

# My personal muse

## - A CONTINUING SERIES -

*This magazine has often devoted space to inspirational people. Each featured a muse, of sorts, who drive us to do "great" things...especially when we're a bit down and wandering. You know...like when we're gasping to solve a client problem and just need a light. Any light. Steve Jobs in his Stanford*

*commencement speech is a good start. Quotes from David Ogilvy. Listening to Elon Musk of Tesler and Space X. Just about anyone from TED. Kermit and his "Rainbow Connection." So we put out a call to people we truly admire. We asked simply: Who inspires you...*

### ED TETTEMER



I take inspiration from pilgrim artists. Those who constantly re-invent themselves—and therefore their genres, industries and societies. Marlon Brando did it with every new role. Andy Warhol morphed from Mad Men era fashion illustrator to the greatest curator of pop culture of his time. Miles Davis changed the course of music at least five times in his career, and the family tree of Davis alumni sprouted dozens of geniuses who pushed the future of music forward on their own merits. And David Bowie, so recently and surprisingly departed, changed the way we listened to pop music and observed pop culture across the world. Bowie was a blue-eyed soul crooner, an astronaut, an alien, a transgendered rock-and-roll crusader and always an example in stop-motion evolution. These artists have pushed me to re-invent myself throughout my career. I started as a newsboy, became a newspaperman, a copywriter (and terrible art director), a creative director, an account man, a filmmaker, a travel documentarian, a racetrack tout, a brand therapist - and always, as the artists listed previously, a striving storyteller.

When Brian Eno lent his aural genius to David Bowie for the pop star's brilliant "Berlin Trilogy" of records, the collaboration gave us the rock-and-roll anthem Heroes. I simply knew it as a great rock song until I heard Bowie's version sung in German, and the storyline crystalized. Hear now the tale of an East German Roman and Juliet, doomed lovers who meet at the Berlin Wall. Listening to Bowie sing in German, his voice hoarse and agonized, you can hear the fear and courage of lovers determined to risk everything to cross that wall. "We can be heroes, just for one day," as the song goes.

Try not to succumb to the goosebumps and chills during the haunting call and response (R&B soul shouter meets rock god) of this verse:

I, I can remember (I remember) standing, by the Wall (by the Wall). And the guns, shot above our heads (over our heads). And we kissed, as though nothing could fall (nothing could fall)

Bowie's English version is a grand rock aria. If you know even a smidgeon of German, this uber version is devastating. And that's the point of art. The ongoing re-invention of artists, applied to commercial communications, is nothing short of subversion. And isn't the subversive re-creation of individuals the whole point of advertising?

See for yourself: [www.youtube.com/watch?v=nb6Gbi1MpoE](http://www.youtube.com/watch?v=nb6Gbi1MpoE)

### NORM ALGER

VP/GROUP CREATIVE DIRECTOR  
DIGITASHEALTH LIFE BRANDS



Though it's been a few years since I've heard any fresh thoughts from Joshua Klein, his TED talk

on "A thought experiment on the intelligence of crows" from 2008 played a pivotal role in the way I approach engaging my teams in solving for client challenges.

His insights revealed just how intelligent and potentially useful crows can be when humans explore partnerships with the birds as opposed to viewing them as a nuisance. One example is training crows to collect trash after large events and gatherings and depositing it into a machine for a food reward. [www.ted.com/talks/joshua\\_klein\\_on\\_the\\_intelligence\\_of\\_crows](http://www.ted.com/talks/joshua_klein_on_the_intelligence_of_crows)

Boyan Slat embarked on a rather courageous and daunting journey when he was 18 years old to clean up the plastics that ravage our oceans. He partnered with anyone who would offer their assistance to create a model to use the world's gyres, or major ocean currents, with outposts that run nearly autonomously to collect surface trash and create a recycling model.

Recent scientific data has alluded to the fact that there may be more plastic than fish in the world's oceans by 2050. The destruction to sea habitat from ingesting plastics mistaken for food does not just impact the sea life, but our own health, as we participate in that food chain by enjoying the seafood being affected by PCBs and other chemicals that end up on our plates.

Now at the mature age of 22, Boyan Slat's first cleanup barrier test will be deployed in the second quarter of this year. Proving that a model can become a reality with the right mix of smarts, determination, and effective team members. [www.youtube.com/watch?v=ROW9F-c0kIQ](http://www.youtube.com/watch?v=ROW9F-c0kIQ)

With both of these examples, it is obvious that our global society needs to be more responsible in the way we produce, use, and discard our manufactured goods that take decades, centuries, or millennia to break down. In the meantime, we have some very smart people contributing some brilliant ideas against the effects of our human shortcomings.

### RICARDO RIVERA

CO-FOUNDER  
KLIP COLLECTIVE  
AND MONOGRAM



James Turrell is a huge inspiration. His work is both massive and minimal in its form. He is a master of light and space—two elements that are instrumental in my work. To think that a massive amount of people saw such a dumbed-down imitation of his work in Drake's "Hotline Bling" video makes me ill, but I do love his response to Drake's quote:

"While I am truly flattered to learn that Drake f\*cks with me, I nevertheless wish to make clear that neither I nor any of my woes was involved in any way in the making of the 'Hotline Bling' video," said James Turrell in a statement posted by the law firm that represents him

### PIER NICOLA D'AMICO

CO-FOUNDER  
KLIP COLLECTIVE  
AND MONOGRAM



The thing that has held my attention for a long time and what inspires me on a daily basis is not a person, but rather an equation. It's the math and patterns that exist in everything I see, from quantum uncertainty, to mega-structures containing thousands of galaxies. It is the driving force behind such disparate things as the pattern of a river's meandering stream, or the way veins grow and bifurcate in the body, or how we render particles and water in CGI.

This powerful force of nature is used to analyze everything from the stock market, to artificial intelligence, to pandemics, to how electrons are dancing on silicon chips while I am typing on this simple computer (a device that really only knows two things, on and off, but can encode reams of instructions and execute them at the speed of light). The language of matter, the universe and everything in it, including us, are explained and predicted by fundamental forces that obey complex formulas.

As we untangle and resolve the inconsistencies in these formulas, we get closer and closer to the language of our world. The near future will bring another huge leap when quantum computers come online, allowing accurate modeling of our planet's warming as well as rapidly sequencing our genome, which will lead to building custom curative therapies for cancer and more. Already scientists are learning how we can edit memories and delete our worst fears. When I look at the virtual reality R&D work we are doing at Klip and Monogram, I can't help but see these various fields of research coalescing and beginning to create new realities that humans will use to tell stories, allow people to travel and see things from their homes, and educate us about the rich and complex fabric of reality.

We really are a bunch of molecular particles shimmering in and out of existence, it's what the cosmologists are theorizing and polymaths confirming. Our eyes play a special part in this illusion, one that evolution has created and tuned to navigate the infinite field of possibilities.

### ADAM SIERS

VP/BRAND AND  
CONTENT STRATEGY  
ARCHER GROUP



I love great beers and great brands, so I've long been inspired by Sam Calagione. In 1995, Sam founded the Dogfish Head brewery in Rehoboth, DE. That was fortuitous for me. It was the year I

CONTINUED ON P. 20