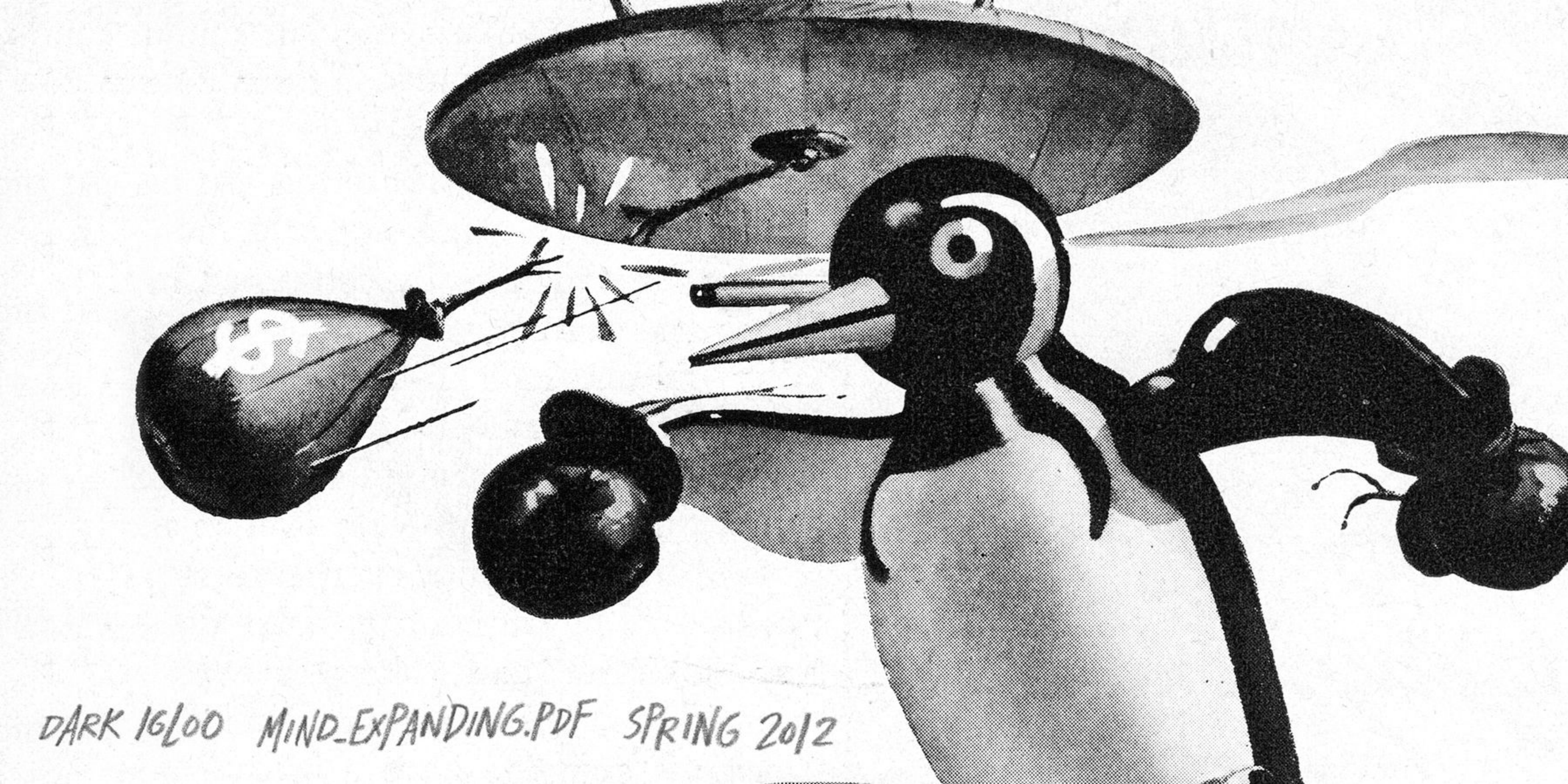


DARK IGLOO MIND_EXPANDING.PDF SPRING 2012

CHELSEA ILLUSTRATED

MURAL COMMISSION FOR GOOGLE'S CHELSEA OFFICE

111
EIGHTH AVENUE

POP

OF NEW YORK
No Stopping

CHELSEA'S WHERE KEROUAC WROTE ON THE ROAD...

