

Jarrett Fuller  
Graphic Design, etc

Portfolio

## Facebook for Business

Facebook for Business is the online location for advertisers, small businesses, and brands to learn about Facebook's advertising products, watch video tutorials, and get the latest news. As a member of the Business Marketing team at Facebook, I worked on all facets of the FB4B brand and website.

## Team

Creative Direction: Steve Farrell, Henrik Olseon  
Design: Jarrett Fuller, Zach Miller  
User Experience: Fellswoop (Seattle, WA)

The screenshot shows the homepage of the Facebook for Business website. At the top, there's a navigation bar with links for 'CREATE PAGE', 'CREATE AD', and 'GET HELP'. Below the navigation is a search bar. The main header features a large image of a smiling woman with red hair. The text 'Meet the people who'll love your business' is overlaid on the image. A blue button labeled 'How Facebook Ads work' is visible. Below the main image, a white box contains the text 'Facebook helps you reach your business goals' and four icons with corresponding labels: 'Drive Online Sales' (shopping cart), 'Increase Local Sales' (bar chart), 'Promote Your Brand' (phone with arrows), and 'Raise Brand Awareness' (person with starburst). There are also links for 'Create Ad' and 'Learn How'.

This screenshot shows a specific Facebook Ads campaign page. It features a headline 'Easy and effective Facebook Ads' and a sub-headline 'With Facebook Ads, you can create targeted ads to reach different audiences and meet your business goals.' Below this is a 'Create Ad' button. To the right, there's a section titled 'All the right people' showing a photo of two women looking at a phone screen. Further down, there's a 'Suggested App' section for 'Jen's Recipe Generator'.

This screenshot shows a 'Learn How' section titled 'Learn How to Succeed with Facebook'. It includes a sub-section 'Your Facebook Page' with a description of what a page is and how it can help. Another sub-section, 'How Facebook Ads Work', has a description of the unique aspects of Facebook advertising. The final sub-section, 'Measuring Results', discusses the tools available for monitoring ad performance.

## Facebook GMS Summit 2014

The Facebook Global Marketing Solutions Summit is an annual internal sales conference held in San Francisco, CA. In 2015, I designed and developed the conference's identity based on the theme "Redefine."

### Concept

Continuing the 'evolving identity' approach I worked on the previous year, I developed a system where the word "redefine" would be written in conference attendees' handwriting. We had attendees write the word in their own handwriting and used those as marks around the conference. This visualized the key themes in redefine like editing, personality, and process that we then paired with famous figures who have redefined industries in history.

### Team

Creative Direction: Patrick Fagan  
Concept/Art Direction: Jarrett Fuller  
Design: Jarrett Fuller, Zach Miller  
Production: MKTG, San Francisco

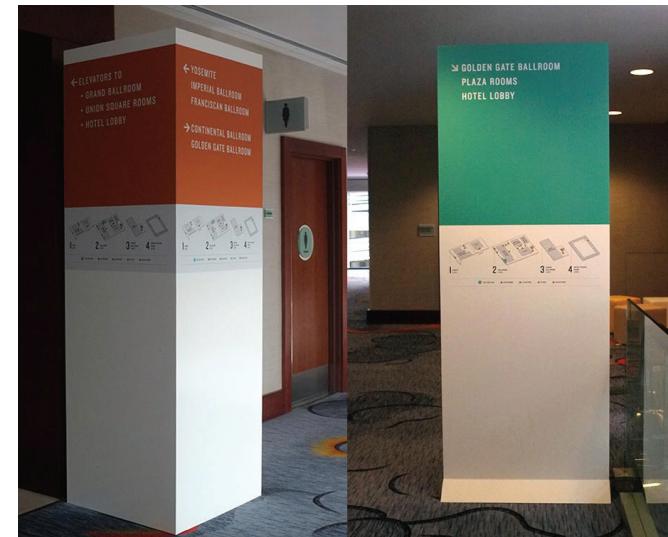
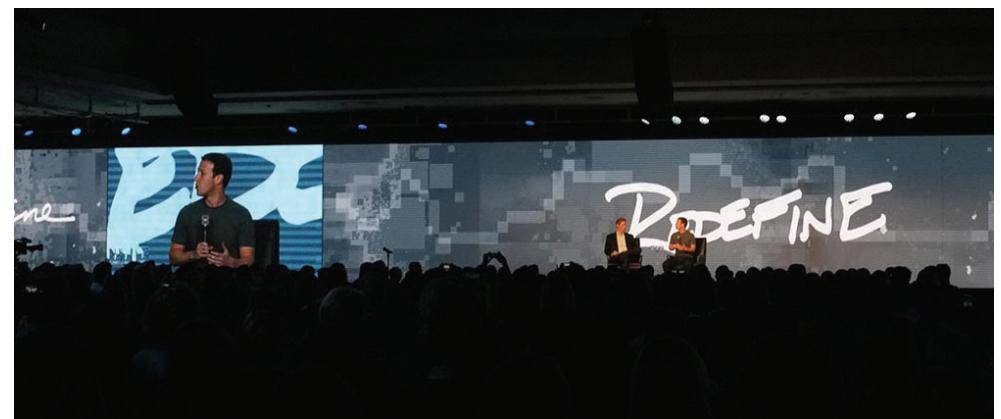
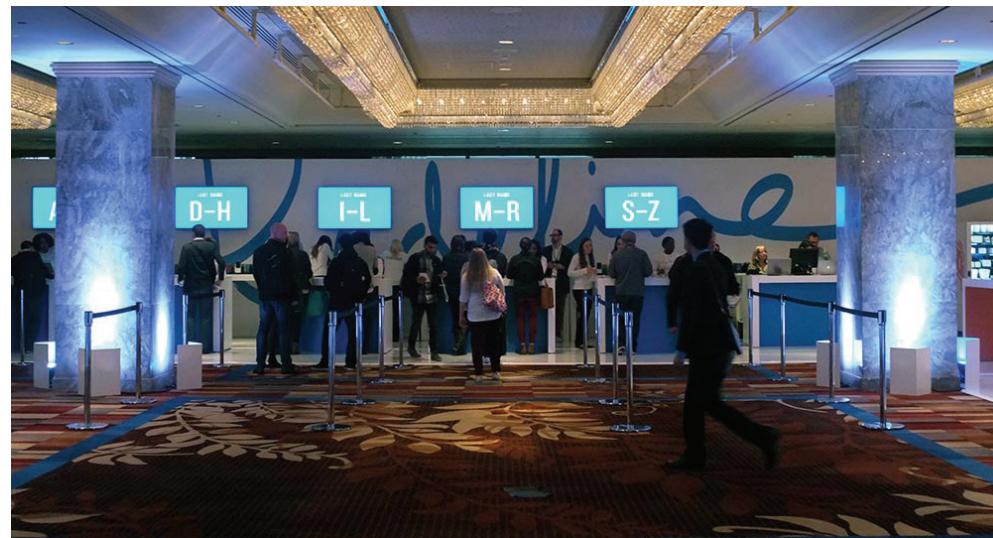


Redefine

Redefine

REDEFINE

Redefine



## Instagram Ads Product Guide

To help showcase Instagram's advertising products, I was asked to design a printed product guide that would be delivered to top agencies and clients to highlight video, photo, and carousel ads. The final piece aligns with Instagram's premium branding efforts with heavy paper and special die cuts and foldouts.

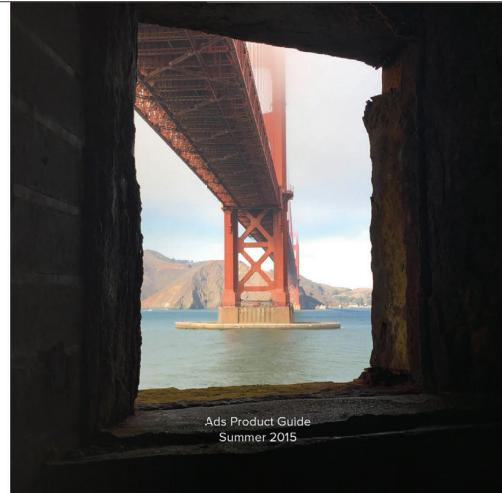
## Concept

The cover featured a die cut square, echoing Instagram's signature square photos. When opened, the inside cover features beautiful photography. To show how carousel ads work, the inside panels folds out, revealing how advertisers can include multiple photos in their ad units.

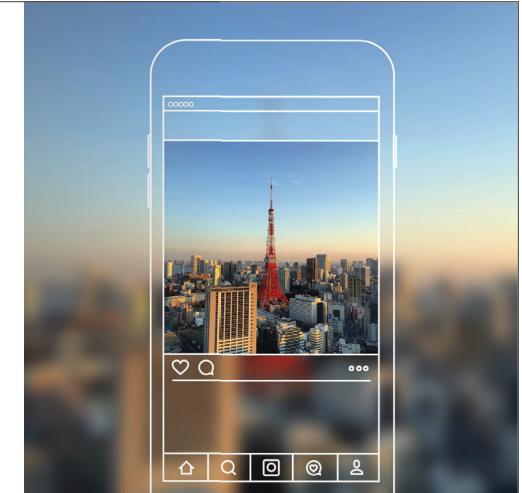
## Team

Art Direction/Design: Jarrett Fuller  
Copy: John Cantwell





And every day people capture and share the world's moments, on Instagram.



## Starting with a point of view

BRAND

Creative Best Practices

It's important to begin with a basic question: What do you want your brand to be known for?

Establishing the fundamentals of your brand's presence first — its point of view, content strategy, look and feel, all as they relate to your overall brand strategy — will help shape the content you share and the way people on Instagram interact with your brand.

## IMAGE ADS Simply beautiful

Instagram was built around photos.

With image ads on Instagram, brands have the opportunity to tell their story through beautiful imagery. Whether it's building brand awareness or showcasing specific products, they offer a clean, simple and beautiful creative canvas.

Format	1:1 aspect ratio
File type:	.jpg, .png
Dimensions	Minimum: 640x640 Maximum: 1936x1936
Captions	Maximum four lines of copy (20-150 characters)
File Size	Maximum: 10MB

97%

of campaigns on Instagram have generated significant lift in ad recall.

16 pt

Average ad recall lift on Instagram

2.7X

ad recall higher than Nielsen's norms for online advertising

Source: Nielsen BrandEffect. All campaigns on Instagram between November 2013 and February 2015. Stats here represent findings for all Instagram ad formats.



## **Facebook GMS Summit 2014**

Facebook's Global Marketing Solutions Summit is an annual internal sales conference held in San Francisco. In 2014, the theme was "DARE" and I led the design and art direction for the conference's brand, including logos, swag, environmental signage, and screens.

### **Concept**

The letters in DARE represented a window into the future, showcasing daring situations and activities. Each place the logo was seen, different images were shown to keep the event lively and the branding interesting. We also developed international versions to represent the different Facebook offices attending from around the world.

