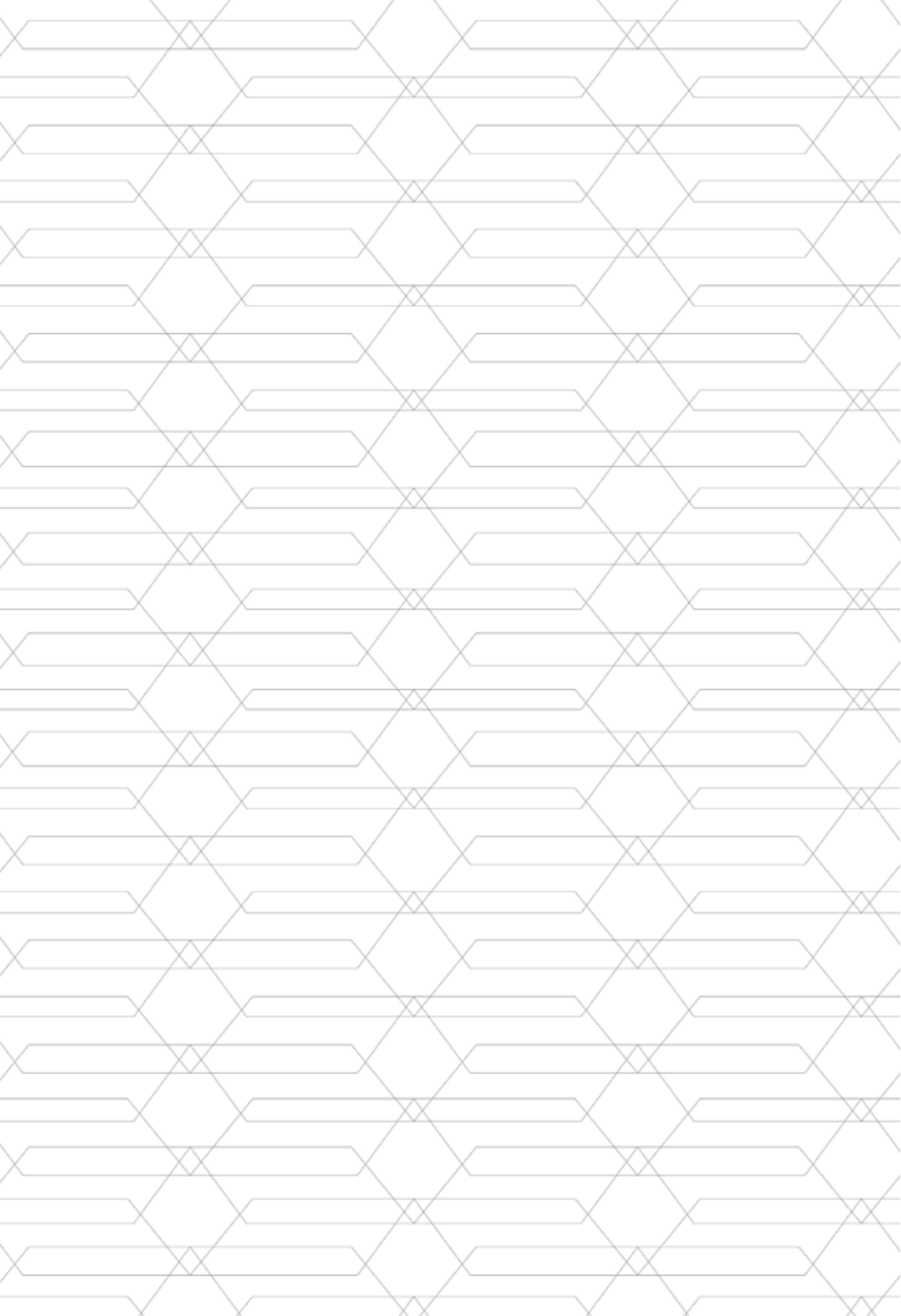






is a publication by
Fab, written and
designed with love,
for and **about our**
designers. Email us
at **10@Fab.com**

Fab.com



Editor's Letter

The Power of Ten

Charles and Ray Eames' The Powers of Ten is a documentary depicting the scale of the universe. At Fab we're big believers in the Eames' philosophies and our universe would not exist without our designers, artists, brands, makers, bakers, musicians, and creatives. So with this book, a book for and about our designers, we tell the story of ten partners of Fab. We've decided to name it 10 because really we like the way the number looks in print and it's a bit of a tribute to Charles and Ray.

Enjoy the first issue of 10. We wanted to celebrate ten of our most cherished collaborators by taking their stories from the virtual space and bringing them to paper for you to hold, read, and hold on to.

We're holding on to the stories they've told us.

Bradford Shellhammer



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EVERYDAY INNOVATION

10 Solutions for Modern Life

Perhaps it is the unique combination of innovative thinking, Swiss design intuition, and British humor that makes the creative partnership of Martin Blum and Dan Black so successful. Having met while studying in Newcastle, the pair set up their own design studio in London, where they create award-winning products for modern life. Rigorous investigation into how we use everyday products makes every black+blum design indispensable, and they've been firm favorites since we first featured them on Fab in 2011. We asked Martin and Dan what they consider to be the top ten problems with modern life, and how they've sought to solve them through design.



black+blum

1. Hot-Pot BBQ

PROBLEM: Scarce space in the sun.

SOLUTION: We recognized that barbecues take up precious room, and unless you're actually cooking up a storm, they're no fun to look at. The Hot-Pot is your BBQ and herb garden in one. We took the form and materiality of a terracotta pot and added a concealed grill. So when you're not cooking your dinner, you can grow the herbs to season it. If you use natural charcoal, there's also a nice life-cycle story to the Hot-Pot: you can recycle the burnt charcoal into the pot to aerate the soil and help your herbs grow.



2. Eau Good

PROBLEM: Bottled water.

SOLUTION: Eau Good not only functions better than a disposable bottle, but it looks a lot better, too. It's a pleasure to carry and drink from, and it also makes tap water taste good. The secret is Binchotan—an active charcoal that reduces chlorine, mineralizes water, and balances its pH. So unlike other bottles, the Eau Good actually filters the water. Simply fill the bottle from the tap and leave it in the fridge for a few hours, and you've got purified, great tasting water.



3. High&Dry

PROBLEM: Functional equipment is ugly.

SOLUTION: The drying rack is a pretty mundane item—nobody would consider it a piece of art. But we recognized it as an opportunity to add style where it's usually overlooked. It's a sculptural piece which combines traditional function with a modern form. The real challenge was to create something beautiful that also functions better than anything else on the market. Unlike most drying racks, this one is designed to hold glasses securely. The High&Dry sums up our approach to design—solving a real problem in a smart way that adds something special to everyday life.



4. Box Appetit

PROBLEM: Wasteful to-go containers.

SOLUTION: Most packed lunches are uninspiring. When we compared a squashed sandwich to a beautiful Bento box, we realized that we could learn a lot about lunchboxes! We started with the box; instead of flimsy plastic, we chose a material that replicated the solid look and feel of ceramic, with a durable, glass-like plastic for the lid. The separate saucepot prevents soggy salads, and the strong clips make sure that the box is watertight. Finally, we designed a bag that also neatly contains the box, and opens up to become a tablemat.



