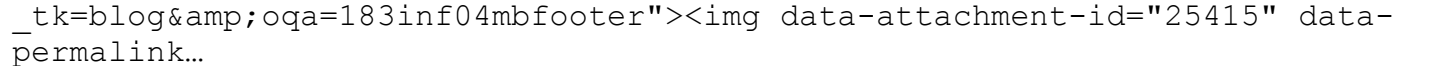


O'Brien and Brooklyn-based [It's a Living](https://www.instagram.com/itsaliving/). In the days leading up to the festival, Gemma and It's A Living worked out their plans and logistics using Dropbox Paper as their collaborative workspace. During the festival, the two typographers will combine their creative energy to make murals live at the festival—and Outside Lands fans will get to watch the artwork from first brush stroke to final reveal.

These are just a few of the co-creations happening this weekend. Come see them for yourself if you're attending Outside Lands. And follow us on [Instagram](https://www.instagram.com/dropbox/), [Facebook](https://www.facebook.com/Dropbox/) and [Twitter](https://twitter.com/Dropbox) for behind the scenes action showing how the collaborations come together.

https://www.dropbox.com/paper?_tk=blog&oqa=183inf04mbfooter



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<p>Remote collaboration is kind of like a long-distance relationship. The farther you are from your partner, the harder it is to communicate. But when you find enough common ground, sparks can fly despite the distance. That's why we're fascinated when artists from different backgrounds come together to create something new. Inspired by the success of last year's experimental mash-ups, we're returning to Outside Lands to pair up people from different corners of the creative world and see what they can make together.</p>
<h2>But does it go to 11?</h2>
<p>Indie rock heroes Portugal. The Man and designer Ricky Watts are friends who've been looking for a chance to work together for a while. So what's kept that from happening? Ricky lives in California. PTM make their home in Portland, Oregon. Lucky for us, we get to help bridge the distance by giving them a place to collaborate. Using Dropbox Paper, the band and Ricky worked on a new amplifier design, sharing ideas at every stage of creation, and revealing the final artwork onstage during PTM's performance at Outside Lands.</p>
<blockquote><p>Check out how Dropbox Paper can help get your team on the same page</p></blockquote>
<h2>Chocolate bar, raised</h2>
<p>Chocolate's collaborations are legendary. Its controversial work with peanut butter is debated to this day. But how long can it rest on its laurels? In the face of fierce competition from the ever-morphing gummy bears, we think it's time for chocolate to get in shape. It can be so much more than flat bars and Easter bunnies. So we asked designer Sam Ushiro and chocolatier Amy Guittard to co-create a festival-inspired dessert. Though Sam lives in New York and Amy resides in San Francisco, the two have been cooking up ideas in Dropbox Paper to figure out the best way to sculpt Guittard Chocolate into something Willy Wonka would envy. If you're at Outside Lands this weekend, stop by the Guittard Chocolate trailer in ChocoLands and check out the chocolate architecture they've concocted.</p>
<h2>Bossing up from down under</h2>
<p>Sometimes a song is so strong, it can pull people together from different ends of the earth. Take Lizzo's "Good as Hell," for example. Its anthemic lyrical hook is inspiring a new mural from Australian Gemma

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<p>Dropbox announces that COO Dennis Woodside is stepping down in September after an amazing four-year tenure. Two senior leaders at the company will be promoted to the management team, which will be restructured to take over Dennis's responsibilities.</p>  
<p><strong>Yamini Rangan</strong>, currently VP of Business Strategy and Operations, will become Chief Customer Officer and manage our customer-focused business functions.</p>  
<p><strong>Lin-Hua Wu</strong>, VP of Communications, will continue overseeing our internal and external communications and analyst relations. See <a href="https://www.dropbox.com/news/company/thank-you-dennis-welcome-yamini-and-lin-hua">our news page</a> for more.</p>  
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<p>To see even more creative energy in action at Outside Lands, follow us on <a href="https://www.instagram.com/dropbox/">Instagram</a> and <a href="https://twitter.com/Dropbox">Twitter</a>.</p>

