Busy, busy, busy. I have an inkling that tons of meetings are going to be a thing here. I met with my fellow Iconoclasts in order to discuss our upcoming projects: basement event, and most importantly, our Iconoclast documentation. Matt heavily suggested forming a blog, and we agreed. The idea is to host the blog on the Iconoclast site in order to give future Iconoclasts something to look at and learn from. The meeting was all over the place at first, since we’re a group of crazy creatives, but we were able to focus and develop some concrete ideas.

The next thing on our list of majorly important tasks was the farewell rooftop cookout for longtime Iconologic designer, Elise. The weather was perfect and the macaroni-n-cheese, steamy beans, juicy burgers, plump hot dogs, and the side of crispy bacon wasn’t shabby either.

Rather than my typical post cookout brew and subsequent food-comatose, I actually had work to do. Matt invited us to sit in on an impromptu meeting for a possible counter pitch to Coca-Cola. Without going into too much detail, my takeaway is that in order to succeed in this industry, you have to be an opportunist.

*Written by Kobi*