5. Thermo-pot

PROBLEM: Food waste.

SOLUTION: It's not rocket science. It's a stainless steel vacuum food flask. But the difference is in the details. The cork lid helps insulate the food and keep it safely sealed inside, and the magnetic spoon fixes firmly to the side of the pot, so you're always well equipped. It doesn't look like a normal flask, and it doesn't feel like you're eating from one either. So you can reheat yesterday's dinner before you leave the house, and enjoy it in style wherever you are. We hope that by making it simple to consume all the food we buy, we can help everyone live more sustainable lives.



6. Loop

PROBLEM: Finding variation in a globalized world.

SOLUTION: This candle holder came about by chance. We were playing with wire in the studio and came up with a form that we knew was right. As a designer, you know when you've created something timeless: it functions perfectly, suits any setting, and will still be relevant in 50 years. The great thing about the Loop is that it looks different from every angle—turn it a couple of degrees and you've got a whole new product. And unlike most of our designs, this one has to be made by hand: the complicated form can't be machined.

7. Kind of Magic

PROBLEM: Not smiling often enough!

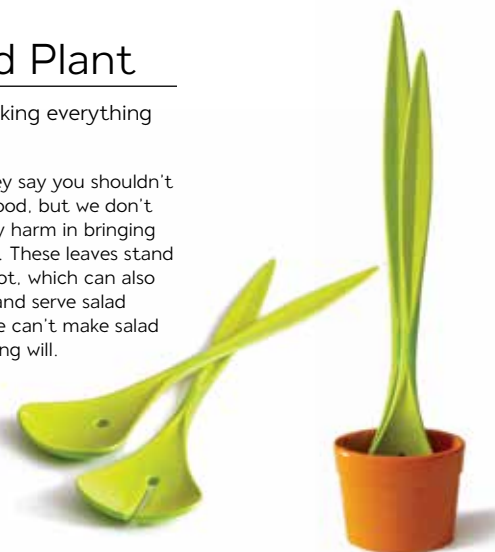
SOLUTION: All of our products are designed to make people smile. Take the floating Kind of Magic lamps: they look like they're defying gravity, but they can also be adjusted in a clever way! Above all, we hope what comes across is not only our attention to detail and the rigor of our design process, but also our love for what we do, and that we're enjoying ourselves as each product is developed.



8. Salad Plant

PROBLEM: Taking everything too seriously.

SOLUTION: They say you shouldn't play with your food, but we don't think there's any harm in bringing fun to the table. These leaves stand upright in the pot, which can also be used to mix and serve salad dressing. If these can't make salad enjoyable, nothing will.



9. Brrrrr

PROBLEM: Lukewarm cocktails.

SOLUTION: It's a familiar situation: you offer a guest a drink. Then you have to dig out the ice cube tray from the bottom of the freezer, brush off the fishfinger crumbs, and wrestle the ice out. Imagine if all you had to do was grab a sealed jar designed to make neat ice cubes, give it a satisfying tap, open the lid, and pour decorously into the glass. That's what Brrrrr... is designed to do. And it looks like a polar bear. What more could you possibly want?



10. Propello

PROBLEM: Missing the obvious.

SOLUTION: This is an example of how we can find answers by taking a moment to look back. In the 1930s, desk fans were beautifully simple, but modern versions have guards to protect little fingers from the blades. We wanted to recreate the simple lines of the older model, so we designed rubber blades in a fan that is safe to use and looks beautiful. And of course, with no guard, the fan is almost silent and the blades are easy to clean.



AN HONEST SOLE

How an Old Moroccan
Boot Found a New Life

Kiboos

In 2010, Jovanna Kruitbosch and Martijn Lugtigheid were just a young Dutch couple traveling in Morocco, who had no clue that they were about to stumble upon a life-changing event. During a shopping excursion, Jovanna picked up a pair of striking vintage leather boots with a patchwork of kilim fabric on the shaft. She brought the boots back to Amsterdam and wore them as much as she could without suffering. “The boots looked cool, but they hurt my feet,” she recalls.

Back in Amsterdam, life took a new turn when Jovanna decided to quit her job (she was working at a fundraising company for NGOs). She was contemplating what to do next, when Martijn brought up the beautiful but uncomfortable Moroccan footwear. “He said: ‘Remember that boot? Maybe we can modernize it and sell it here,’” she says. They decided to bring back their vacation souvenir and sell it in Amsterdam.

After going back to Morocco, finding local shoe-makers and making some ergonomic adjustments to the design, they produced 100 pairs that they brought back and lined up in their hallway at home. Then they quietly launched a simple web shop. Three months later, Jovanna was out for drinks with friends one night when Martijn called her to tell her that a lot of orders had suddenly come in. And they haven’t stopped since. Almost three years later, Kiboos—an abbreviation of the words “kilim” and “boots”—are available in 23 countries and the brand has its own flagship store in Amsterdam. (Jovanna and Martijn own the building and have their office and apartment on the floors above.) The line now includes several different styles of shoes and boots for men and women, but they all have the same easy, bohemian appeal and colorful fabric accents.

The original kilim boots first appeared in Morocco in the 1930s, when people who couldn’t afford leather boots substituted leather with patches of fabric. The style was picked up by traveling hippies in the 1960s, who gave the boot a brief fashion moment. It was one of those pairs that Jovanna found 40 years later.

The Kiboos boots are now made in Turkey, but the kilim fabric is still sourced from vintage rugs in Morocco. “The fabric tells a story,” says Jovanna. “The design of each rug has a different meaning; the colors and patterns symbolize different families or occasions.” But it’s not just a whiff of an exotic past that makes these boots so special. In spite of their eclectic look, they are strangely versatile and somehow perfectly in sync with today’s trends. To prove this point, we asked Jovanna to put together ten of her favorite styles matched with ten of her favorite shoes and boots. The result is easy, fun, and comfortable fashion that’s made with a little bit of history and a lot of heart.

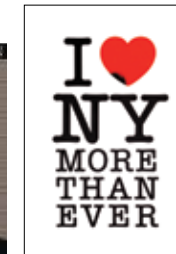
“The fabric tells a story. The design of each rug has a different meaning, the colors and patterns symbolize different families or occasions.”



Jovanna's
10
Favorite
Looks



Milton Glaser



FOOD FOR THOUGHT

The Original Underground Gourmet Picks His Top 10 Restaurants (and Muses about Life and Design in the Process)

Milton Glaser. Legendary designer, native New Yorker. We wanted to get into his brain, and also we just love to hear him speak, so we asked him to name his ten favorite places in New York. We gave him free rein to pick anything, from subway stations to opera houses, but he wanted to talk about restaurants. This makes total sense; for many years, Glaser wrote the Underground Gourmet column, a restaurant guide in New York magazine, together with illustrator Jerome Snyder. It was one of the most popular features in the magazine, and the duo also published several Underground Gourmet books.