### **Team**

Creative Direction: Steve Farrell, Patrick Fagan  
Concept/Art Direction: Jarrett Fuller  
Design: Jarrett Fuller, Jaime Rovira



DARE

DARE

DARE

DARE

도전

OSA

جرأة

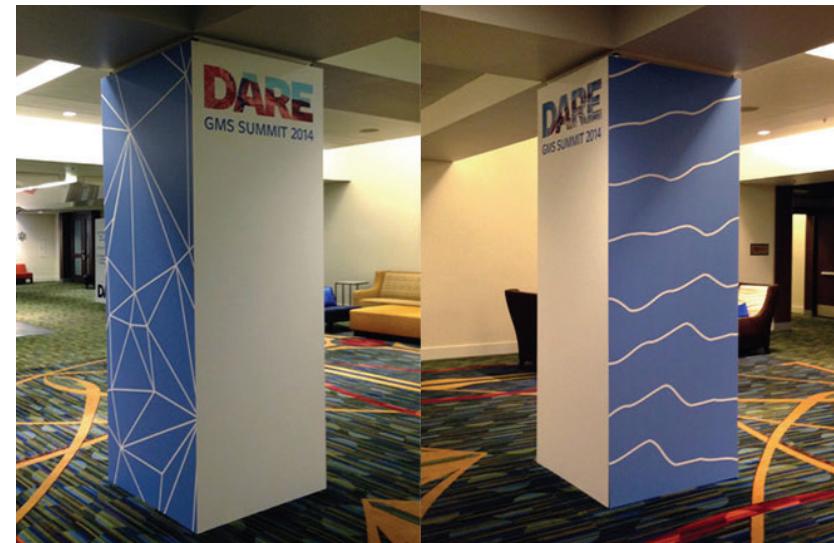
勇於

OUSEM

挑戰

OSEZ

TRAUT EUCH



### San Francisco BBQ Festival Logo

I was asked to design a logo for the first San Francisco Barbeque Festival, held at The Yard in October 2015. The logo was printed on banners, cups, cozies, and other collateral.



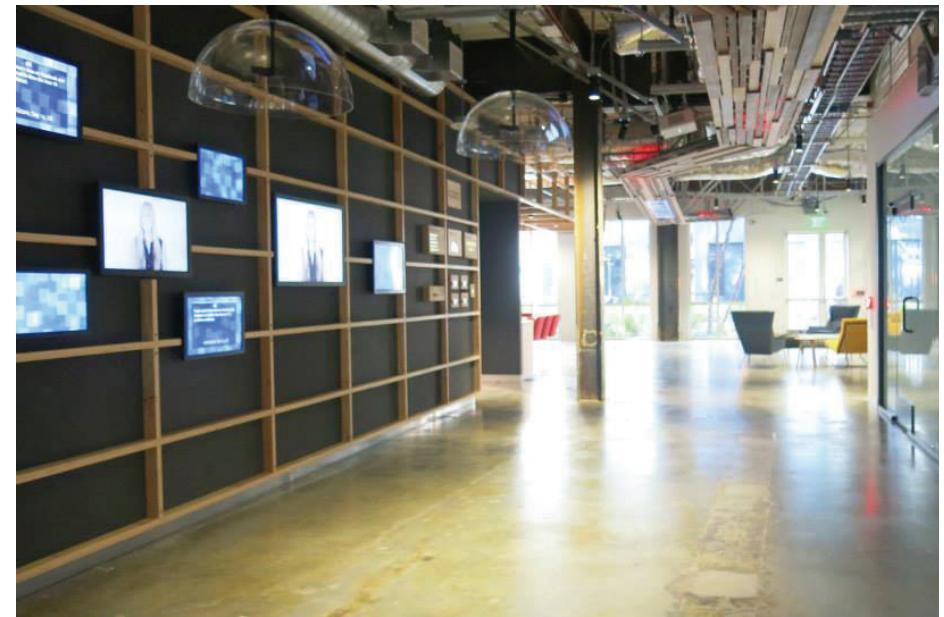
## Facebook Partner Center

The Facebook Partner Center is series of meeting spaces, interactive experiences, presentation rooms to host meetings with Facebook's managed clients. I worked on the design of the interactive screens and designed the Instagram gallery space.



## Team

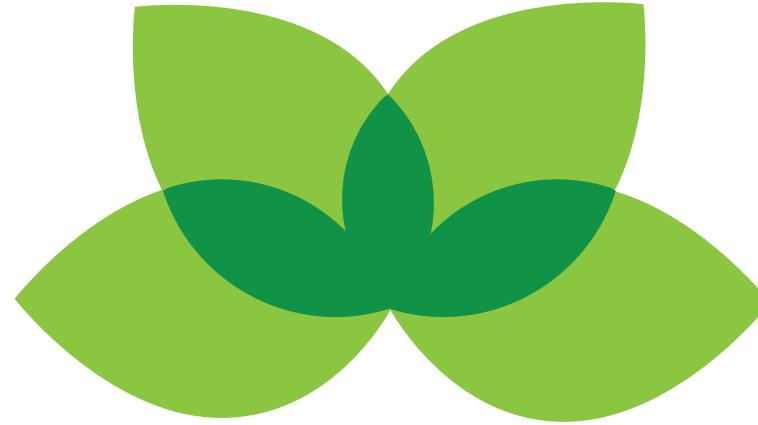
Creative Direction/Graphic Design: Patrick Fagan, Jarrett Fuller  
Architecture: Rockwell Group



**Paul McHugh Program for Human Flourishing**

The Paul McHugh Program for Human Flourishing is a special center at Johns Hopkins University in Baltimore that works with patients to be holistic beings. Each pedal of the flower represents the four pillars: spiritual community, liberal art education, stable home life, and a stable job.

*per scientiam ad sapientiam*



**The Paul McHugh Program  
for Human Flourishing**

## Facebook Local Awareness Ads

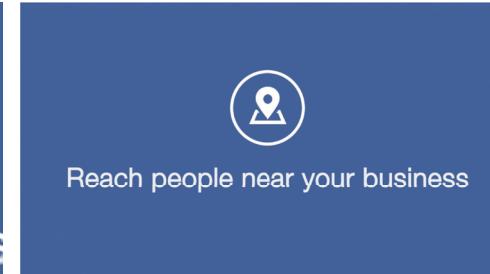
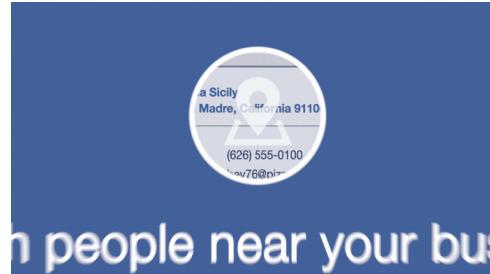
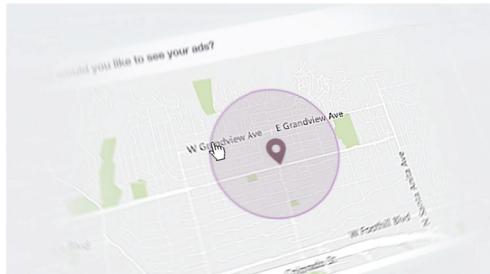
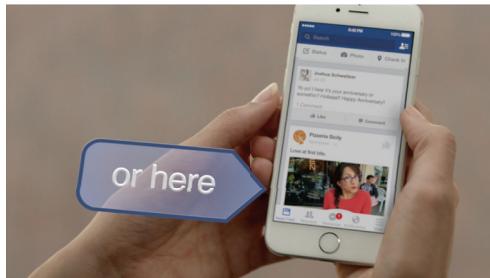
In 2014, Facebook launched a new advertising feature called Local Awareness. This tool allowed small businesses to target Facebook ads to potential customers within a set radius from their business location. I was part of a team that produced three thirty-second video spots to promote the new feature.

## Concept

To encourage local businesses to use Facebook to advertise their product or services, I came up with an idea that juxtaposes traditional media (newspapers, billboards, radio) with Facebook ads, suggesting that a business's potential customers would already see their ad on Facebook. We called the series "Your Ad Here."

## Team

Concept: Jarrett Fuller  
Creative Direction: Steve Farrell, Tim O'Hara  
Graphics: Jarrett Fuller, Tom Baird  
Filmed on location in Los Angeles, CA



## Warby Parker

For two years between 2011-2013, I was a designer at Warby Parker, an online eyewear startup in New York City. As a part of the small team, I helped work on all aspects of the company's design, focusing primarily on the e-commerce site, but also special marketing pages, print collateral, and select brand pieces.

## Careers at Warby Parker

We're looking for bright, curious, ambitious individuals who want to do good in the world. We look for the same qualities in our employees that we seek in our friends: honesty, kindness, and a tendency to think big.

(It's also a lot of fun.) From laser tag outings to weekly happy hour to lunch roulette, we think it's important for employees to have fun and get to know each other beyond the normal office routine. Large amounts of delicious food and/or beer are often involved in these escapades, as are mini-basketball hoops and board games. We like to keep things lively around here.

## Available positions

ADMINISTRATIVE AND PR	We're hiring. Want to work with us? Review our job postings by department to find the job that's right for you.
CREATIVE AND WEB	
CUSTOMER EXPERIENCE	
INTERNSHIPS	
OPERATIONS	
RETAIL	
HR AND TALENT	
TECHNOLOGY	

EYEWEAR AND FRAMES  
MEN'S EYEGLASSES  
MEN'S SUNGLASSES  
WOMEN'S EYEGLASSES

GET TO KNOW WARBY PARKER  
ABOUT US  
JOBS  
BUY A PAIR, GIVE A PAIR

HOW CAN WE HELP?  
SHIPPING RATES  
RETURNS AND EXCHANGES  
FREQUENTLY ASKED QUESTIONS

SIGNUP FOR EMAILS!  
ENTER EMAIL

## DO GOOD.

### BUY A PAIR, GIVE A PAIR

For every pair of glasses purchased, we provide a pair to someone in need.

Approximately one billion people don't have access to affordable glasses. Glasses can increase one's income by 20%, enable students to see a blackboard and offer dignity to those with poor eyesight. Warby Parker works with experienced non-profit partners to ensure that each sale of our frames will give someone in need access to affordable glasses.

1,000,000,000 ALMOST ONE BILLION PEOPLE DON'T HAVE ACCESS TO GLASSES

GLESSES CAN INCREASE ONE'S PRODUCTIVITY BY 20%

WE HAVE DISTRIBUTED OVER 250,000 PAIRS

How do we give?

Customers purchase a new pair of Warby Parker glasses.

Warby Parker provides funding and/or glasses to non-profit partners like VisionSpring.

## Team

Design: Stephanie Wu, Jarrett Fuller  
Development: Kareem Shaya, Daniel Thomson, Justin Travis  
User Experience: Tim Riley

## WARBY PARKER

### LOOKS LIKE YOU FOUND WALDO

This year marks the 25th anniversary of Waldo — explorer, escape artist, and all-around goofy dude. With his Twizzler-shaped body and round specs, Waldo reminds us of everything we loved about childhood: solving mysteries, looking at pictures, and watching adults do wacky things. To celebrate, we've rededicated the Monroe frame to our favorite adventurer. Grab a pair, don your brightest stripes, and see where it takes you.

