for a wide range of clients including: film production companies, nonprofits, major fashion brands, action sports brands, and fine artists.

Project Role - Maggie is creating the College of the Creative's identity, and is performing all of the graphic design on the project (ie: designing the pocket guide, coin, key and pin).

Joshua Patterson, The Onion/Clickhole, Filmmaker

Joshua is a filmmaker and multimedia artist whose extensive performance practice has imbued his work with a palatable sense of rhythm and play. He tells stories: personal, universal, otherworldly, and just for you. Informed by his diverse background, he fully immerses himself in every project he works on. Through sound or through light, on the screen or in a room, he is always dreaming up new ways to share stories.

Project Role - Josh is helping write the story for the game/

pocket guide. He will also help program the game and write the music for the game.

Bernie Nazari, Los Angeles Red Cross, CIO

Bernie is an all around technologist and maker with over 20 years of programming experience. Bernie has a ton of hardware experience that he's honed over multiple personal projects he's created like: building a home weather station, plant watering station, and fully automated home.

Project Role - Bernie is helping engineer and build the physical cabinet. He will also help program the game.

Stefan Silvers, Freelance Filmmaker, Director of Photography and all around Business Guy

Stefan is a filmmaker and doer with extensive business development and marketing experience. Over the last 6 years Stefan has shot and completed numerous award winning commercials, music videos, and feature films that he's also creatively produced.

Project Role - Stefan is helping document this project, and will help promote this project post release.

ACCOMPLISHMENTS WE'RE PROUD OF:

The team helped Mike create his Virtual Reality marriage proposal to Maggie. Together, in collaboration with Google (and its Virtual reality team) and Skullcandy, they made a [video of the proposal](#). More recently, the team tried to create a national push ad campaign to increase the number of women in technology related jobs. The team designed this campaign to use a VR experience written by tween aged girls to inspire and empower girls nationwide to pursue STEM educations and careers. In addition to designing this campaign, the team independently generated leads, networked, and developed relationships with multiple C and VP Level Executives from a wide spectrum of companies and organizations. The team managed to find multiple strategic campaign partners in Samsung, Within, I AM Cardboard, LittleBits, Maker Media, Edutopia, and Sesame Street Workshop!

PAST CLIENTS & COLLABORATORS INCLUDE:

The American Red Cross, Anthropologie, ArtCenter, Bad Robot Productions, BCBGMAXAZRIA, Flexion Electronics, Google, I AM Cardboard, Junk Food

Clothing, Nordstrom, Pan-American Health Organization, ShadowMachine Productions, Skullcandy, Speedo USA, Urban Outfitters, and Warp Records

OTHER UPCOMING PROJECTS:

"Unsung Heroes" - book celebrating Mexican immigrants sent to US Senators and Congressmen tied to a huge social media campaign in support of immigrants.

"Toeing the Line" - art book and gala art show designed to show Hollywood insiders the lack of representation in film.

"Snap Judgment" - online interactive program designed to surface and show viewers their invisible biases.

CONTACT INFO:

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