"The basic concept was to find cheap, good eats," he says. "We wanted to feature food that was affordable, but still unusual and good." He stopped writing the Underground Gourmet in the late '70s, but he never stopped looking for those special places. And as Milton himself says, "Everything is connected." So our conversation about favorite places to eat and drink veered into a conversation about Milton's thoughts on art, design, life, and, of course, the city he hearts more than ever.

Milton's 10 Favorite Spots

McSorley's

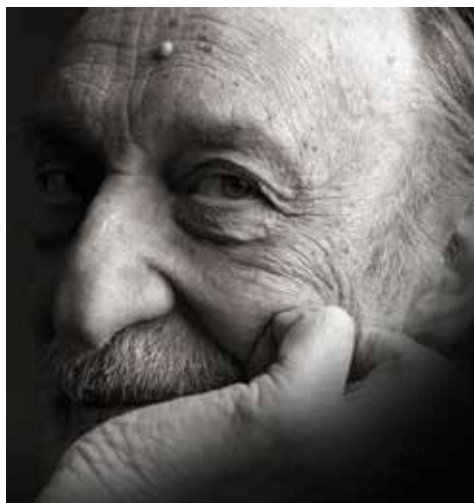
15 EAST 7TH STREET NEW YORK, NY

I discovered it when Shirley and I lived on St Mark's Place for 17 years. It was kind of a standard place for students at Cooper Union. It was distinguished by the fact that they didn't allow women to come into the bar until the '70s, when it could no longer take that stance and still be a viable business. And I must say, it changed the nature of its character. But it's still one of the grand old bars in the city. It's one of those places with sawdust on the floor and the accumulation of years of conversation and sort of psychic debris and dust. It has a tremendous amount of nostalgia. It's not a place you would go to for anything except beer and conversation, but it's a great hangout.

Morgan Library

29 EAST 36TH STREET NEW YORK, NY

I love the Morgan Library. I love the elegance of it, and the crossover of the literary with the visual. The gallery has wonderful, small shows. I'm a great believer that no art show should consist of more than ten pieces. Because the brain can't deal with it. After you've seen the tenth piece, the receptors in the brain that understand the visual collapse. So you don't see anymore. It's very hard to sustain attentiveness over a period of time. When I was doing some museum design, the first thing I would design was a path for the visitor so that they would see ten things in groupings that would have meaning if they were seen sequentially. That's the other thing: if you don't see images in the right sequence, they sabotage and disrupt each other to a degree that they make you forget what you've seen. So I like that the Morgan has little shows, and that they have them in one little room. And I also like to eat in that incredible space, with the sun coming in from the courtyard.



Waterfront Ale House

540 2ND AVE NEW YORK, NY

Here on the waterfront, there's a guy who has high aspirations in the world of cooking. The bar looks traditional, but the menu is full of unexpectedly exotic food. You'll find dishes like buffalo and ostrich meat and all kinds of unusual things. I like that intersection of high and low, and the interest of my life has been to see how you can erase those distinctions. It's a relationship between context and reality. You can take an object out of a museum and place it in a junk store and its meaning changes entirely, not because the object has changed, but because the context has. But if you're in the design world, and you don't understand context, then you don't understand anything.

Maialino

2 LEXINGTON AVE NEW YORK, NY

One of the restaurants that I like is Maialino. I find myself going to it all the time because of its light. I love the light coming through the windows and the atmospheric sense that it creates. The space feels so energized by that, and you realize how different it makes the eating experience. That's another example of how context changes meaning. The same thing eaten in a dark room is not the same as when the light comes through the window at eye level. I love restaurants, and I love the artistry and the sophistication of them when they're created by people who understand the extraordinary number of factors that go into the creation of pleasure. From a design point of view, this is one of the great problems. What is it that makes experience pleasurable? A wonderful question. Why does the brain say, "I want to be here" as opposed to, "I want to be somewhere else?"

The B&H Luncheonette

127 2ND AVE NEW YORK, NY

This is small place down in the East Village. We used to go there before we drove up to the country on Friday nights. It used to have a short Russian lady as a cook who would have to stand on a wooden box to stir the soup. Enormous portions. It was great! We used to have soup, a bagel, something with sour cream, cucumber, and sometimes an omelet. The counter man's name was Sarge, and he had lost three of his fingers in cooking accidents, but it didn't seem to bother him. It's still there, but now it has a different cast of characters. Always fresh food, and busy all the time. They had Middle-European food, and still do. That whole Jewish world used to be down there.

Nom Wah

13 DOYERS ST
NEW YORK, NY

Something has happened to the Chinese restaurants. They have moved out to Queens, and Chinatown no longer has the kind of quality that it used to have. The Chinese places in Queens are much better, and they're frequented by the Chinese population that moved there. The place we used to go to is in Chinatown called Nom Wah. It didn't have the best dumplings, but it had the best atmosphere. It was the first place that was established down there. A big, sprawling, not very attractive place in a little cul-de-sac, but it had that sense of history that a beaten down old place has. It was a great place to go with a bunch of people. I still think that's one of the most amusing group experiences you can have in the city—to go to one of the dumpling houses and just eat sort of anything that passes by. And Nom Wah still has this great tradition and history.

Wild Edibles

535 3RD AVE NEW YORK, NY

There's a funny little place up the street from here, in the east 30s, called Wild Edibles. It's a combination of fish store and restaurant. It's run by people who are obsessed with fresh food and organic food. Wild Edibles has the best clams and oysters, and it has absolutely impeccable fish. As for the cooked food, the fish and chips are the best you can find anywhere. And if you want to buy seafood to bring home to make a chowder, this is the place you should go to. It's a wonderful combination of a store and restaurant operation, very simple and honest.

Co.

230 9TH AVE NEW YORK, NY

There's a new generation of young people who are getting involved in the artisan tradition. They bake bread and make cheeses, etc. That growing artisan tradition, is a new, enriching part of the city's life. Co. is an example of that. It has the best pizza in New York and perhaps in all of the U.S.

Tarallucci e Vino

15 EAST 18TH STREET NEW YORK, NY

This place sort of feels Roman, though I have no idea whether that's a good comparison. It has wonderful wine choices, wonderful soups. It's one of those younger, informal places with plain wood tables that doesn't have any sleekness to it, though everything they serve tastes good and has good ingredients. They seem to understand the Italian convention, and they never disappoint. The wine selection is excellent. It has a general feeling of a new kind of attitude towards what the dining experience is. They've taken some of the pretentiousness out of it and given you what you want, which is pleasant service and a high level of quality in the food.

Le Zie

172 7TH AVE
NEW YORK, NY

Almost every Thursday night, my wife and I go to a place in our neighborhood called Le Zie, which is owned by a friend of ours, Claudio. One of the great benefits of having a neighborhood restaurant is that they will always find you a seat. I always used to think that because New York had this endless supply of restaurants, the search for novelty was what you did. Then we started going to certain places regularly, and I discovered there's a satisfaction in the comfort of familiarity: being greeted, sitting in the same booth, having the same food. And if you have lived in the city all your life, as I have, at a certain point there's enough variety and novelty. You want to feel like you belong to a place. It's that desire that neighborhoods create, the repetition of the same experience. So we go to Le Zie all the time. We love the food, we love the people, we love the experience.