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<blockquote><p>"For the Outside Lands mural, I was using a variety of analog and digital techniques. Using Dropbox was a great way to streamline the design process and switch seamlessly between my photos of sketches on my phone, to working on my iPad and laptop before painting the actual mural."—Gemma O'Brien</p></blockquote>

<figure id="attachment\_25589" style="width: 1300px" class="wp-caption alignnone"><a href="https://instagram.com/p/BmXtsp7nOtx"></a><figcaption class="wp-caption-text">Photo of Gemma O'Brien by Jeremy Cohen</figcaption></figure>

<p>"<a href="https://www.dropbox.com/paper?\_tk=blog&amp;oqa=183inf05mbbody">Dropbox Paper</a> was a great tool to collaborate on the mural for Outside Lands," said Gemma. "All the important details, initial sketches, and process were in one easy-to-find place. As I'm often working while traveling, Dropbox is super convenient to access all my files and inspiration images without having to lug a hard drive around the world with me."</p>

<p>Ricardo (<a href="https://www.instagram.com/itsaliving/">@itsaliving</a>) said using Paper during the collaborative process helped by facilitating communication and giving him complete creative freedom.</p>

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<p>Lettering artists <a href="https://www.instagram.com/mrseaves101/?hl=en">Gemma O'Brien</a> and Ricardo Gonzalez (AKA <a href="https://www.instagram.com/itsaliving/">@itsaliving</a>) teamed up to create a mural featuring the lyrics "Boss up and change your life" from Lizzo's hit song, "Good As Hell."</p>

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<blockquote><p><a href="https://www.dropbox.com/paper?\_tk=blog&#038;oqa=183inf05mbanc"><strong>Check out how Dropbox Paper can help get your team on the same page</strong></a></p></blockquote>

<p>Grammy award winners <a href="https://www.instagram.com/portugalthemanager/">Portugal. The Man</a> and visual artist <a href="https://www.instagram.com/rickywatts/">Ricky Watts</a> collaborated on hand-painted amps the band used during their set at Outside Lands.</p>

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together-outside-lands/">creative mash-ups at Outside Lands</a> were so  
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muralists, musicians, designers, and chocolatiers to find out what would  
happen if they <a  
href="https://blogs.dropbox.com/dropbox/2018/08/outside-lands-  
2018/">combined their creative energy</a> to produce some unique works of  
art together at the festival. Here are highlights from last week's  
festival.</p>  
<p><a href="https://www.instagram.com/aww.sam/">Sam Ushiro</a> and <a  
href="https://www.instagram.com/guittardchocolate/">Amy Guittard</a>  
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<p>Stay tuned. As the community around the <a href="https://blogs.dropbox.com/dropbox/2018/04/future-classic-dropbox-studio/">Future Classic x Dropbox Studio</a> continues to grow, we'll be reporting on all the collaborative events happening here on the front lines of creativity. Follow along at #futureclassicxdropbox on <a href="https://www.instagram.com/dropbox/">Instagram</a> and <a href="https://twitter.com/Dropbox">Twitter</a>.</p>  
<p><a href="https://go.dropbox.com/en-us/flow-together-ebook?\_tk=blog&\_camp=flow2-core&\_net=fc&\_ad=banner"></a></p>  
<p>For tips on powering collaboration on your team, download our eBook,

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<h2>Favorite place to buy records?</h2>

<ul>

<li>"In Denver, Colorado: Wax Trax" (two shout outs)</li>

<li>"Amoeba"</li>

<li>"Northside Records in Melbourne"</li>

<li>"A record store in Highland Park called Permanent Records" (two shout outs)</li>

</ul>

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## <h2>Most rewarding record find?</h2>

<ul>

<li>"Hall and Oates... really hard to find in Australia"</li>

<li>"My own"</li>

<li>"Jimi Hendrix, Live at The Fillmore. I found a first pressing of that for six bucks."</li>

</ul>

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<h2>Most underrated record of all time?</h2>

