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Weeeeekend! & The Lovely Ceramics by Lili Scratchy



Saw this on the [Jealous Curator](#) page. Ceramics by Lily Scratchy...it's cute right? The page didn't mention a lot about the artist...and there wasn't anything really written about her online that I could find, but here's her [Flickr](#) site with lots of fabulous creative projects.

Cindrea Limburg

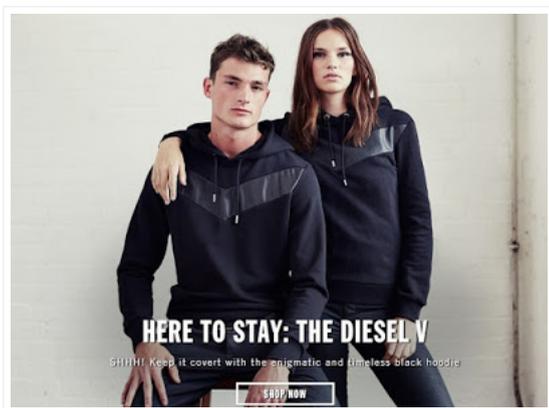


Geplaatst door Cindrea Limburg op Saturday, October 24, 2015

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Labels: [Ceramics](#) , [Flickr](#) , [Lily Scratchy](#) , [The Jealous Curator](#)

Gender Neutral Marketing Campaigns & Diesel



Wrote about this new gender neutral trend in [September](#), here's Retail brand Diesel and how they give a twist to this approach. Read the slogan: "GENDER NEUTRALITY TODAY REPRESENTS A GESTURE OF LIBERALISM AND CREATIVITY"...So just what makes the latest expression of gender

neutrality any different from Katherine Hepburn in a smoking jacket and the many other fads that have come before? Well, this is a trend that extends far beyond clothes (and even accessories). Recent developments include the opening of a gender-neutral toy kingdom in Harrods, the creation of a new personal pronoun by the Swedes, and the opportunity to run into a senior member of state in the White House unisex. For parents-to-be, yellow is the only

Marketing Communication Professional & Trendwatcher

(English Below) Utrecht - Door de jaren heen ben ik verantwoordelijk geweest voor marketing projecten van opdrachtgevers uit verschillende markten. Business goals transformeren door middel van storytelling en het creëren van branding en marketing concepten zijn mijn grootste krachten en drijfveren. Op dit moment freelance ik, maar ik ben op zoek naar een vaste positie in de Marketing – Communicatie – Project management (omgeving: Utrecht, Amsterdam, Amersfoort, Rotterdam, Den Bosch). Ik ben ervaren in online en offline marketing projectmanagement B2B-B2C-B2G : PR, Website design en beheer, SEO-SEA, Analytics, SAP, (leer nu ook werken met SAS), concept ontwerp, campagnes, magazines, copywriting, content management, beurspresentaties. Ik definieer mezelf als een 'creative professional', een allrounder die zich vooral aangetrokken voelt door de digitale wereld. De projecten waarin ik betrokken ben geweest hebben een nationale en/of



I was just talking about female fighter and UFC champ Ronda Rousey with a friend yesterday and how I love to watch female fighting matches. Ronda gained a lot of attention the last few months and here is how Reebok commercialized this. Reebok gained most support through Instagram, Facebook's algorithm changes creates a miniscule reach for many brands: "This month, Reebok announced a new social campaign. The athletic-wear company asked fans to send messages of support for UFC champ Ronda Rousey to @Reebok with #MoreThanTape, that will be printed on handwraps to be given to her before her next fight. And the campaign, created by Venables Bell & Partners, has already gotten millions of impressions. The Instagram post announcing the campaign was Reebok's top post in the past quarter, with almost 14,000 likes. It's a far cry from a few years ago, when Reebok's biggest problem was a hodgepodge of social media channels from different country and market managers. There were almost 600 social media accounts for Reebok, many of them fan-created, with no control by the brand. And there was no concerted effort to take advantage of social media's relationship-building potential." Here's how they channeled their campaign through Instagram: "Instead, Reebok has focused heavily on Instagram. It has 530,000 Instagram likes on its main @Reebok channel. The brand joins many other social brands that have found serious uptake on Instagram, thanks to hard-core users who are there for the photos. Blakesley divided Reebok's Instagram community into three channels: "classic," "women's" and "brand community." His favorite right now is women's, which focuses on in-the-moment lifestyle imagery and tie-ins with specific sports events such as Crossfit championships, Spartan Races or the UFC." More here:

<http://digiday.com/brands/reebok-got-8000-percent-growth-social-media-18-months/>

Geplaatst door Cindrea Limburg op Sunday, October 11, 2015

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Labels: [Impact](#) , [Instagram](#) , [Marketing Campaign](#) , [Reebok](#) , [Ronda Rousey](#) , [social media](#)

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Pop Pop Pop: Transform that Building!



Inspired by Pop-Up children'sbook, artist Daniel González turns milanese courtyard into an animated, architectural pop-up book... "within milan's marsèlleria permanent exhibition space, daniel gonzález has transformed the courtyard's internal architecture into an

animated cardboard environment, where a a play of unexpected geometries, textures and motifs surprise visitors encompassed inside. the argentinian artist has built 'pop-up building milan' using hand-cut cardboard, tape, zip ties, wood, glue, nylon wires and electric engines, turning the 250 square meter façade into a monumental intervention derived from the interactivity and spirit of children's pop-up books....in the making of the ephemeral architecture project, gonzález has adopted techniques such as japanese kirigami (a variation of origami that includes cutting of paper, rather than solely folding it) to form folded lines that

extrude from the two-dimensional space of the cardboard sheet. these sculptural paper cuts create abstract interpretations of renowned local landmarks like the pirelli skyscraper, lambrate quarter industries and the torre velasca, as well as escher's paradoxes and impossible buildings' projects." Nice right? More here: <http://www.designboom.com/art/daniel-gonzalez-marselleria-milan-cardboard-pop-up-building-10-05-2015/>

Geplaatst door Cindrea Limburg op Wednesday, October 07, 2015

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The Floating Trend : New York's Mobile Food Forest



Rendering for Swale, the floating food forest designed for the New York Harbor (courtesy Mary Mattingly)

Floating and mobile cities, gardens, hotels...it's all hot topic. Now New York came up with this: "New York City was once identified as much by tall ships as tall buildings — Walt Whitman celebrated it in his "Manhatta" (1860) as "The beautiful

city, the city of hurried and sparkling waters! / the city of spires and masts!" Today it is a city that mostly looks inward, away from the shores, despite the public space opportunities of its harbor and rivers. Artist [Mary Mattingly](#) is interested in encouraging more public interaction with the waterways in her new project "Swale." Planned to launch in spring of next year, it is an "itinerant food forest" floating on an island of repurposed shipping containers. "It's important for this project to function in public space," Mattingly told Hyperallergic. "Public space in New York is very limited, so in this case we are working towards creating more access to a public space that has limited accessibility." "...This part is interesting: "The shipping containers intended to form the vessel are from the Port of New York and New Jersey, so reuse is built into the structure as well as its function. By promoting thought on independent food sources, Mattingly hopes visitors can consider "experimental zones that can be both interdependent and autonomous." And if it were permanent, she suggests that the waterway-fed vegetation grown perennially could support any number of small-scale industries from medicinal plants to mushrooms." More here:

<http://hyperallergic.com/239367/mobile-food-forest-to-float-the-nyc-waterways-in-spring-2016/>

Geplaatst door Cindrea Limburg op Saturday, October 03, 2015

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