COFFEE TALK

The Power of the 10-Minute Coffee Break

G rady Laird was always a fan of coffee. Especially the strong, smooth, subtly sweetened coffee that he would make himself. What he didn't like so much was standing in line at a coffee shop. But he also liked iced coffee—which presented a dilemma, as it called for a visit to Starbucks. So the former magazine production manager thought to himself: “Why do I make my own hot coffee, but hand over the responsibility for iced coffee to someone else?” He resourcefully decided to learn to cold brew his own coffee, so he could have his chilled beverage whenever and wherever he wanted. Cold brewing is a process where a special blend of freshly roasted coffee, ground chicory, and spices are steeped in water overnight. The grounds then get extracted using a two-step filtration process. The result is a bold, super-smooth concentrate that can be served over ice. (Or not, if you're like us and like a powerful, refreshing shot.)

Grady's cold-brewed coffee quickly became famous around the Condé Nast building where he worked. He started making bottles for his friends, and as the demand increased he began selling his elixir for cash in the elevator banks. The next step was obviously to launch a full-time business. Which he did, in 2011, together with friends and co-founders Kyle Buckley and Dave Sanders. Here, he tells us more about what prompted that decision:

Grady's Cold Brew



I spent the last 10 years of my life working in cubicles. Short ones, tall ones, three-wall, two-wall, you get the picture. You can bedazzle 'em up all you want, but they all look and feel the same. Gray. Now don't get me wrong: I experienced many good times and positive work experiences in cubicles; but they were a constant reminder that I wasn't doing what I wanted to be doing (working as my own boss). What I looked forward to most in the day was the 10-minute coffee break—basically the corporate equivalent of an hour of rec time in the prison yard.

Whether you're bored to the point of reading random Wikipedia entries or crazed to the point of a migraine, the coffee break is there to rescue you (momentarily) from the daily grind. Sure, it's only 10 minutes long, but imagine Monday without one. No mid-day relaxation, no gossiping with coworkers in the kitchen, no shopping on Fab.com, no inhalation of fresh air or stretching of legs, and—by far the most terrifying—no coffee.

I might (just might) be biased, but to me, coffee is the ultimate beverage. Drink it iced if you need something to quench your thirst, hot if you're looking to warm ye old soul, loaded with sugar to satisfy a sweet tooth, or strong-as-shit when you need help recovering from the previous night's whiskey (which, I might add, also goes very well with coffee). Coffee has the unique ability to cure all that ails. That's why it's been given its own 10-minute time slot during the work day. You don't get that kind of action with juice, that's for sure.

And to heap even more praise on the 10-minute coffee break, I would also like to credit it with helping me leave the corporate work environment for good. If it wasn't for the coffee break, I never would have invented Grady's Cold Brew. It was my obsession with high-quality coffee and the preciousness of my time (you don't want to waste your 10 minutes waiting in line at a midtown Starbucks, do you?) that convinced me to start bottling my own coffee concentrate. Cubicle fuel is how I escaped the cubicle. It's amazing what you can think of when you have 10 minutes of free time.





Copper

Copper is slightly under-loved in contemporary design circles, which is kind of sad because it's an easy metal to work with; it's very soft, very warm, and very precious-looking. It's also a versatile material: I use it in an ultra-thin, metalized form on plastic, as a plating material for chair and table frames, and also in its pure form for lighting.

IN HIS ELEMENTS

Tom Dixon Picks His Top 10 Materials

Materials matter to Tom Dixon. The influential British designer has a fearless love of metal, wood, and plastic that has resulted in strong, impactful designs that are unorthodox, yet supremely logical. While his design process seems driven by playful experiments, he rigorously strives to optimize his materials for function and longevity. "I'm super-interested in materials, and building things from them," he says. "It's a departure point for lots of designers. We're interested in not just the object, but manufacturing as well: What's available, what things cost, how they act when they're being used, and how they act when they're being thrown away."

So when we asked him to talk about ten of his favorite materials, we knew that we would get some insight into his design thinking. What we didn't know is how layered his relationship to materials is. His products tell stories about a modern approach to craftsmanship, but they also speak about the designer's thoughts on history and social progress, his attachment to British heritage, and his wishes for the future.

2013

London, UK



Tom Dixon



Marble

Marble has got something primeval to it. Any rock of marble has a billion years of history to it; it's a fundamental material of our planet. It's got this extraordinary place in the world, and it's been used and survived all the way from ancient statues in Greece to contemporary fashion stores. It has a quality that just doesn't age. Everyone can appreciate it; each piece is unique in its grain and cut, and there's a large variety in color and pattern. Marble has real life to it, which I think is something that contemporary and modern materials probably lack.



Oak

Oak just has a fabulous sense of British heritage and history. It's a symbolic tree in the UK that stands for longevity and quality. It's my local material, and there's something very attractive about its grain and its color. It's a very hard material, but not too hard to cut and use with simple tools. And I think an oak forest has a historical importance; Robin Hood used to live in an oak forest, for example. And it's the material that was used by all the kings here to create not just their amazing houses but also their ships, which made Britain a very powerful force. It's a very useful and tactile material that can be used for any purpose, really.

Aluminum

I'm interested in how civilization moves along in terms of discovery of materials. I think aluminum is interesting because it has made all kinds of things possible that weren't possible before. Aviation would have been very different without it. And I like the way that people can extract a piece of the earth to create this ductile, lightweight, and shining metal that you can make into airplanes and spaceships. So it's kind of an extraordinary symbol of human progress.



Poly-carbonate

I'm very interested in plastics and how people invent things. I think polycarbonate is an interesting plastic because it has a glass-like quality of transparency and you can use it to make very pretty designs. We used it to make the Mirror Ball lamp, which became a hit product that sold really well. It sustained our company in the early, tough years, so I've got a lot of personal respect for this material. We've since used it a lot, and it has allowed us to make products that people seem to appreciate.

Cast Iron

Cast iron has an incredible history, particularly in the UK. It carried Britain into the industrial era and was pretty much instrumental in the industrial revolution as it was used for railways, bridges, and construction. It's a material that's poured, and I can make very dynamic shapes with it so it's quite expressive. In terms of function, it's got a great longevity to it and will last forever if it's treated properly. It's kind of important to think of a product in that way, that it can be handed down from generation to generation.

Clay

It's a material that I haven't used very much since I was young and took pottery class, but I'm starting to rediscover it. I want to use it a lot more because it's got all kinds of possibilities. It ranges from fine china that's very refined to earthenware, which is a basic and cheap material, and it can be made into any shape and color. And it's a very fun material to play with; you get a sort of primal pleasure from caressing something from out of the earth. I can recommend it to everyone who spends too much time in front of a computer.

Glass Fiber

I like that glass fiber comes from glass, a very noble origin, but is very contemporary. And as it's a brilliant material for modern technology, all of our communications today depend on it to transmit data. But it's also a great transmitter of light, and crucial for making more complicated light structures that are very modern. Glass fiber optics also has a long history in design, with 1950s furniture and the Eames' famous chairs. So it's a material with astonishing versatility.