<ul>

<li>"Prince, 1999"</li>

<li>"Ryan Adams, Cold Roses"</li>

<li>"Anything by J Dilla"</li>

<li>"Earth Song by Michael Jackson"</li>

<li>"Anything by Sabrepulse"</li>

</ul>

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<h2>First record purchase?</h2>  
<ul>  
<li>"Dave Brubeck, Time Out"</li>  
<li>"It Take A Nation of Millions to Hold Us Back by Public Enemy"</li>  
<li>"Tusk by Fleetwood Mac"</li>  
<li>"Janelle Monae, The Chase, Suite 1"</li>  
<li>"Static Age by The Misfits"</li>  
<li>"Frank Ocean, Channel Orange"</li>  
<li>"Bon Iver, For Emma"</li>  
<li>"Michael Jackson's Bad"</li>  
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<https://blogs.dropbox.com/dropbox/2018/07/future-classic-live-shows/>>host creative discussions</a>, and create exclusive content. This month, Future Classic wanted to give fans a chance to check out the studio in person and connect with record makers and collectors. So they invited them to Future Classic's first-ever Vinyl Fair.</p>

<p>The Vinyl Fair was the first time Future Classic had opened up the studio to the public, so they wanted to involve as many artists, local creatives, and labels as possible.</p>

<blockquote><p>"We had a bunch of local labels we'd worked with before like Innovative Leisure, Stones Throw and Terrible, but were thrilled to welcome other crews like Ninja Tune and Mount Analog, and our neighbours from the space in Frogtown, too."—Nathan McLay, Founder/CEO of Future Classic</p></blockquote>

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<p>With about 500 music fans gathered in one place, it was the perfect opportunity to learn about the vinyl enthusiasts' first records and favorite finds. Here's what some of the event attendees had to say:</p>

<h2>Favorite record you've owned?</h2>

<ul>

<li>"Imagine by John Lennon"</li>

<li>"Michael Jackson, Thriller"</li>

<li>"Miles Davis, Blue Note"</li>

<li>"Journey in Satchidananda by Alice Coltrane"</li>

<li>"The Best of Elton John"</li>

</ul>

<blockquote><p><a href="https://go.dropbox.com/en-us/flow-together-ebook?\_tk=blog&\_camp=flow2-core&\_net=fc&\_ad=anchor"><strong>Learn how to improve collaboration on your team</strong></a></p></blockquote>

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href="https://blogs.dropbox.com/dropbox/2018/04/future-classic-dropbox-
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which type of link can be used.</em></p>

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<h2>Lucidchart diagrams</h2>  
<p>Just as Paper lets you work with teammates on documents, Lucidchart helps you collaborate on flowcharts, org charts, and other diagrams. Put the two tools together, and you can communicate ideas in a number of different ways—all in the same place. Now, when you paste a Lucidchart publish link into a Paper doc, viewers will see an automatically generated preview right inside your doc.</p>  
<p></p>  
<p>These new additions are available starting today. To get started, just add a Dropbox folder, Airtable base, or Lucidchart diagram into any Paper doc. Not using Paper yet? Get started at <a href="https://www.dropbox.com/paper?\_tk=blog&oqa=183pl08mbbody2" target="\_blank" rel="noopener">dropbox.com/paper</a>.</p>  
<hr />  
<em>Update (September 4, 2018): Adjusted Lucidchart section to clarify

<p></p>

## <h2>Airtable bases</h2>

<p>Paper is all about bringing collaboration, coordination, and communication together, so Airtable is a natural fit. Combining the functionality of spreadsheets and databases, it helps you organize your work, your way. With our new support for Airtable, just add a base's embed code, and Paper will display a preview in whichever view you've selected—main, in progress, Kanban, gallery, form, or calendar.</p>

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break that all-important flow. Link previews in Dropbox Paper, which let
you easily add work from other tools to your docs, help combat this
browser tab weariness. That's why we've been working to bring even more
of the tools you use every day into Paper. Today, we're introducing
preview support for three new tools so you can better keep all the pieces
you need in one place.]]></description>