MATERIALS & QUALITY

- Made from polycarbonate, the most impact-resistant material on the market
- Teflon-coated three-barrel hinges for durability
- Cut from a single sheet of acetate to maintain color purity
- Offer 100% UV protection
- Coated twice with anti-reflective coating
- Anti-scratch coating included

EYEWEAR AND FRAMES  
MEN'S EYEGLASSES  
MEN'S SUNGLASSES  
WOMEN'S EYEGLASSES  
WOMEN'S SUNGLASSES  
THE COLONEL MONOCLE  
HOME TRY-ON  
BUY A GIFT CARD

GET TO KNOW WARBY PARKER  
ABOUT US  
JOBS  
BUY A PAIR, GIVE A PAIR  
VISIT US  
HOW WE DO IT  
WARBY PARKER BLOG

HOW CAN WE HELP?  
SHIPPING RATES  
RETURNS AND EXCHANGES  
FREQUENTLY ASKED QUESTIONS  
CONTACT US  
CHANGE COUNTRY  
888-492-7297

SIGN UP FOR EMAILS!  
ENTER EMAIL  
SUBMIT

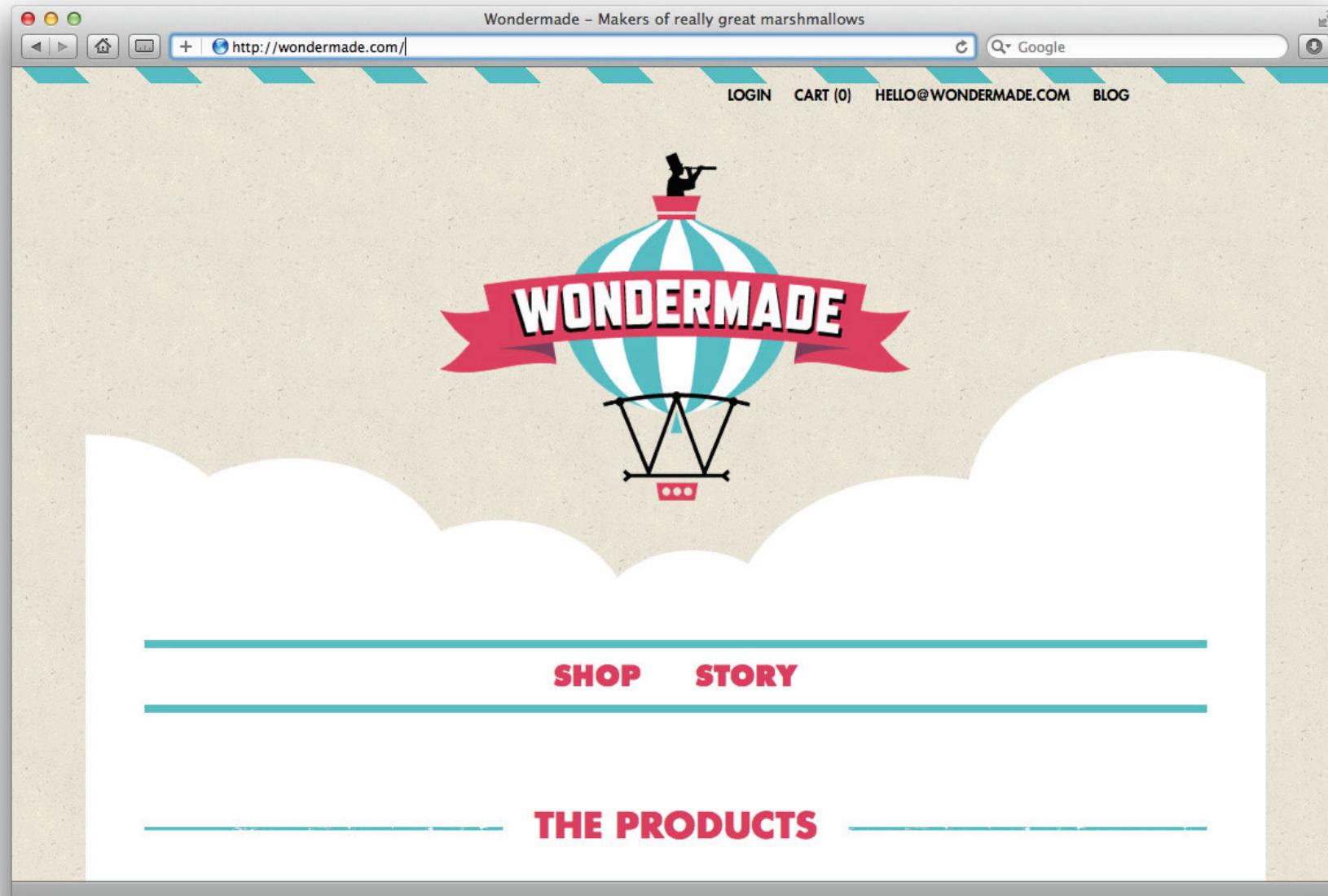
888-492-7297 | Made in NYC | Privacy Notice | Terms of Use | Connect with Us: [Facebook](#) [Twitter](#)

## Wondermade

Wondermade is a new confectionary in Orlando, FL focused on superior marshmallows in a variety of flavors including blueberry, pumpkin, and Guinness. They approached me to design an e-commerce site to sell their marshmallows. Working off the existing branding, we created a fun, textured site that reflects the packaging and echoes the unboxing experiences.

## Team

Creative Direction: Heads of State  
Web Design: Jarrett Fuller



## Warby Parker 2011 Annual Report

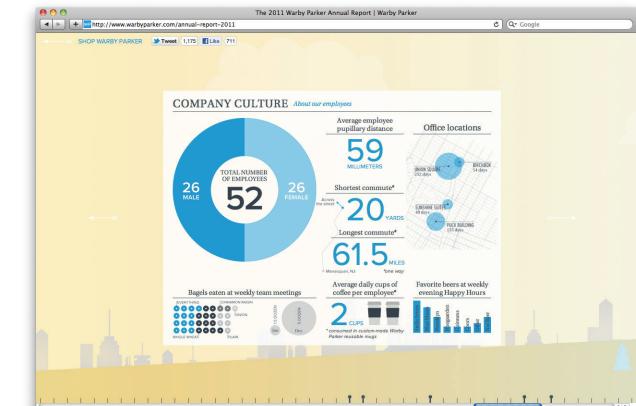
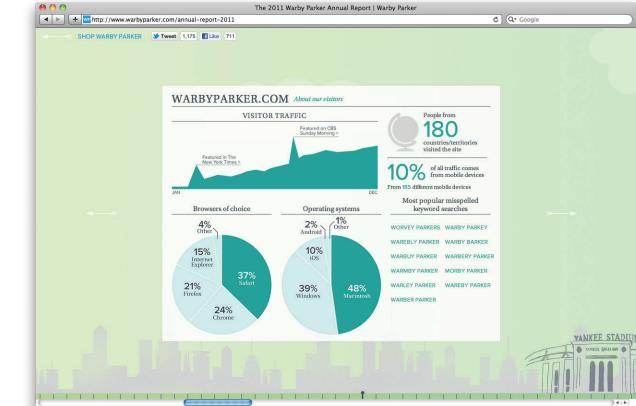
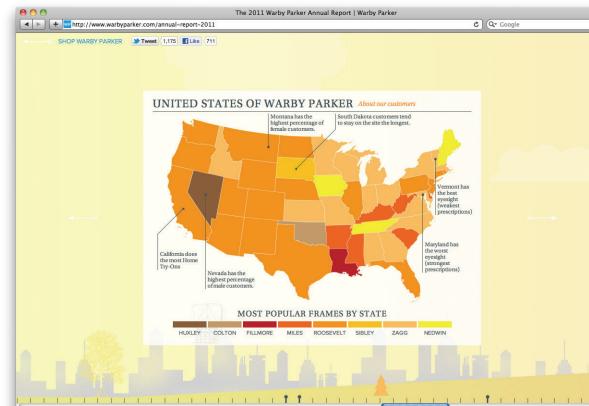
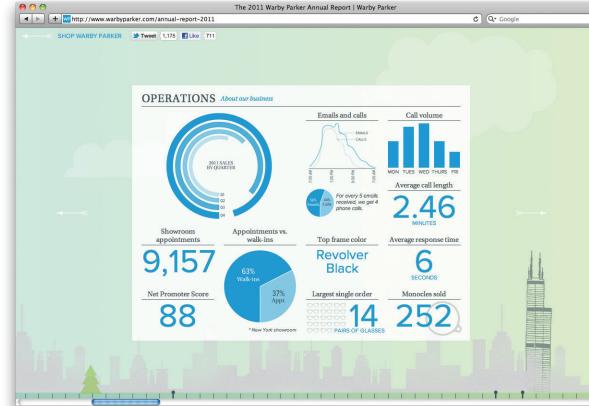
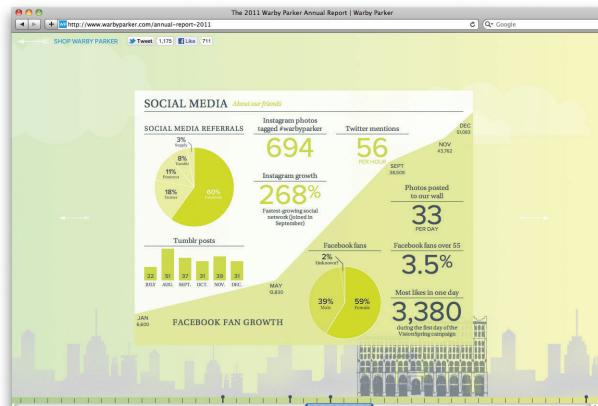
Warby Parker saw tremendous growth during the year 2011 and wanted an innovative and unusual way to share that data with their customers. We created an interactive, horizontal scrolling year in review anchored by a timeline highlighting various events from the year.

## Concept

Slides scrolling across highlight key areas in the company and visualize data ranging from sales growth to website traffic, popular frames by state to favorite beers during the company's happy hour.

## Team

Graphic Design: Jarrett Fuller, Stephanie Wu  
Development: Kareem Shaya



## Warby Parker 2012 Annual Report

For the second year in a row, Warby Parker wanted to create an interactive year in review to tell the story of the past year. As a part of the creative team, we designed and built a scrolling wheel that spun in your browser to share interesting facts, company milestones, collection launches, and other fun secrets.

## Team

Graphic Design: Jarrett Fuller, Stephanie Wu  
Development: Kareem Shaya, Daniel Thomson,  
Justin Travis  
Copy: Molly Young

The 2012 Warby Parker Annual Report | Warby Parker  
[www.warbyparker.com/annual-report-2012](http://www.warbyparker.com/annual-report-2012) Reader

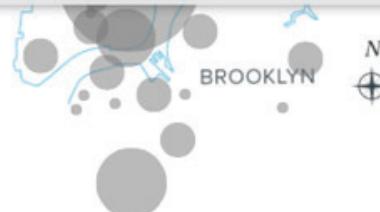
< SHOP WARBY PARKER WARBY PARKER Tweet 886 Like 1.2k

# 2012

HEREIN YOU'LL FIND DETAILED INFORMATION ABOUT OUR ACCOUNTING POLICIES, FOLLOWED BY A TERRIFYING ARRAY OF CHARTS.  
*WHERE OUR EMPLOYEES LIVE*  
JUST KIDDING.

THE ANNUAL REPORT IS OUR CHANCE TO SNEAK YOU INSIDE WARBY PARKER HEADQUARTERS AND SHOW YOU HOW IT ALL GOES DOWN—BAGELS AND BLOOPERS INCLUDED.

LET'S GO!



JANUARY 24:  
WARBY PARKER RELEASES 2011 ANNUAL REPORT >

2011 — A Year in Review —

NUMBER OF EMPLOYEES



Month	Full-Time	Part-Time	Total
JAN	52	0	52
FEB	55	0	55
MAR	58	0	58
APR	60	0	60
MAY	62	0	62
JUN	65	0	65
JUL	68	0	68
AUG	70	0	70
SEP	72	0	72
OCT	75	0	75
NOV	78	0	78
DEC	113	42	155

10 JAN DEC 113 FULL-TIME 42 PART-TIME

## Warby Parker 2012 Annual Report

The 2012 Warby Parker Annual Report | Warby Parker

[www.warbyparker.com/annual-report-2012](#)

WARBY PARKER

ANNUAL REPORT  
FEBRUARY

21 22 23 24 25 26 27 28 29 30 31 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24

< SHOP WARBY PARKER

ALL OUR COLLECTIONS IN 2012

**12** COLLECTIONS LAUNCHED

FEBRUARY 4: SPRING COLLECTION LAUNCHES >

EMPLOYEE FUN FACT #6  
"I almost slipped in the shower doing the 'Gangnam Style' dance."