Rattan

Rattan, or wicker, is a material that's underestimated at the moment. It's been around a very long time. Though it's a natural material it's not limited. Wicker grows really fast, so it's quite ecologically sound to use. It's very soft and very strong, which is why it's always been used in baskets and vessels to hold heavy things. It was even used for racecars at one point because it's so strong and so light. It's a shame that it's not used more universally, but it's a material that has a lot of potential for the future.

Steel

Steel was my first love. It's probably also the reason why I got into design. I discovered steel when I learned how to weld. I wanted to repair my vintage cars and motorcycles and started working in a friend's garage. But it turned out that I was more interested in making things in steel than repairing vehicles. Through welding I learned how to make things very quickly, since steel has the benefit of being malleable and bendable, so you can make big, strong structures very quickly. That suits my patience. With steel, you can bend it, cut it, weld it, and cut it again. It's a very flexible material in that sense.



Solé

DAILY CYCLE

10 Hours in the Life of Solé Bikes

S

olé Bicycle Company was founded in 2009 by Brian Ruben and Ben Petraglia, two best friends at USC who were fed up with the state of fixed-gear bicycles. We caught up with them in their California headquarters and asked them to take us through a typical Solé day.

Four years ago, with a shared determination and vision, Solé set out to introduce high performance, stylish, and affordable fixed gear bicycles to the planet. Fast forward to today and they are still doing what they love—putting their passion for design, simplicity, and community into every bicycle they create and working day and night at their Venice headquarters to make you fall in love with your daily commute.



A day in the life at Solé Headquarters

When we started this company a few years ago, we all made the following promise to ourselves: we would do whatever it took to make our dream of starting a company a reality, but never at the expense of enjoying the ride. At Solé, the line between work and play is very blurred. This company started because we took a risk picking the road less traveled—creating a company with your best friends.

7:42 am

SOLÉ GALLERY, VENICE BEACH.

Catch us early enough and you'll usually find us waxing our sticks in the office. Nothing like starting the day with a little quality time in the green room.

By now, we've already hit up our not-so-secret spot, Breakwater, just steps from the Solé Gallery. We've made a quick pit stop at the local café for a quick bagel and cup o' joe before hitting the water. Oh, and any spare change we had went to our rollerblading buddy jamming on his electric guitar—straight legend right there.

For the next four to five hours, you'll find our team cranking away: phone calls, meetings, emails, white boards—you name it, we're doing it, non-stop. We usually have to remind ourselves to grab lunch.



1:13 pm

VENICE BOARDWALK.

Time to grub.

Not many people can say they get to walk by Muscle Beach every day on their way to lunch. Well, trust us when we tell you that the boardwalk never ceases to entertain. It's a virtual sidewalk circus. Oh, and if you need to make a quick stop at any of the nearby "medical offices," just make sure you have some cash on you. The doctor is always in.

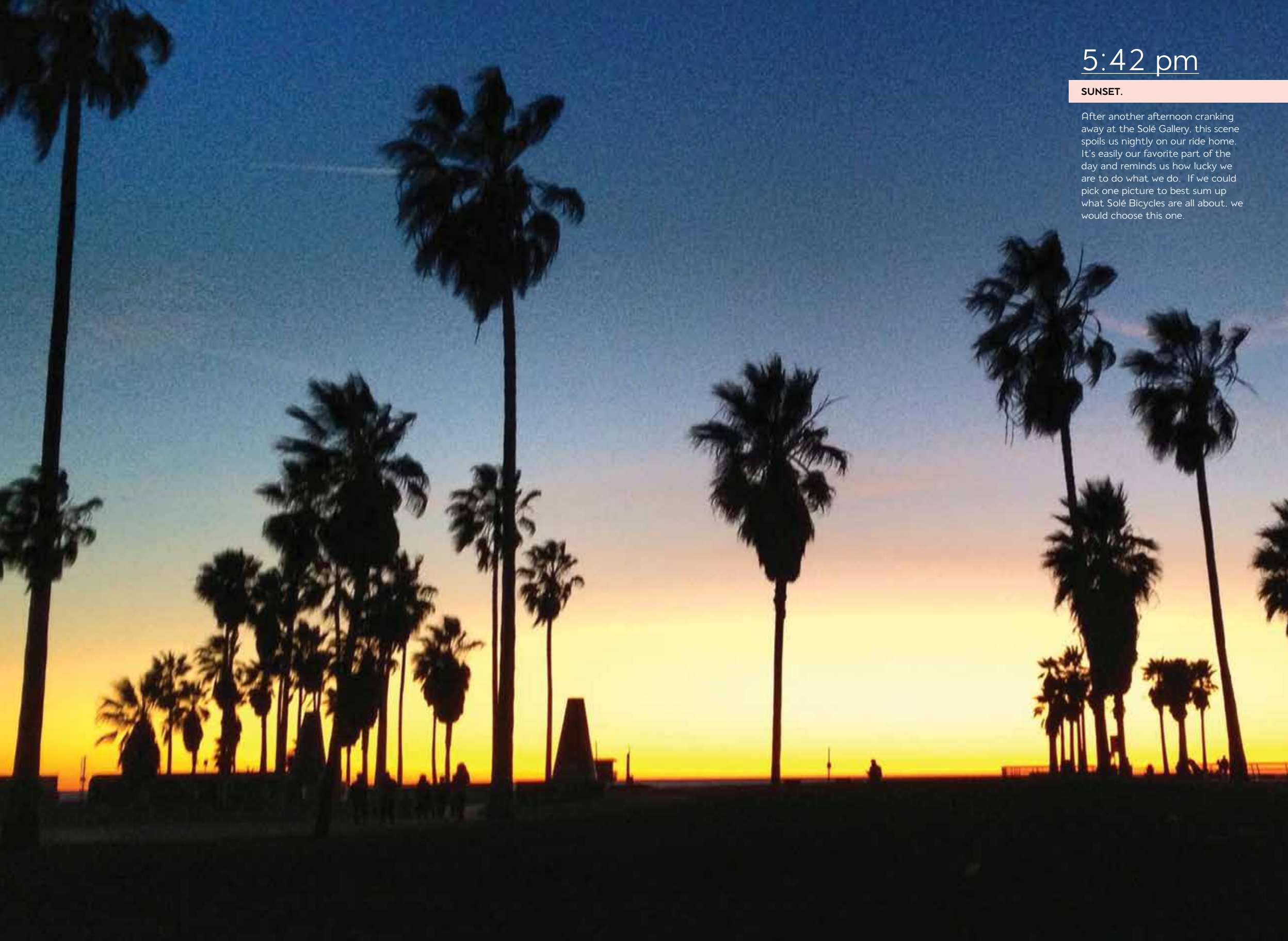
You haven't lived until you've eaten at our favorite spot in Venice, Farmhouse Kitchen. The legendary Jacob sources local (as in, picks up only as far as his Solé will take him) organic, sustainable food that is no joke the best stuff we've ever eaten. Get here before the lunch rush, because once it's gone, it's gone and you'll have to wait for tomorrow's pickings.

3:30 pm

SOLÉ OFFICES.