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in that flow state as long as possible. But all it takes is a click of a
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flow. Link previews in <a href="https://www.dropbox.com/paper?
_tk=blog&oqa=183pl08mbbody1" target="_blank" rel="noopener">Dropbox
Paper</a>, which let you easily add work from other tools to your docs,
help combat this browser tab weariness. That's why we've been working to
bring even more of the tools you use every day into Paper. Today, we're
introducing preview support for three new tools so you can better keep
all the pieces you need in one place.</p>
<h2>Dropbox folders</h2>
<p>Now, when you paste a link to a Dropbox folder, you can see all the
files inside it—and even navigate through subfolders—without leaving your
Paper doc. And whenever the folder's contents are changed, the preview in
your Paper doc will be updated automatically.</p>

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<figcaption class="wp-caption-text">Photo by Julia Robbs</figcaption>
</figure>
<h2>Staying in creative flow with Dropbox</h2>
<blockquote><p>"We started using Dropbox Business early on because it was and continues to be the best way for us to work together."</p>
</blockquote>
<p>Technology not only powers collaboration between staff, board members, and alumni. It also empowers MGP to fulfill their mission and scale their impact.</p>
<p>"One of the main components of what we do is to create content that can potentially inspire other people to consider careers in advertising and media marketing," Stephens says. "We started using Dropbox Business early on because it was and continues to be the best way for us to work together."</p>
<p>Recently, Dropbox Paper has emerged as the nonprofit's foundational tool for project coordination and team communication. MGP's pop-up agency, run by program participants to serve Fortune 500 companies, relies on Paper every day for everything from brainstorming to meeting notes to project plans.</p>
<blockquote><p>"Paper just helps us bring the conversation we're having to life."</p></blockquote>
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<p>Set in the 1950s, the hit TV show Mad Men put a spotlight on issues of diversity and equity in the advertising industry. But even in 2018, there's much progress to be made.</p>

<p>"I didn't know much about the disparities," Jay Gould, a senior at Cleveland State University, says. "I just knew that I would put on a suit sometimes, take my résumé, and go knock on doors at advertising firms. But I got the feeling that I could never get in."</p>

<p>That same feeling—the disparity in representation of persons of color in the advertising, marketing, and media industries—prompted Larry Yarrell II and Lincoln Stephens to start up the Marcus Graham Project (MGP) in 2007.</p>

<h2>Preparing the next generation of industry leaders</h2>

<p>By 2020, there will be 1.4 million job openings in tech, marketing, e-commerce, and media. The question is: Who will get hired?</p>

<p>Throughout the past decade, MGP has been investing in young, underrepresented talent, and preparing them to become the next generation of leaders in those fields.</p>

<blockquote><p>"Over 95 percent of our graduates find employment immediately after leaving our program." —Lincoln Stephens, CEO/Co-Founder, Marcus Graham Project</p></blockquote>

<p>Named after the fictional character Marcus Graham from the 1992 film Boomerang, MGP runs experiential bootcamps in major cities across the country to help candidates gain hands-on experience, find mentors, and begin careers in the advertising, marketing, and media sectors.</p>

<p>"With the Marcus Graham Project, we wanted to show the next generation that Marcus Grahams existed all over the world," Yarrell says. "We're ensuring that, little by little, more minorities have a seat at the table, because we realize that the people who are making decisions are the people who determine the images we all see."</p>

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the hit TV show Mad Men put a spotlight on issues of diversity and equity
in the advertising industry. But even in 2018, there's much progress to
be made. "I didn't know much about the disparities," Jay Gould, a senior
at Cleveland State University, says. "I just knew that I would put on a
suit sometimes, take my résumé, and go knock on doors at advertising
firms. But I got the feeling that I could never get in." That same
feeling—the disparity in representation of persons of color in the
advertising, marketing, and media industries—prompted Larry Yarrell II
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is just not important right now I can ignore it.” The way you can do that is when you have something that’s really important in front of you. The first couple of months of every company, I think it’s always like that. When I’ve been in times of crisis, it’s like that. The reality is, there are probably only a few things that are actually important in any particular moment...</p>

<p>But I do want to attack the question a little bit because I’ve heard of this concept of creative energy and being able to running out of it. Over the years, [I’ve talked] about <a

<p>When you say you feel most in flow in moments of crisis, do you mean those circumstances make you more focused?