HOW WE COMMUTE TO WARBY PARKER

113 FULL TIME

42 PART-TIME

EMPLOYEE FUN FACT #9  
"I held Michael Jackson's baby, Blanket, in my arms."

The 2012 Warby Parker Annual Report | Warby Parker

[www.warbyparker.com/annual-report-2012](#)

WARBY PARKER

ANNUAL REPORT  
APRIL

21 22 23 24 25 26 27 28 29 30 31 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24

< SHOP WARBY PARKER

MOST POPULAR SUNGLASSES IN OFFICE

APRIL 11: BLUE MIRROR LAUNCHES >

THATCHER

MOST POPULAR EYEGLASSES IN OFFICE

APRIL 1: WARBY BARKER LAUNCHES >

PRESTON

EMPLOYEE GROWTH

136 desks and chairs in office

8 walls knocked down during office expansion

Why pay hundreds of dollars for your dog's glasses when he's just going to eat them?

EMPLOYEE FUN FACT #48  
"I've been to 13 Hanson concerts."

The 2012 Warby Parker Annual Report | Warby Parker

[www.warbyparker.com/annual-report-2012](#)

WARBY PARKER

ANNUAL REPORT  
SEPTEMBER

18 19 20 21 22 23 24 25 26 27 28 29 30 31 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21

< SHOP WARBY PARKER

WEBSITE SPEED

AUG 30: WALDO ANNIVERSARY >

WALDO

TITANIUM COLLECTION LAUNCHES >

SEPT 27: TITANIUM COLLECTION LAUNCHES >

DO GOOD - WHAT'S THAT?

WALDO ANNIVERSARY > We dedicate a frame to the intrepid adventurer on his 28th birthday.

OUR FUN FACT #2  
one a Friend' on Who  
naire? (and sailed the  
globe!)"

SEPT 12: FALL COLLECTION LAUNCHES >

FALL has officially arrived!

OUR TV AD DEBUT >

Our very first TV ad blends film, collage, and animation in one happy-go-lucky package.

7 DO GOOD EVENTS HOSTED

3 tons of car

FREE ARTS (2)

NYC GENERATION TECH

FUTURES & OPTIONS

BIVYSC

CHARITY HACKATHON

NFT

9 COMPANY MIXERS

CHARITY: WATER BARBARIAN GROUP

RICK'S PICKS

SECOND MARKET

DOLCE VITA

BONOBOS

B CORP

INVISIBLE CHILDREN

THE FEAST

7 DO GOOD EVENTS HOSTED

3 tons of car

FREE ARTS (2)

NYC GENERATION TECH

FUTURES & OPTIONS

BIVYSC

CHARITY HACKATHON

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RICK'S PICKS

SECOND MARKET

DOLCE VITA

BONOBOS

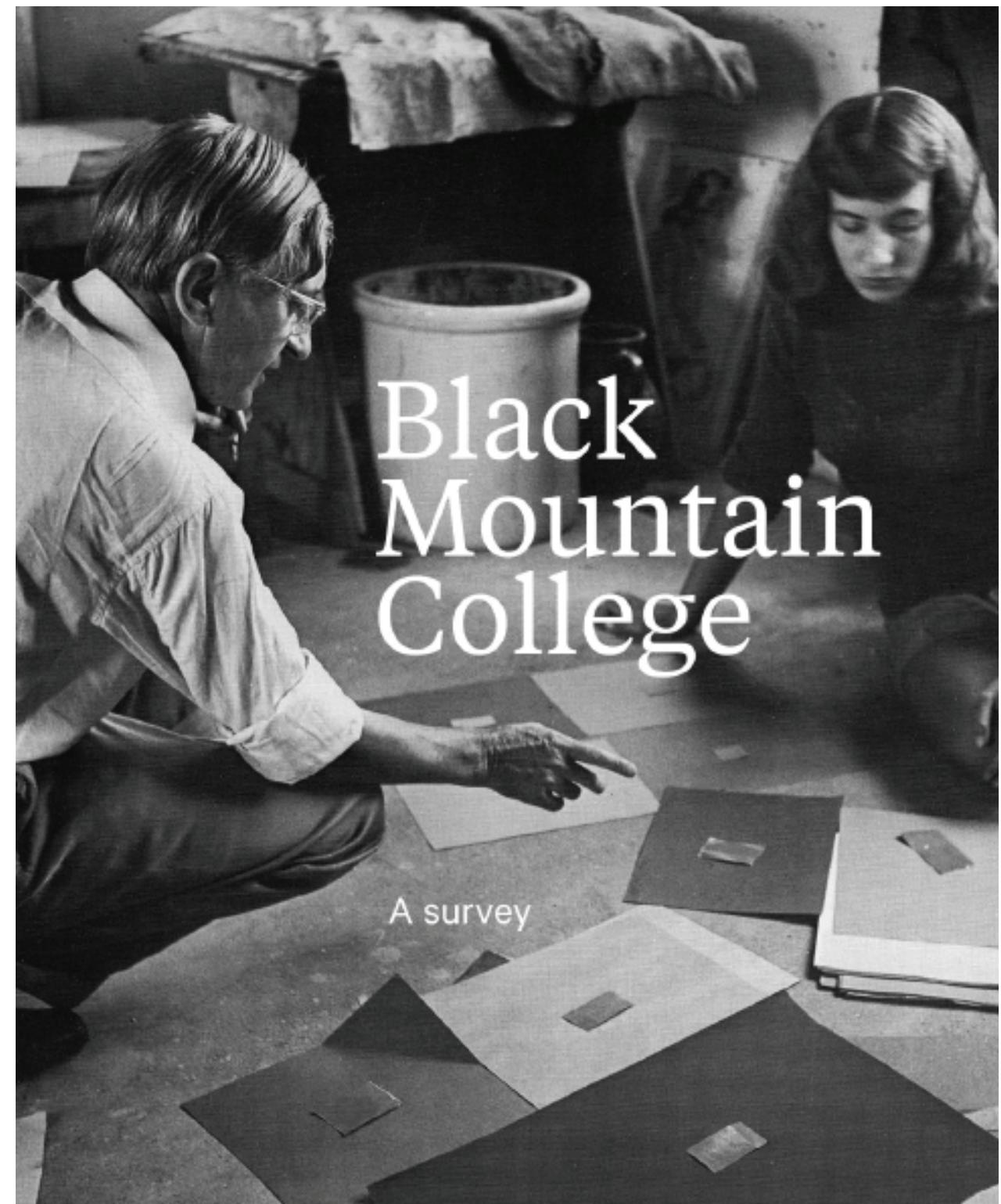
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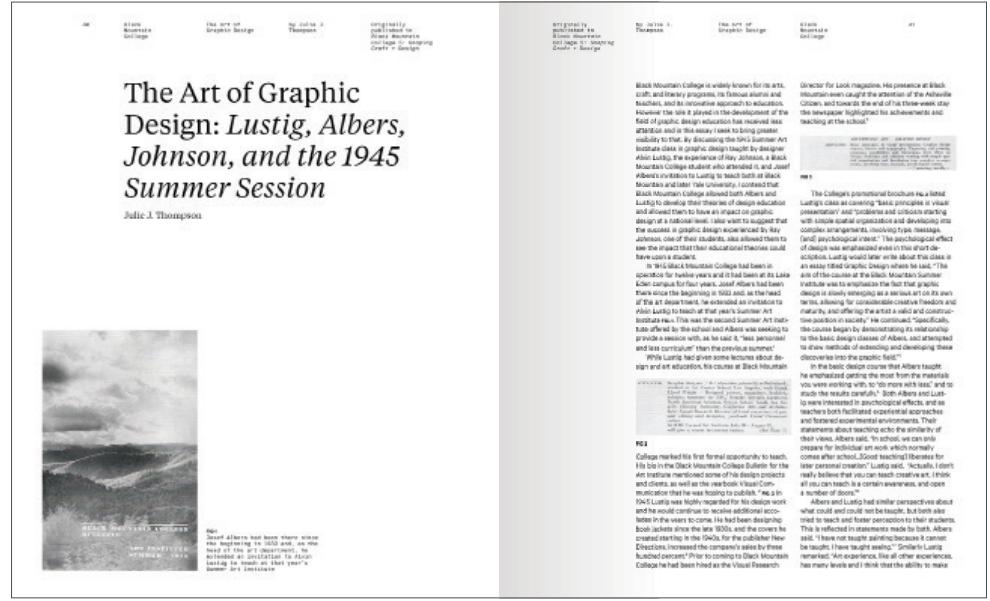
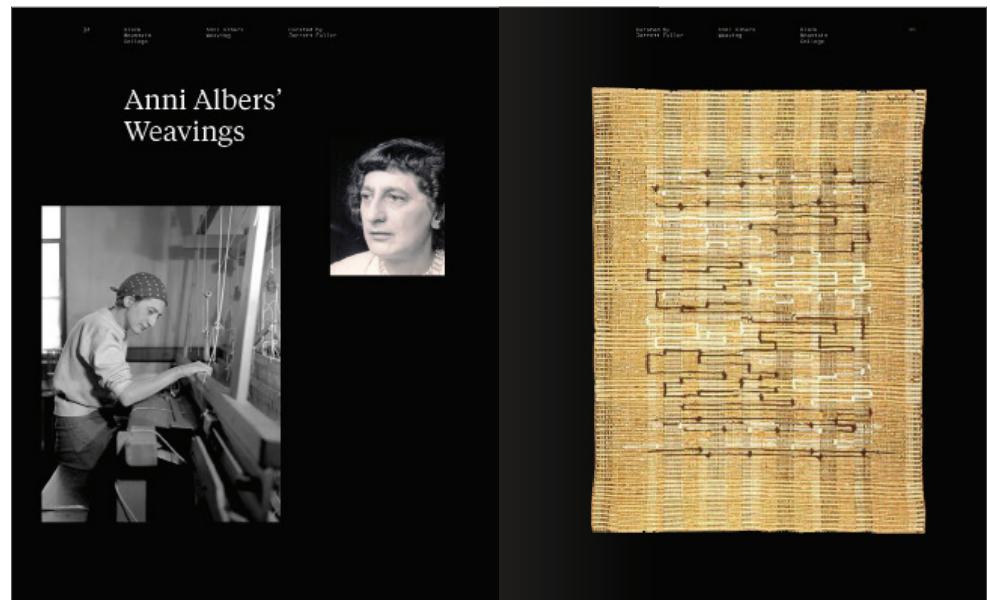
INVISIBLE CHILDREN