Our afternoons aren't much different from our mornings and there is never any downtime. When we aren't servicing our customers, we are focusing on business development, growth, and how to get a bicycle on the moon. There's a decent chance that if you listened in on us, you wouldn't even think this was a bicycle company.



A full-page photograph of a sunset over a beach. The sky transitions from a deep blue at the top to a bright orange and yellow near the horizon. Numerous palm trees are silhouetted against the bright sky, their fronds clearly visible. In the foreground, the dark silhouettes of people and structures are visible on the beach. The overall mood is peaceful and scenic.

5:42 pm

SUNSET.

After another afternoon cranking away at the Solé Gallery, this scene spoils us nightly on our ride home. It's easily our favorite part of the day and reminds us how lucky we are to do what we do. If we could pick one picture to best sum up what Solé Bicycles are all about, we would choose this one.

Blu Dot

SITTING PRETTY

Blu Dot's Toro Chair in 10 Steps

When the three college friends Charlie Lazor, Maurice Blanks, and John Christakos started Blu Dot in 1996, they followed a simple credo. "Our design philosophy was to make furniture that was simple and rational, with a sense of humor," says Maurice. And they still do. Since then, Blu Dot has become famous for pieces that are clean and well made, with that little extra element of surprise that captures your attention. Maybe it's a jolt of color, or an unexpected angle, or a particularly clever use of space. Either way, Blu Dot masters the terrain between functional and fun, which makes its products so easy to love and live with.

The founders first met as art majors in college, and their very first foray into manufacturing was sculpture class. They built all the pieces in their first collection themselves. And though things have gotten a little more hi-tech since then, they retain a very literal hands-on approach to their products. "We design from the inside out," says John. "Instead of dreaming up an idea and then figuring out how to make it, we start by experimenting with the material. The form is the residue of that process."

We were curious about what that process looks like, and asked them to show us. They were kind enough to oblige. Here's the Blu Dot team giving birth to the beautiful Toro chair in ten thoughtful and fascinating steps.

WRITE THE BRIEF. This is our internal "assignment" to keep us on track. In this case, "a high-backed lounge chair with a small footprint that can retail for under \$1,000."



3D SKETCHES. Hardly prototypes at this stage, just three-dimensional sketches to facilitate problem-solving. Our earliest ideas for Toro involved a metal frame.

PERFECTING COMFORT. This crude "seating buck" is something we build that allows us to adjust arm height, seat pitch, back height, etc. We then have the largest and most petite Blu Dotters give it a try for comfort and try to settle on a set of dimensions and angles that are "just right."



CREATE CAD production drawings for the frame. We made the first production sample of the frame seen in the foreground with all the other frames and seating bucks that came before it.



ONCE THE SLING DESIGN IS DISTILLED, we make it out of canvas, supported by adjustable wood supports underneath, to finalize sling dimensions and optimize comfort.



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INITIAL SKETCHES. Often more than one designer at Blu Dot works on a project. We pin designs up. Critique. A concept or two emerge as favorites to pursue.

MORE REFINED 3D SKETCHES. We have reworked the silhouette of the frame. At this stage we were thinking of a more constructed, thinly upholstered, bucket seat.



BUILT IN OUR SHOP. This version still has the steel frame and a constructed bucket seat. We decide steel is too cold to the touch and uninviting. We switch the frame to bent wood.

RECONSIDER THE SLING. We wanted something simpler that used the material itself for structure. We focused on thick saddle leather, and began to experiment with different sling designs.



PRODUCTION. First finished production sample shown in our shop.



Raccoon

Name: Walker Landis

Occupation: Second Warehouse Manager

How do you feel when you wear your raccoon shirt?

If I'm wearing this shirt when the sun goes down, I dramatically shrink in size, drop to all fours, and take off in search of open windows and dog doors. After grabbing all the cash and jewelry I can carry, I usually head to the nearest dumpster for a snack.



2013

Keene, New Hampshire

8

The Mountain

ANIMAL MAGNETISM

The Mountain Unleashes its Inner Beast

A

hit is what happens when a lot of people who would normally have different tastes suddenly fall in love with the same thing. And hit T-shirts are what The Mountain makes. You

can't explain the instant appeal of the New Hampshire-based company's giant-sized animal face tees. You can only feel it. First they spread like wildfire in our office. Then they started selling like crazy on our site. And then we started seeing celebrities wearing something very similar that was apparently made by Givenchy in Paris.

The Mountain was founded by childhood friends Michael Gallen and Michael Krinsky, who started selling handcrafted hippie wares on boardwalks in New Jersey in the '70s. The company soon became a large supplier of rock T-shirts, and in the early '90s they started working with the designer Michael—yes another one—McGloin. After over a decade of successful expansion, The Mountain's business started to slump in 2008. It was losing its core customers, and the team's morale was low. That's when McGloin came up with the idea of the big face animal tee.

The mood at the company these days is ebullient. "There's a lot of fire and passion here now," says McGloin. To give you a glimpse of that passion, we asked ten of The Mountain's employees to share their favorite T-shirts with us. Here's what they came back with.



Ostrich

Name: Sally Punch

Occupation: Order Packer, awesomeness control, and drawing people sweet pictures to be included with their orders upon request.

How do you feel when you wear your ostrich shirt?

It makes me feel tall, fierce, and as if I could kick butt while running a marathon at 48 mph.



Swimming Sea Turtles

Name: Suzanne Hoy
Occupation: Receptionist
Why are you wearing sea turtles?
 Sea turtles are incredible creatures. They can live to be 100 years old and migrate all over the world. I also love how carefree and graceful they look in the water.
How do you feel when you wear your sea turtle shirt?
 If I close my eyes, I see myself swimming in the Great Barrier Reef with my sea creature friends.



Grizzly Growl

Name: Jeremy Michaud
Occupation: Print Shop Press Trainer/Team Lead
Why are you wearing a grizzly bear?
 Because I have always been a fan. It gets to sleep all winter long, and when it awakens it gets to fish and eat all the time. Plus: YOU JUST DON'T MESS WITH A GRIZZLY BEAR!
If you were a grizzly bear, what would you be doing right now?
 Probably hibernating, dreaming about salmon fishing.

Screeching Monkey

Name: Anthony T. Madden
Occupation: Padprint Machine Operator
Why are you wearing a monkey?
 Well, because this design shows how I feel. I love being expressive, almost to a fault! And this monkey expresses himself with his voice and his hair, both of which I like when they're wild.
How do you feel when you wear your monkey shirt?
 Well, I might not be as intimidating as PUNKY, but I belt out songs all day long at work.



Goat

Name: Leona Mann
Occupation: Order Picker for Retail
Why are you wearing a goat?
 I chose the goat because it's a silly, fun, and extremely smart animal. It also makes a great pet.
If you were a goat, what would you be doing right now?
 Well, here's a fun fact about the goat: its feces have little to no odor. So, with that being said, I would probably be walking around acting like my shit don't stink... because it literally doesn't.