Yes, exactly. It’s not always negative. Crisis, I think, has a negative connotation. But when you know where you want to be and you want to be there immediately and you have that clarifying focus, that direction, it’s really powerful. The goal at work is to have that every day. Not just at work, but in your life—to know where you want go.</p>

<p>Have you ever felt that happening as a team, where there’s a collective flow and alignment with a group of people who are working together to solve that crisis?

Of course, all the time. There’s always something fun to chase down and work on. And we’ve got a bunch of big projects going on. The Reddit community itself is always doing something interesting. I think that’s what makes work fun. One of the things I talk about a lot when I think about business in general is... you know how the human genome is 99% the same as that of the fruit fly? I think companies are the same way. Most companies are 99% the same, and that 1% that’s different is a prize... The fun of working, the fulfillment of working is solving hard problems with your team. You can do that anywhere—at work or in your personal life. I think just having that in mind—the reward is the journey—can be really effective.</p>

<p>At Dropbox, we talk about the problem of “work about work,” where you’re just dealing with the processes or bureaucracy. How do you try to reduce that work about work?

There are a couple tactics. One is this notion [that] process becomes culture. A lot of times with teams, if you feel like the discipline isn’t there, and you’re not getting the results you want, you can put some process in, put some discipline in. Regular meetings, regular emails, whatever it is. Then eventually, it becomes second nature. This is the hard part—how you can shift the process so the culture will stay intact.</p>

<p>For more tips on taking the work out of getting work done, download our eBook, Friction to Flow.</p>

chance to chat with Steve Huffman, CEO and co-founder of Reddit.

Since launching in 2005, Reddit has achieved tremendous user growth, attracting approximately 330 million visitors every month. So how did they build such a massive community without massive marketing efforts? We sat down with Steve to find out how he and his team are transforming the front page of the internet into an iconic brand.

Working at a leading tech company in Silicon Valley, what kind of shift have you seen in terms of marketing approaches?

One of the the really powerful things marketing can do is help you grow your user base. Reddit has always kind of grown on its own. But we do have like a lot of ground to catch up in terms of explaining what Reddit is, closing what we like to call the perception gap or the relevance gap... getting people to understand that even if you're not a Reddit user, you probably actually have a home on Reddit somewhere.

As the founder of Reddit, Hipmunk, and other companies, you've built several successful teams. What's the secret to harnessing the collective genius of teams?

The strategy is different at different companies. At Reddit, we have the luxury of having a mission that people can get really excited about. We're bringing community and belonging to everybody in the world. For a lot of the people who work at Reddit, Reddit has touched their lives in some way, so there's a kind of close relationship. That's a nice element for hiring.

At Hipmunk, we're doing travel search. Convincing people to sling plane tickets, with the exception of their CEO, I think that wasn't anybody's childhood dream. So there, the pitch was more along the lines of let's save people time. It doesn't sound glamorous, but we can save people a few minutes a day and that adds up. "Come work with really smart people. Come work in a really great culture." All of those things were kind of how we brought people together.

As new technologies emerge, they sometimes affect our ability to focus on meaningful work. How does your team use technology to collaborate more effectively?

That's a great question. There are technologies for sharing and communicating that can be really effective. We use Dropbox at Reddit. I think you just have to be careful about not conflating technology tools with work. Technology can help you do work, but just using it doesn't actually make you more productive. Whether it's email or Slack or shared documents... It's the content that matters. I think sometimes it is easy to lose sight of that. It's also handy how technology's enabled this whole kind of generation of people being able to work remotely and hire around the globe and have more freedom.

"When you're in those moments of flow, you're feeling really productive... You can make decisions all day long. You feel creative all day long. I think you have an infinite supply."

At Dropbox, we think of creative energy as a resource that can be depleted or replenished depending on the work environment. In your career, when have you felt the most creative energy?

The times of my life where I've been the most productive are when the pressure is the greatest. When you find yourself saying, "That

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