THE FEAST

## **Black Mountain College: A Survey**

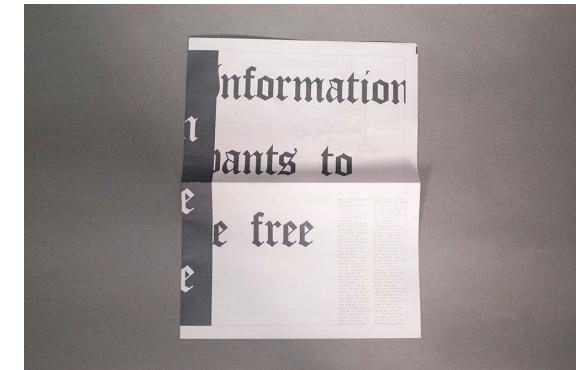
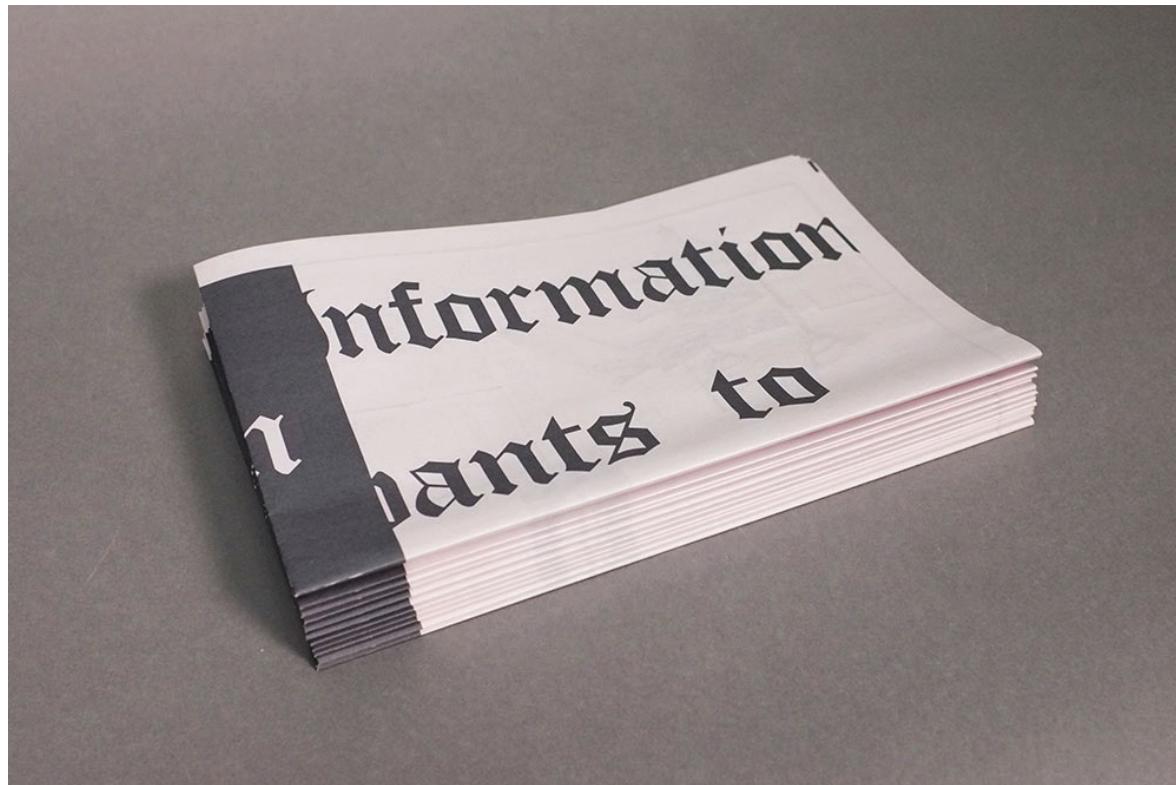
*Black Mountain College: A Survey* is a book I designed and edited to showcase the range of art forms and the talent of artists who passed through the experiment art college in its short lifespan. I selected essays from various writers on the school, its students and teachers, and the pedagogical theories as well as curated selections of works from various artists related to the school.





### The Information Zine

The Information Zine is an eight-page, two color zine that features an original, 3000 word essay on the history of information distribution and access. This piece, using the form of the zine (a traditional sub-cultural form of distribution), chronicles the complicated history. The form of the zine itself, then, becomes a method of distribution while constantly balancing obstruction and access.



## The Information Zine

In addition to the printed newspaper, the essay was also published on a long-scrolling, single serving website. The site borrowed the design language started in the zine and furthers that aesthetic in a digital environment.



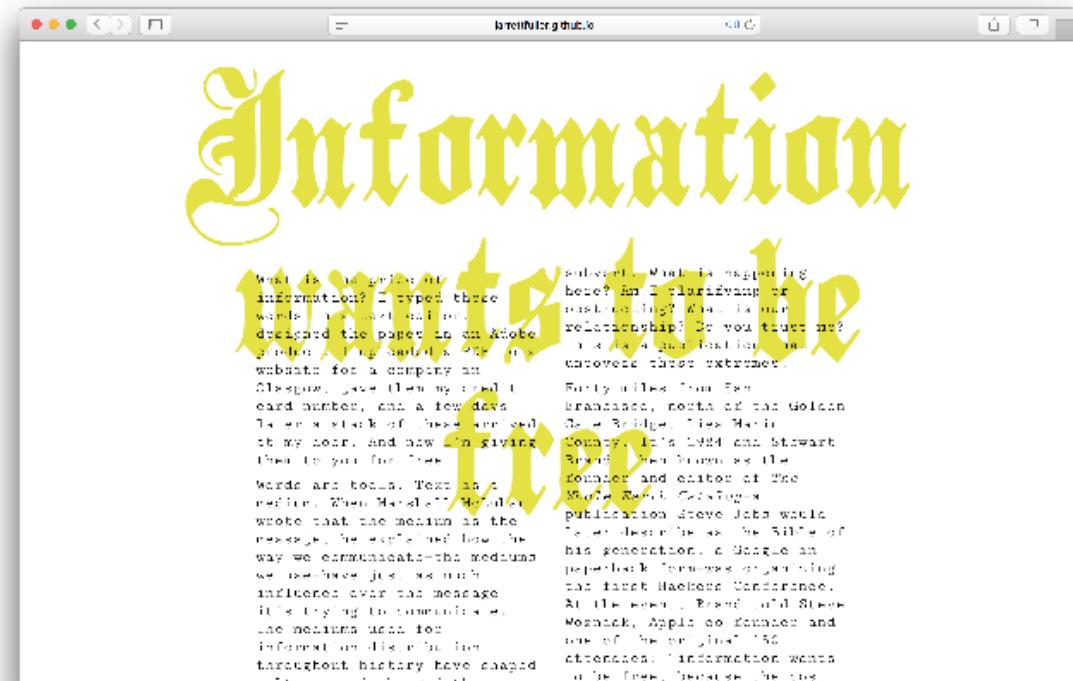
In the 1800s, French zoologist Georges Cuvier coined a species of scaly, tree-living lizard the "Salamanca parrot of



In 1901, in a column for The New York Journal, journalist A.J. Flanagan wrote with concern: "What is the 'freedom of the press as guaranteed only to those who own one,' meaning that those who do not own a printing press have little or no freedom of expression?" He argued that the right to express one's political views should extend to all, so that they disagreed with the government. The power of censorship was limited to the few who controlled the means of communication.

In France in 1990, English scientist and film director Ken Loach wrote in a column for the *Le Monde*: "I am not the free browser. The World Wide Web is an information store where documents and resources live at the whim of their owners, which applies to the majority of us. We are not the ones who decide the fate of the web. When the space for expression grows, the industrial revolution of an economy built around innovation is the result. We see it with our own eyes. The forces of capital and control are the ones that determine what can be invented on the world-wide web. Invented products come at speed in diverse times and interests, distribution and readership.

...the future belongs to publishing. Everyone does it on the web. ...there is a place for everyone on the web, and the web is not just a place for the best, though a publication, and someone to claim ownership of the internet. There are other ways of being there, of being part of the web. And the web is changing, becoming more decentralized, more multi-directional like the Web itself, or Twitter. ...this is what we're seeing with social publications. All in this, who are

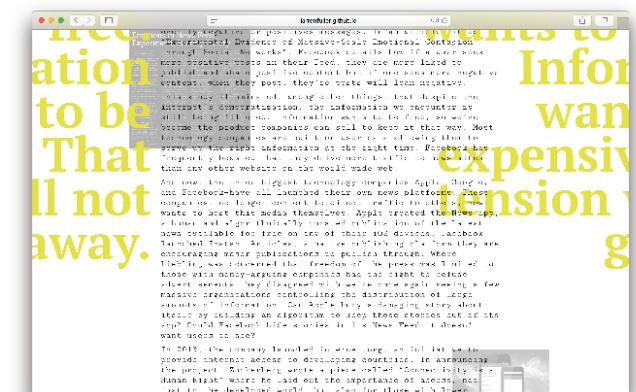


What is the price of information? I typed three words into a search bar and designed the paper in an Adobe Photoshop file called "It's a website for a company in Glasgow, gave them my credit card number, and a few days later a stack of press arrived at my door, and now I'm giving them to you for free."

Words are tools. Text is a medium. When Marshall McLuhan wrote that the medium is the message, he wrote and how the way we communicate—the mediums we use—have just as much influence over the message as is trying to communicate. The mediums used for information on display throughout history have shaped cultures and changed the way

society. What is happening here? Am I clarifying or obscuring this? What is our relationship? Or would we? It's a 4-year function to uncover these extremes.