Aurora Unicorn

Name: Meghann Fleming
Occupation: Order Processing for Major Accounts & Master T-shirt Manipulator
Why are you wearing a unicorn?
Aurora Unicorn is the fiercest, most fabulous animal in the whole catalog!
How do you feel when you wear your Aurora shirt?
Not only do I transform into Aurora Unicorn when I wear this shirt, but I become PRINCESS Aurora Unicorn. The world around me glitters and glows a little when I wear my unicorn tee. And I hold my head higher in the winter chill, and relish the icy breeze.



Elephant

Name: Nick Brooks
Occupation: Dye Department Supervisor
Why are you wearing an elephant?
Elephants never forget anything and live forever. At the circus, everyone loves the elephant. They are huge, strong, and put their family first.
If you were an elephant, what would you be doing right now?
I would push over a tree, then bathe myself with my huge trunk. I think I would charge at some people, eat some hay and peanuts, then give little kids rides on me.



Tiger

Name: Craig Wallis
Occupation: Value Added Services Team Lead
Why are you wearing a tiger?
Believe it or not, this tiger is actually running across the Pacific Ocean to stop a terrible catastrophe, and I just respect him so much for that.
How do you feel when you wear your tiger shirt?
I've worn this shirt so much that I feel like I channel a tiger even when I'm not wearing it. I would also like to think that if the noble and heroic tiger had a reason to wear a Mountain shirt, he would wear a Mountain shirt of me doing something equally heroic.



Rasta Lion

Name: JT
Occupation: "Have you tried rebooting?" (Also known as IT)
What's on your T-shirt?
Smokin' Jahman.
Why a Rasta lion?
I like his cool island vibe.
How do you feel when you wear your lion shirt?
I only wear this shirt when I skateboard, so I charge a bit faster and maybe yell a bit louder than I would if I were not wearing it.

Urban Aviary



FREE AS A BIRD

Urban Aviary on Doing What You Love

J

ewelry tells stories. It announces to the world who you are (more or less), or at least what you want it to know. It's often purchased as a gift, sometimes in the throes of passion, sometimes to make amends, and sometimes to celebrate a friendship. Beloved pieces often get passed down from generation to generation, carrying their histories with them and creating new ones.

That's why it's so important to know where your jewelry comes from. And if it's from the hands of Samantha Bird of Urban Aviary, you know its story had a great beginning. Samantha's beautiful pieces balance delicate shapes with rough gemstones, adding a layer of complexity over a simple form. Her jewelry is easy to wear and easy to love. Which is probably because it's made with so much love. The Bird household is full of creativity, ideas, various artistic endeavors, and the antics of a two-year-old. Samantha works with her husband, Caelen, who has been her companion since high school. This is their story.



My husband Caelen and I met when his family moved in directly next door to my house. At 11 years old, I was certain I was going to marry the neighbor kid. I obsessively watched him through my window, which caused some serious anxiety about actually talking to him. I completely avoided him for three years, until the summer before high school. And when we finally got to know each other, it was a romantic teenage dream come true. In hindsight, my refusal to talk to him ended up working in our favor—I was the mysterious girl next door, and he didn't have the chance to get friend-zoned. We dated for four years through high school, and we stayed together as he went 750 miles away to get a fine art degree. We married as soon as he came back from college, and this year we will have been together for half our lives.

I left my day job in 2008 because I hated it more than anything. It was a year into our marriage and Caelen knew about my turmoil like it was his own. No words could have been more freeing than when he said, "If you want to quit, I support you. I'm behind any decision you make." I left my job immediately, went on a long drive into the country, rolled down my windows, and promised myself that I'd try to do something I loved.

Caelen and I make an awesome team because we have completely different focuses and strengths. He is the hands-on artist and I am more of a business-minded design lover. Our little kinship helps us run our businesses, because it nurtures our growth while keeping us grounded. It also strengthens us as we raise a family.

Our daughter Norelei is a two-year-old spirited little beauty and queen of our Instagram feed. Her fresh outlook on life continues to inspire us to live our lives with joy. Before I had a child, I couldn't fathom the level of responsibility and self-sacrificing that parenting entails. For both Caelen and myself, parenthood has changed our entire perspective on what life should hold, and it has inspired us as artists. We continue to be reminded that serving others with our talents is more fulfilling than being creative just to appease ourselves. Some artists may call us sell-outs, and the business community may see us as crazy bohemians, but we've made a nest right there in the middle.

This year we're going full force with my jewelry label. Since day one, I've been doing everything. With my Fab orders, I've been just keeping afloat. Purchase orders and individual orders pour in beyond what I can handle, and I've been in a tug of war with time and priority. Due to the needs of my business and my aspirations for bigger things, Caelen will leave his full-time job. I can't tell if I'm more stoked about growing our business or having him around more often.

Our future is gleaming. The projects on our horizon include transitioning Urban Aviary into a bigger, more recognized brand, opening a new specialty shop that will hold our home decor and furniture designs, and possibly starting a green roofing business for local urban gardeners. When people ask me what I do, I'm never sure what to say. Maybe I'll start saying: "I just do what I love."



Top 10 Reasons for Working with Your Spouse

1. Your co-worker is hot.
2. Advancement opportunities are endless.
3. There's flexibility in your hours and plans.
4. It's completely acceptable to always be honest.
5. It's fun to find new ways to motivate each other.
6. 30-minute breaks turn into 3-hour naps.
7. Gasoline bill will drop 90%.
8. Massages during brainstorming sessions.
9. In with the date nights, out with the staycations.
10. Common understanding, mutual problems, and unified rejoicing.



