Even the monsoon couldn’t dampen my spirits this morning. Today, I was an Iconoclast. *What the heck am I getting myself into?* were my thoughts as I cruised down the freeway. At the rooftop soiree, Matt casually mentioned that we’d be working on a few small projects for Coca-Cola, the Fifa World Cup, and the Olympics, along with hosting a party in the basement studio. No biggie.

After a quick intro meeting with the Iconologic team, I met with Juliet in the editorial office where I was briefed on some upcoming projects. The biggest project, at the moment, is Coca-Cola’s sponsorship with Fifa World Cup. She gave me a general overview about what Iconologic does because, to be honest, I still wasn’t sure. Juliet explained Iconologic’s long relationship with Coca-Cola including a former employee who is now their Design Director.

It was a great day. At noon, we packed into Ben’s monster truck and went to Eatzi’s for lunch. I was pleasantly surprised by the delightful jerk chicken.

Seems like I’m going to like this place and the people a whole bunch. What exactly will I be doing? I’ll let you know when I find out.

*Written by Kobi*