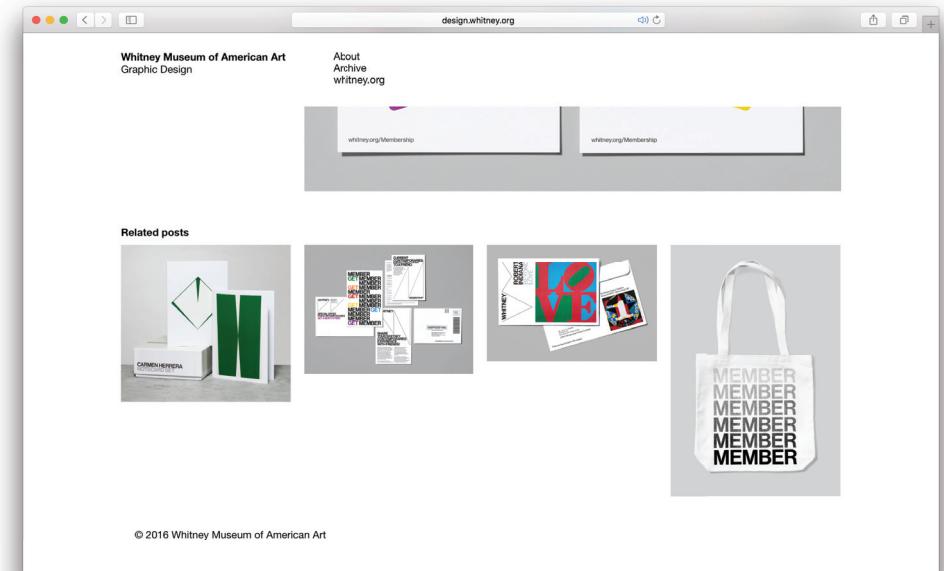
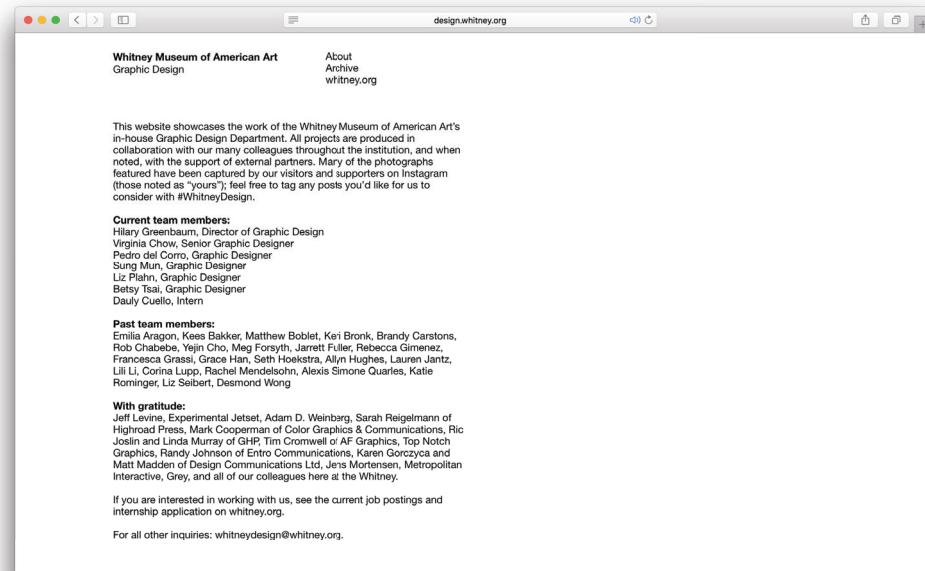
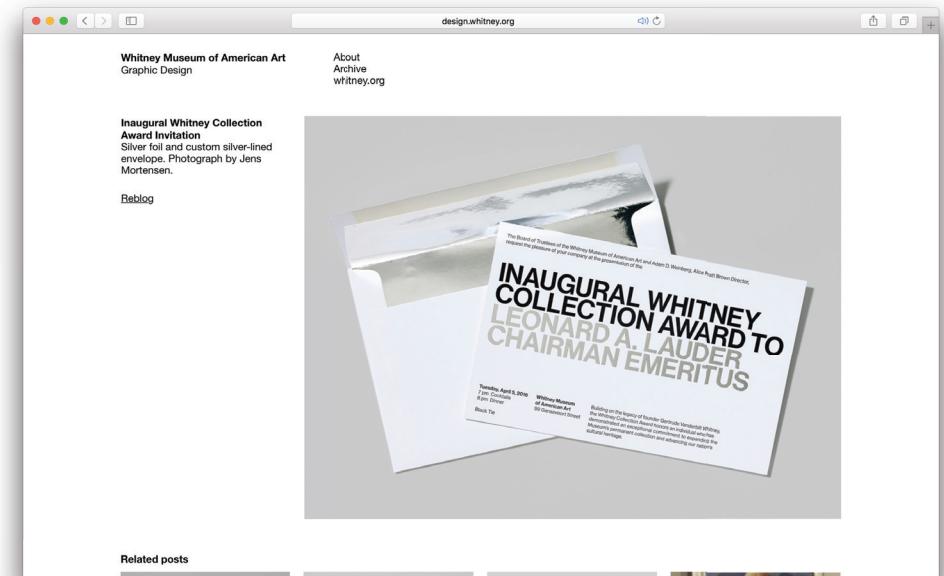
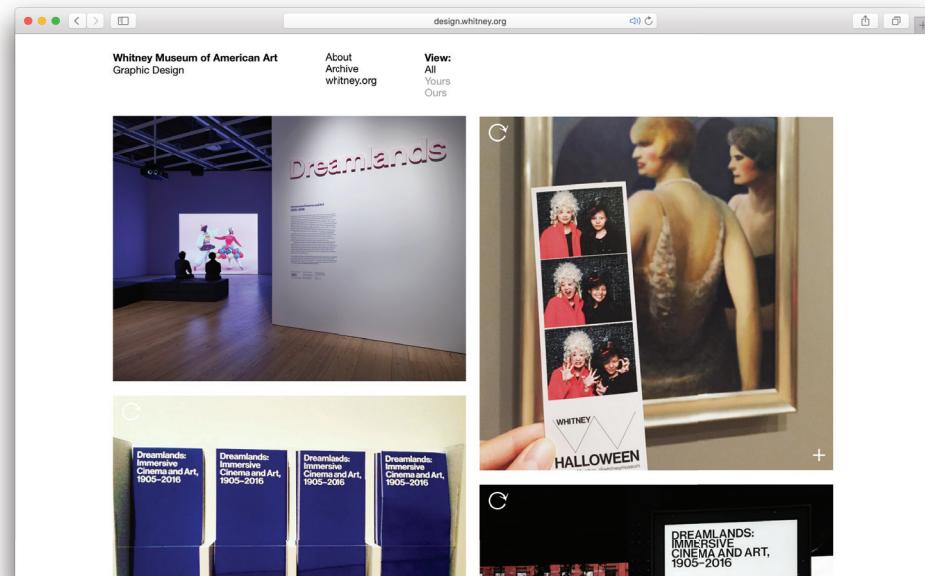
Forty miles from the Urals, north of the Golyam Ge - a bridge lies Marin County, Iris 1924 and steward Steve Jobs. Steve Jobs is the founder and editor of The Short Read. Creating a publication Steve Jobs would be an ideal fit. He bills of his generation, a Google in paperback form was organizing the first Hackers Conference. At the event, Steve and Steve Wozniak, Apple co-founder and one of the original 120 citizens, "Information wants to be free," because he has



To 2011, the company founded by Steve Jobs, he had let us provide internet access to developing countries. In announcing the project, Steve Jobs said, "Information wants to be free." His words to point out the importance of internet access to the developing world. Steve Jobs

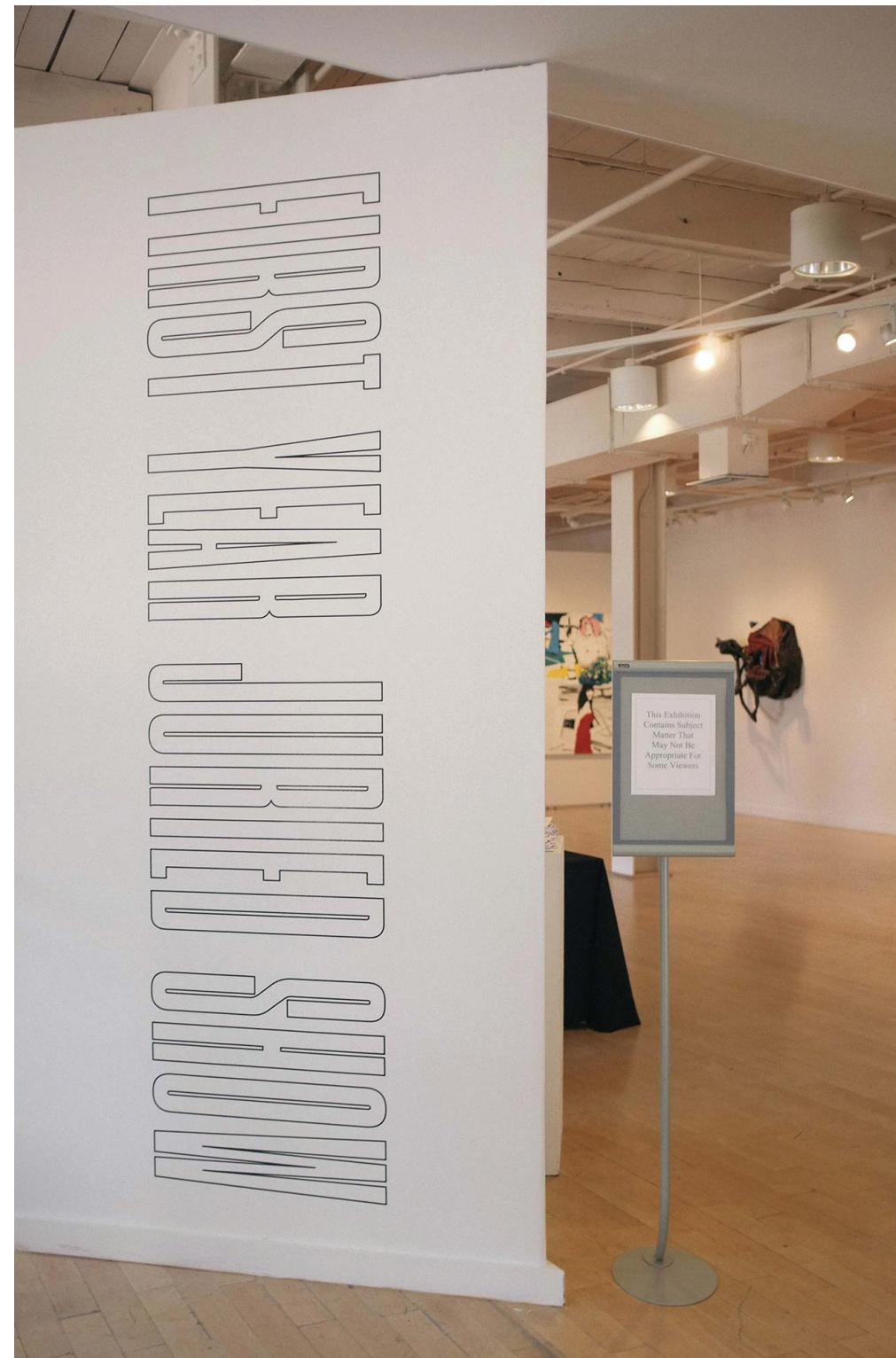
## Whitney Graphic Design Website

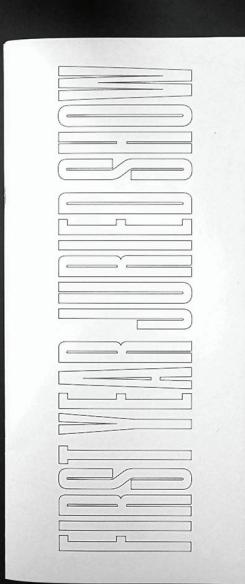
While interning at The Whitney Museum of American Art in New York City, I was tasked with designing and archiving the work the museum's in-house design team has produced since the 2013 rebranding. I design and developed this site using Tumblr to allow the team to catalog and share their work while also using it as a recruiting tool.



## MICA First Year Juried Show

Every August, the Maryland Institute College of Art hosts an exhibition showcasing the best work from the graduate program's first year students. In 2016, the exhibition was curated by New York curator Lumi Tan, who I worked with closely to develop a branding and design system for the show that stretched from exhibition design to posters and programs. Because the show was centered around first-year students, we focused on ensuring the design of the show didn't overpower the work, while also acting as a coherent element to tie together an otherwise unrelated group of artists.





## **Forgotten Futures Museum**

The Forgotten Futures Museum is a fictional museum I created while a student in MICA's MFA program. The Forgotten Futures Museum exists to document and archive history's visions for the future. From flying cars to controlled environments, science fiction films to geodesic domes, the museum remembers the images of the futures that have been forgotten. For the project, I designed the branding and collateral, developed copy, and produced a short trailer to announce the museum's opening.