Around the World in 10 Adventures

2013

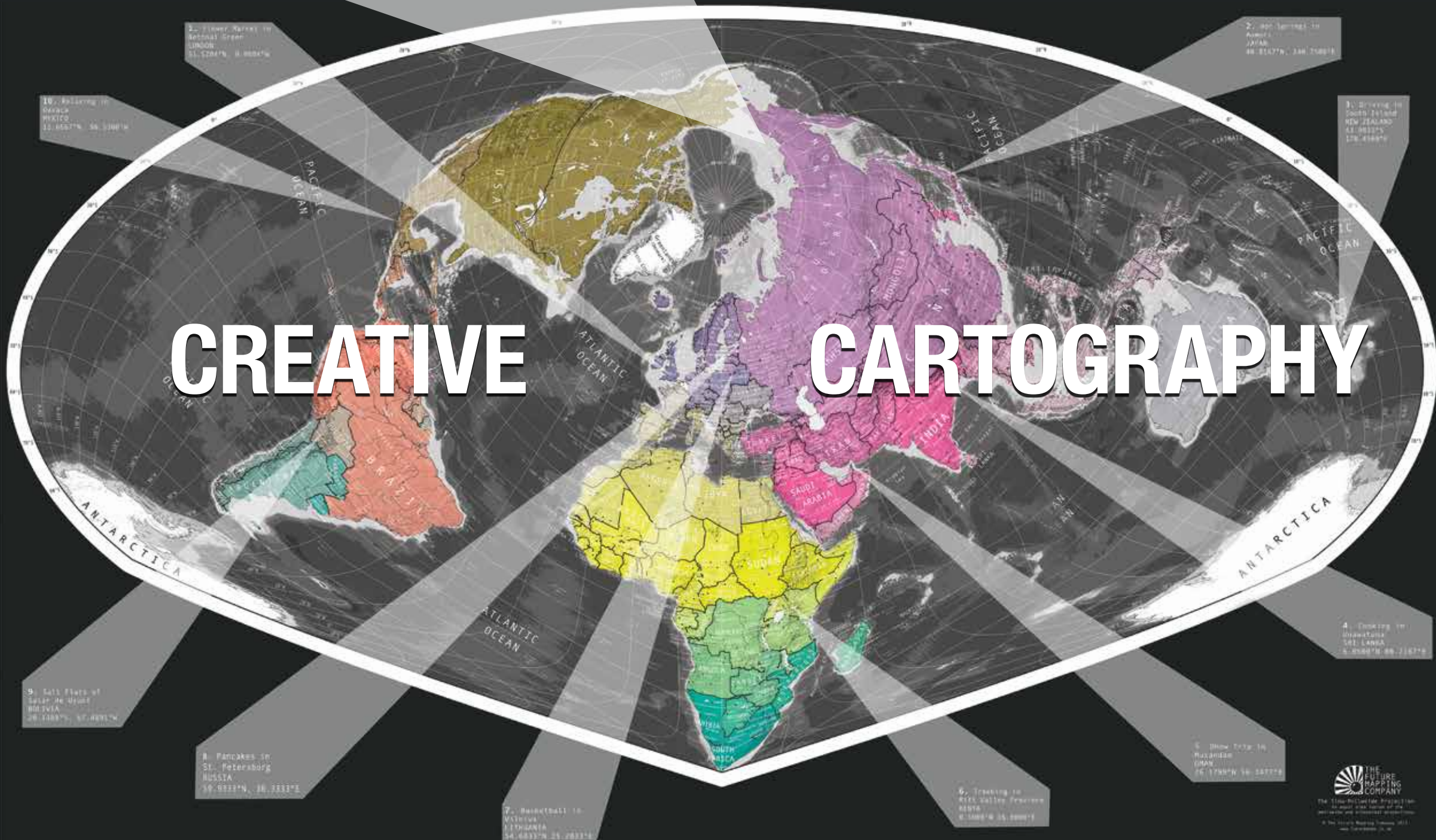
London, UK

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The Future Mapping Company

CREATIVE

CARTOGRAPHY



The Future Mapping Company is the king of 21st-century cartography. Combining accurate mapping with arresting design, the team takes unusual but precise projections of the world and painstakingly prints them to achieve incredibly vivid colors—creating modern maps that are as fascinating as they are beautiful. Founder Marcus Kirby and his team of designers are constantly reinterpreting the world and its geography, so we asked them about their top ten global destinations. And, as you'll see, if they ever tire of designing fabulous maps, they could have a very successful sideline in vacation planning.



When Fab asked us to put together a list of our top spots around the globe, we jumped at the chance. Every member of the team is a keen traveler, so we decided to highlight ten experiences we've enjoyed in our favorite places from Africa to Asia and back in our base in London. We recommend them to anyone who—like us—suffers from insatiable wanderlust.

Marcus Kirby founded *The Future Mapping Company* in 2003, drawing on his experience in color consulting to set up a creative business that combined his love for design with his interest in cartography.

Jo Clark came on board in 2010 to help the company build its sales and consumer base, and has since become a full-fledged map-maker.

Aurelijus Terminas joined the same year to run the back-of-house operations as *The Future Mapping Company* expanded its business.

Ben Coe handles the marketing and PR, helping the company target new demographics and improve its online presence.

The Future Mapping Company's Top 10 Global Adventures

Dhow Trip in Musandam, Oman

BEN: "Out in the UAE last year, I spent a day visiting the coastal region of Musandam, a governorate of nearby Oman. In the capital of Khasab, I took a boat trip on a traditional Arabian dhow, along the vast fjords that cut through the region. I was lucky enough to see dolphins in their natural environment, and we even anchored at the historic Telegraph Island, a lasting reminder of British colonial rule in the area."

Pancakes in Saint Petersburg, Russia

JO: "Back in 2008, I spent five days in the Russian city of Saint Petersburg. To set me up for busy days of sightseeing across the city's sprawling attractions, I began each day with a hearty breakfast at Teremok—a fast-food chain specializing in traditional Russian-style crepes. I recommend the salmon and creme-fraiche buckwheat pancakes—the perfect start to any day in Russia."

Trekking in Rift Valley Province, Kenya

JO: "During my gap year, I spent two weeks traveling across the Northwestern region of Kenya, mostly in the Rift Valley area. For me, the highlight of the trip was a three-day trek to the peak of Mount Mtelo, the fifth highest mountain in Kenya. The local Pokot people were some of the friendliest, most welcoming people I have met on my travels."

Salt Flats of Salar de Uyuni, Bolivia

BEN: "On a visit to South America I had the opportunity to visit the salt flats of Bolivia. Stretching over 4000 square miles, the Salar de Uyuni is the largest salt flat in the world, home to several species of pink flamingo as well as the Bolivian llama. It is also one of the most naturally beautiful places on the planet."

Hot Springs in Aomori, Japan

MARCUS: "I visited the Japanese capital of Tokyo and made a separate trip to a hillside resort in the northern Aomori prefecture. Located in the shadows of the Hakkoda Mountains, the resort specializes in open-air hot springs known locally as 'onsen'."

Relaxing in Oaxaca, Mexico

MARCUS: "The remote fishing village of San Agustín in Mexico is definitely one of the most relaxing places I have ever visited. After traveling through the untouched hills surrounding the area, I ended up at a small, eco-friendly retreat known as Rancho Cerro Largo with beautiful 360-degree views of the Pacific Ocean."

Bethnal Green Flower Market, London

MARCUS: "In our opinion, the famous Columbia Road Flower Market in the city's East End is among the best places to hang out in London. Open every Sunday morning, the market consists of over 50 stalls exhibiting some of the world's most exotic plants and cut flowers, and is a major attraction for anyone visiting London. It also happens to be the home of The Future Mapping Company's first retail space."

Basketball in Vilnius, Lithuania

AURELIJUS: "One of my favorite places to visit when I am back home in Lithuania is Cathedral Square in Vilnius. It's at the center of the city, and it's also the heart of its cultural life—it hosts a broad range of public events throughout the year. In particular, I love the annual LKF Basketball Cup, which is broadcast from the square and attended by everyone from the local kids to the country's president."

Cooking in Unawatuna, Sri Lanka

AURELIJUS: "In 2011, I was in Sri Lanka, and spent an afternoon sampling the local cuisine at Sonja's Health Food Restaurant in Unawatuna, Galle. After a tour of the food markets we chose our produce and headed back to the restaurant to whip up our own curry dishes under the guidance of a lovely local woman called Karuna."

Driving in South Island, New Zealand

MARCUS: "I once spent three days driving a campervan along the Eastern coast of the New Zealand's South Island. Starting in the city of Christchurch, I traveled north to Kaikoura to experience whale watching in the Pacific Ocean before heading to the small alpine town of Hamner Springs."

Fab. 