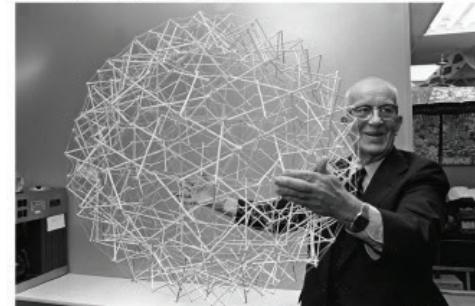
**FORGOTTEN  
FUTURES**

I thought  
the future  
would be  
cooler

A survey of  
science fiction  
films

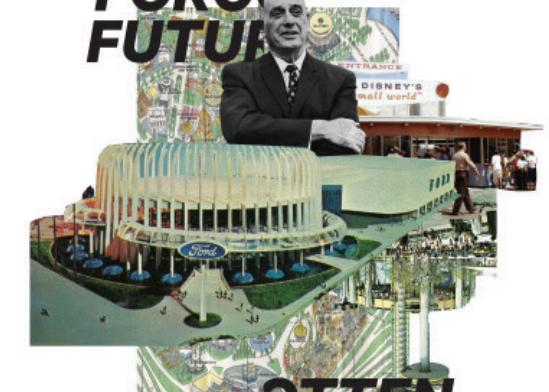
**OTTEN  
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**FORGOTTEN  
FUTURES**



**OTTEN  
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**FORGOTTEN  
FUTURES**



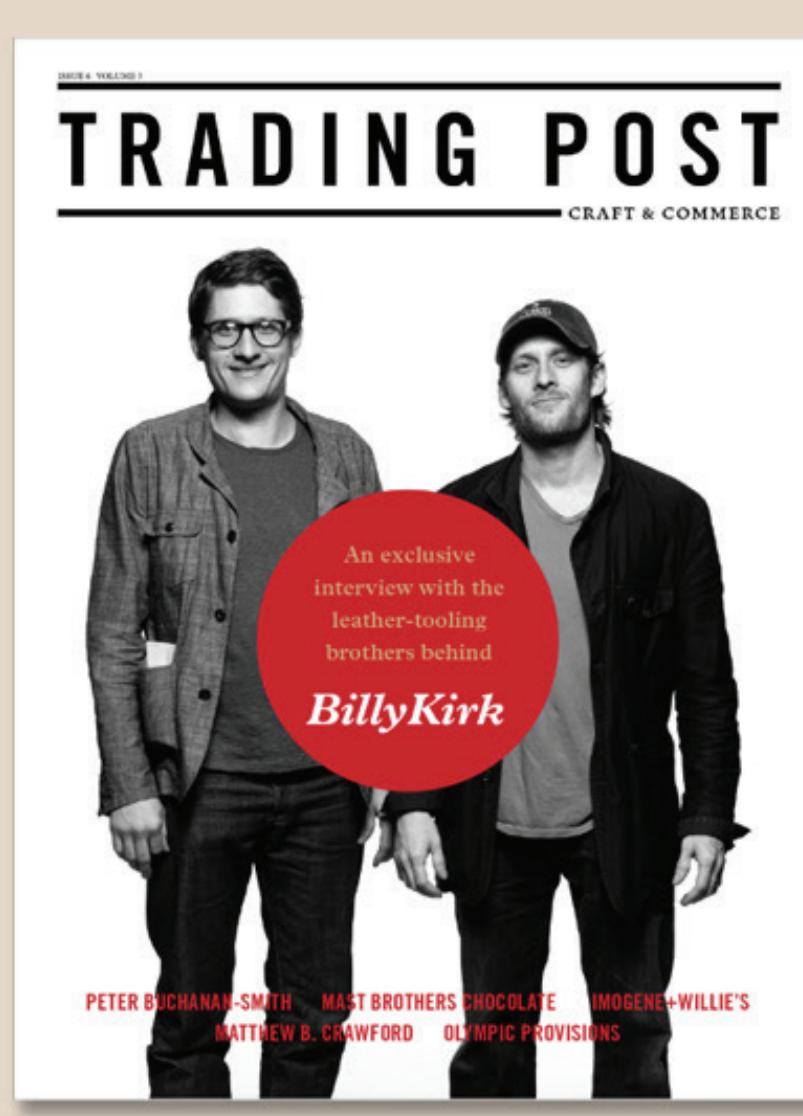
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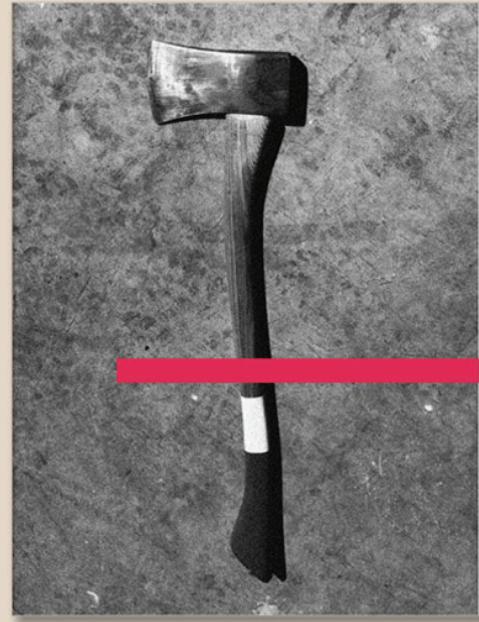


A screenshot of the museum's website. The header features a large image of two women in a kitchen setting. The main title 'FORG! FUTUR' is prominently displayed in bold black letters. Below it are navigation links: 'VISIT', 'LEARN', 'EXHIBITIONS', 'SHOP', 'COLLECTIONS', and 'ABOUT'. A large 'OTTEN RES' logo is centered below the exhibition title. The 'EXHIBITIONS' section highlights 'THE Dymaxian Man: THE WORK OF BUCKMINSTER FULLER'. The footer contains information about visiting hours and ticket purchasing options.

## Trading Post Magazine

Trading Post Magazine is a concept magazine about the intersection of craftsmanship and commerce. Featuring reviews, profiles, and long-form journalism, the magazine would showcase emerging craftspeople and the businesses created around them.





## PETER BUCHANAN SMITH

### and the URBAN AX

BY PENELOPE GREEN

In the year since Peter Buchanan-Smith started selling axes, his dog died, he and his wife separated, and he grew old at it in a big house. Also, he parted ways with his business partner.

This is not to say that life is easy. Or to imply that Mr. Buchanan-Smith, a graphic designer who has adored axes since he was a child, has given up on his passion. He still does, and with Maria Kalena, Scrunch It White's owner, of course, he's got a GoFundMe page for an album cover he made for her band, Wilds, in its last days on the back. The axes, you see, make him happy.

Made by a secret source in Maine, and hand-painted by Mr. Buchanan-Smith, 36, in his TriflicCo studio (with the help of an art school student), the axes have a rustic, earthy, and beautiful hiltache that give great grip.

After Andy Spade, the founder, entrepreneur and author of the men's brand Spade & Spade, his quasi-gallery, in May 2010, design bloggers and the design news media transposed "The Axe" into a cult status. And the rest of the world promoted it largely as an art object. This was both interesting and pleasing to Mr. Buchanan-Smith, who has always wanted to do what he does best: be perceived as "just some design hipster kicking it off and selling some other tools to a handful of other hipsters."

Still, seven of his axes are hanging in the Soichi Gallery in London. Seth Godin, the entrepreneur and author of *The Tribes*, and the co-founder and Leader, David Lynch and Mike Jones, the president of MySpace,

then as now, have bought them. You can see them from the comments and photographs on Mr. Buchanan-Smith's new Web site, [BuchananSmith.com](http://BuchananSmith.com), which he hopes will be as much of a community center for outdoor types

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Mr. Buchanan-Smith's collection has a wide range of colors and patterns, including camouflage, which is his favorite.

## BROTHERLY LOVE

BY MALCOLM GLADWELL

*Rolling pastures and whitewashed barns of Amish country welcome visitors to Billykirk's studio, the quiet location where nearly all of the company's leather goods are produced. We recently sat down with the brothers, Chris and Kirk, to find out what's next.*

**When did you start? Could you tell us the brand concept?**

**(Chris)** We formed the company in 1999. We always knew we wanted to make leather goods, so we started our business with leather goods.

**(Kirk)** We had leather shelves, chairs and ottomans, and one day we stumbled upon a gear shop in Los Angeles and walked out with a nicely worn, well-used leather belt. It was like a lightbulb went off. We started making belts, and people loved them. We got a lot of compliments and inquiries while working at a coffee shop I worked at. That's when the lightbulb went off again. We had a leather belt in my brother's office and I said, "Let's make these." He went up the stairs, put it on, and within a day or two we were in the leather goods business.

**Chris** I think we were ahead of the trend on the resurgence of the leather belt. In 1999, there were a few leather belt companies, but the shadow 1999 resurgence from Gucci to Gucci was making them again. The line has expanded into belts, wallets, umbrellas, travel bags and houseware. When developing the



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Mr. Buchanan's birthday dinner — a whole day spent gathering ingredients in Manhattan, like \$200 worth of wagyu. But when they finished they were exhausted.

Long story short: in searching for an ax to chop wood, he found one he could afford, all they could find was a cheap plastic-handled maul from Home Depot.

"It's made of my wood, it's right the wrong," Mr. Buchanan-Smith said. "It's a beautiful ax from a tree and resounding when the head comes over your head. And then things immediately stop."

He and Mr. Buchanan collaborated on a new-old object based on a model of a tool used long ago to split logs. They named it the "Tribal," and it's available at TriflicCo. Then Mr. Buchanan-Smith started branching out. He and his wife, Maria, made Co., to sell their tomahawks.

Meanwhile, Mr. Buchanan-Smith's axes had become so popular that he and his wife, now divorced with a twin baby daughter, had to put more wood on a twin baby daughter. The innovative hatchet had to be sold, at a \$100-plus price point.

"It feels like a refugee," Mr. Buchanan-Smith said. "There's a real loneliness when you get divorced."

and if you're a guy it's not like people are running to comfort you. I feel like a total outcast, like I had some sort of anatomical disease. The married friends, women above me, were

"It's April, and he and Mr. Buchanan had parted, too.

"Gwen has a 2-year-old. He just bought a house, and he's let on his place," Mr. Buchanan-Smith said. "I'm not sure if he'll ever be able to get through our divorce, but we've got through. It's like brothers having a falling out. We look back on it and go, 'We're still brothers.' The first one did really well. But it doesn't make sense to be the second one to lag behind."

He and Mr. Buchanan, now living in Tennesse, agreed that the "divorce was impossible." Also, he runs a company that manufactures products to clean up after people who have been in accidents. Through his father's Dad, when we invited people to write about their fathers' tools on the Web site, we got a lot of responses. I think it would never be what they wanted it to be, a generation of men who lost out, who had to do what was demanded of them.

There were also tributes to fathers like Tibet Kalena, a designer his daughter Luisa wrote about. She had a picture of her dad's hands, which she had to make in an old cannery, turning the meat with his bare hands.

"Peter is a great mentor in the tradition of family life, and I hope that he was interested in that," said Luisa's mother, Maria Kalena, a longtime interior designer whose work has been featured in *Architectural Digest*. "He can make a living out of it, that's even more important. But it's really about the exploration of what makes a good life, the importance of being an entrepreneur, and how do you then do it honorably, a kind way?"

Back in New York, Buchanan-Smith, his son, 21, was tracking blocks into massive bags and laying them out on the floor. He had just come back from the bags adding the long tags, which everyone signed. She paused briefly to answer a question about her dad.

"He really creates a section of the market," she said. "No one else makes this; it's unique; there's a difference between what he does and what others do. He's a true craftsman, and he's a true entrepreneur to come along and make a hand-forged, hand-painted ax as going to be, like, famous."



**PETER IS LIKE A REGULAR GUY WITH AN ECCENTRIC WAY OF THINKING, AND HE'S INTERESTED IN THINGS THAT FUNCTION. YOU KNOW HE LOVES A SHAKER TABLE. HE PROBABLY LOVES A YELLOW PENCIL. A BAR OF IVORY SOAP, A PAPER CLIP OR A WELL-DESIGNED TUBE OF TOOTHPASTE.**

### COMPARING BEST MADE'S AXE COLLECTION

ALL AMERICAN AXE



THE NATIONAL AXE



CAMP AXE



POCKET AXE



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## SOME THINGS WE LIKE



FIELD NOTES COUNTY FAIR 3-PACK

Each County Fair 3-Pack highlights an individual U.S. state, with one memo book each in the colors of the state flag. The County Fair releases, blue, red and yellow, feature a solid color cover stock and all three feature metallic gold printing and 84 pages of ruled paper with a mix of horizontal and vertical lines. The back covers feature a heavy, of course-reinforced spine and a metal clip.

The limited edition fifty boxes are as follows:

— [FieldNotesCo.com](http://FieldNotesCo.com)



VANILLA BICYCLES

Sasha White started building bicycles in the winter of 1999. Now, at just 31 years of age, Sasha is a member of the next generation of framebuilders. Her bicycles are built from the inside out, the frame and chainrings into the axis to create a bike and a company that's dedicated to the creation of unique and uncompromised vision.

The Vanilla Bicycles is a community of individuals, cyclists, bicycle enthusiasts, photographers, woodworkers, landscapers, gardeners, all working closely to bring the intelligent, edge, sensible of Portland to the rest of the world.

— [vanillabikes.com](http://vanillabikes.com)



ROOT

Air in the Age thought it would be interesting and fun to turn back the clock and recreate a true American soda. So they created Root Tea. They've even made it carbonated and added some sugar. The tea is opaque. This is the opposite of corporate culture. It's a genuine product that's been created with our own hands. It's a truly interesting and consequential product.

The Vanilla Bicycles is a community of individuals, cyclists, bicycle enthusiasts, photographers, woodworkers, landscapers, gardeners, all working closely to bring the intelligent, edge, sensible of Portland to the rest of the world.

— [airintheage.com](http://airintheage.com)



OPTIMO HATS

There's over 100 year history. What's happened is an interesting focus on quality of the hats. The hats are made in the United States. She's a company of old timers, she crochets about 150 hats a day.

They take this responsibility seriously. Optimo hats are a "total product," a "whole product." They know that's a strong claim, but they do it. They're a true manufacturer.

— [www.optimohats.com](http://www.optimohats.com)



WHITE'S BOOTS

During it's over 100 year history, White's has maintained an interesting focus on quality of the boots. The boots are made in the United States. She's a company of old timers, she crochets about 150 hats a day.

They take this responsibility seriously. Optimo hats are a "total product," a "whole product." They know that's a strong claim, but they do it. They're a true manufacturer.

— [www.whitesboots.com](http://www.whitesboots.com)



YOKOO HANDMADE SCARVES

There is only the slightest chance that you might cross Yukio's path at the streets of Atlanta, Georgia. However, this one-woman company of old timers, she crochets about 150 hats a day.

However, a one-woman business enterprise from home, Yukio is an artist, a perfector, and a "total product," a "whole product." She's a integral part of the entire process: thinking, designing, creating, picking up the materials, creating, knitting, processing, trading and sending.

— [www.yokoohandmadescarves.com](http://www.yokoohandmadescarves.com)

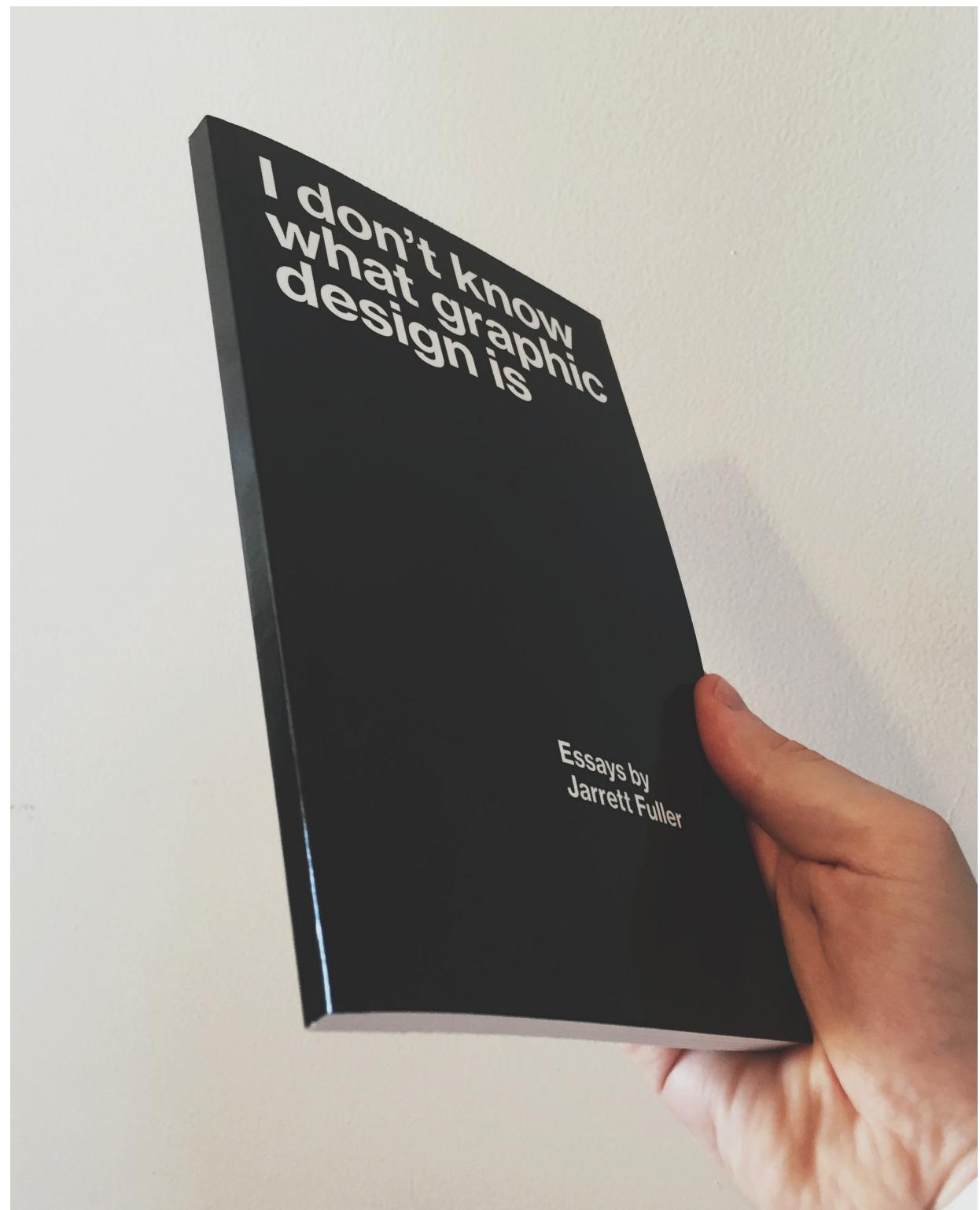
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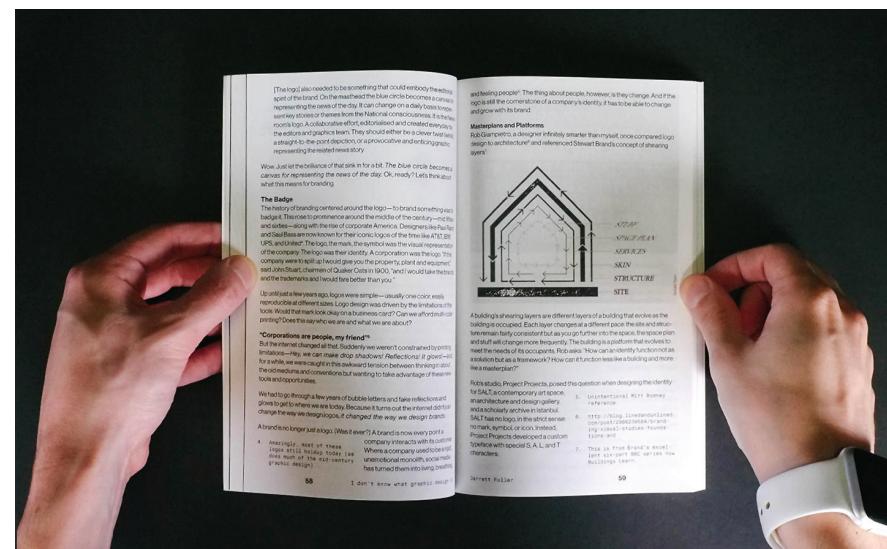
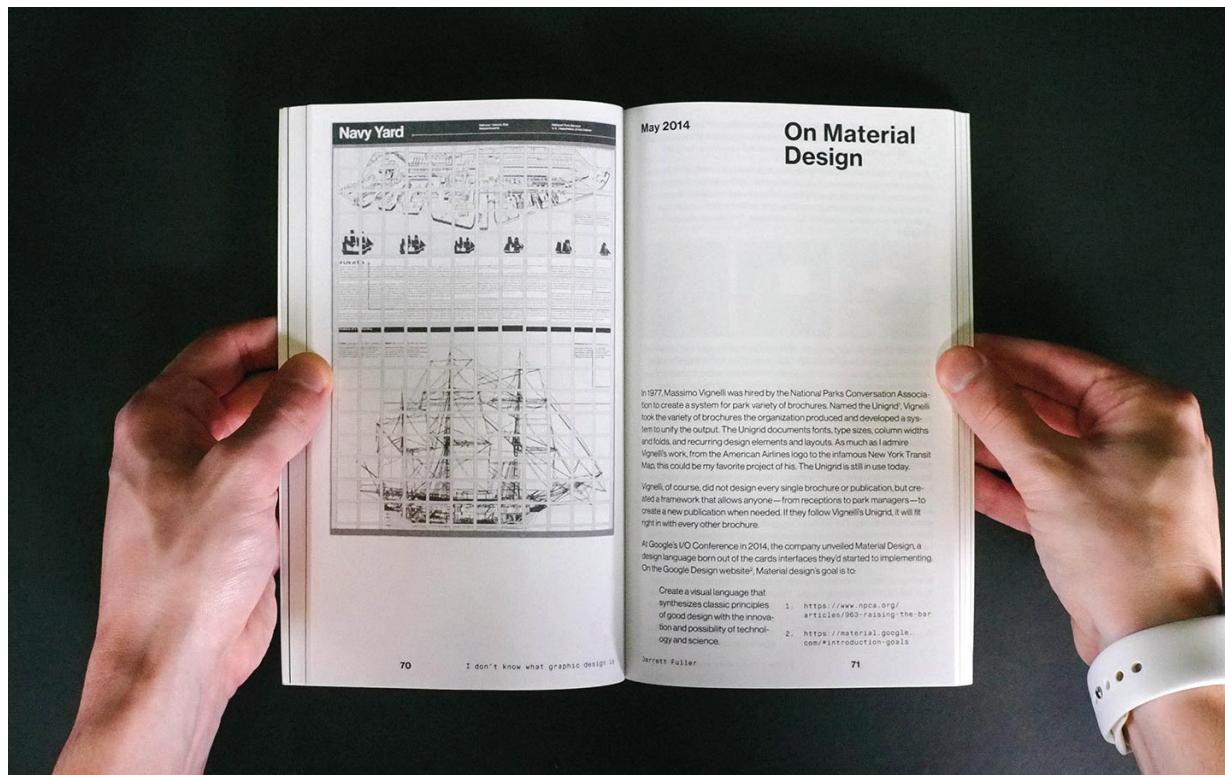
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### I Don't Know What Graphic Design Is

Published in 2016, *I Don't Know What Graphic Design Is*, is a collection of my essays on design, culture, and technology from the last five years. Ranging from criticism, book reviews, and theoretical texts, this book captures my thinking on design and uncovers the common themes that I've returned to again and again. Printed in black and white, using only Helvetica, the simple layout emphasizes the print-on-demand form while also putting the words first.



# I Don't Know What Graphic Design Is



Jarrett Fuller  
Graphic Design, etc

[jarrettfuller@gmail.com](mailto:jarrettfuller@gmail.com)  
[jarrettfuller.com](http://jarrettfuller.com)