SPLOOP!

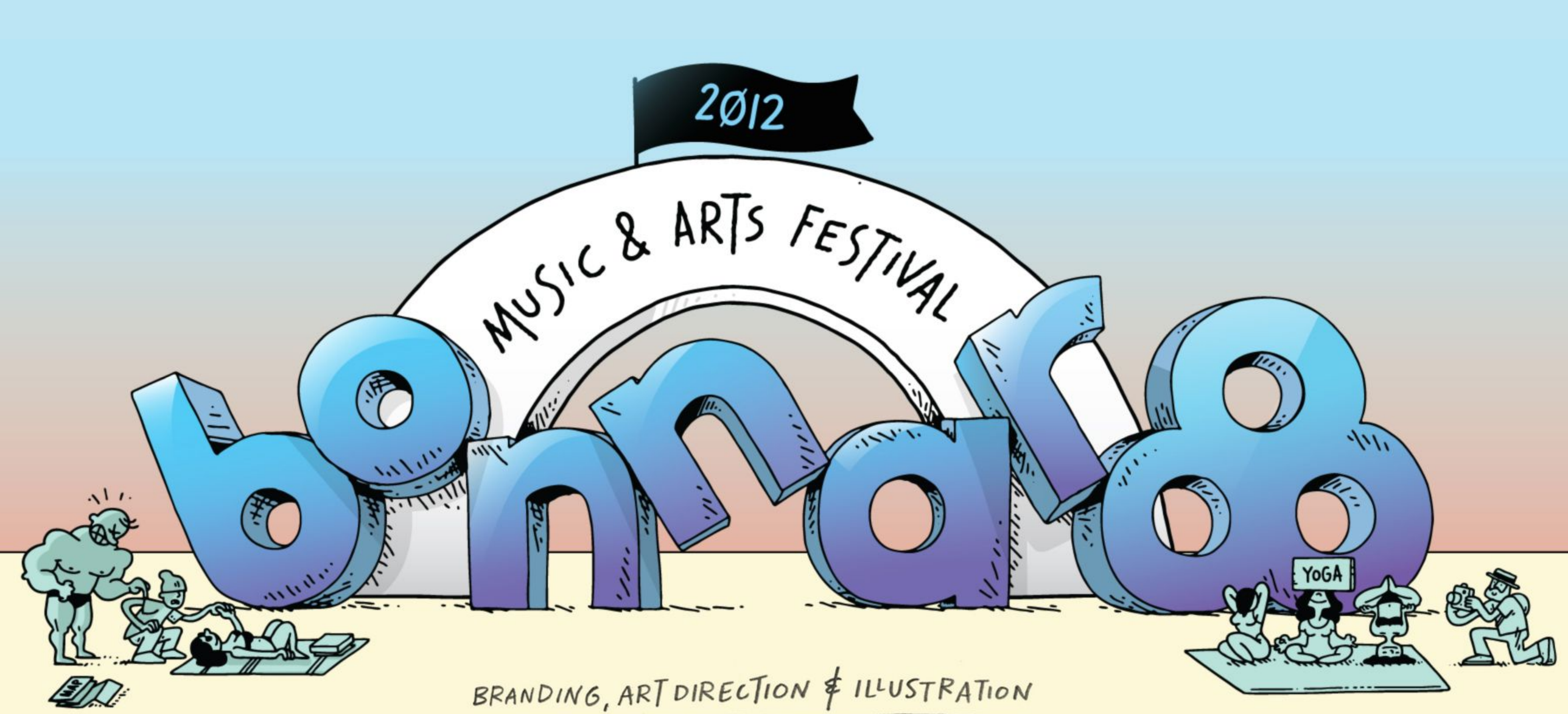
on the road.

...ON A 120 FOOT PIECE OF PAPER!

JACK KEROUAC WROTE ON THE ROAD SCROLL

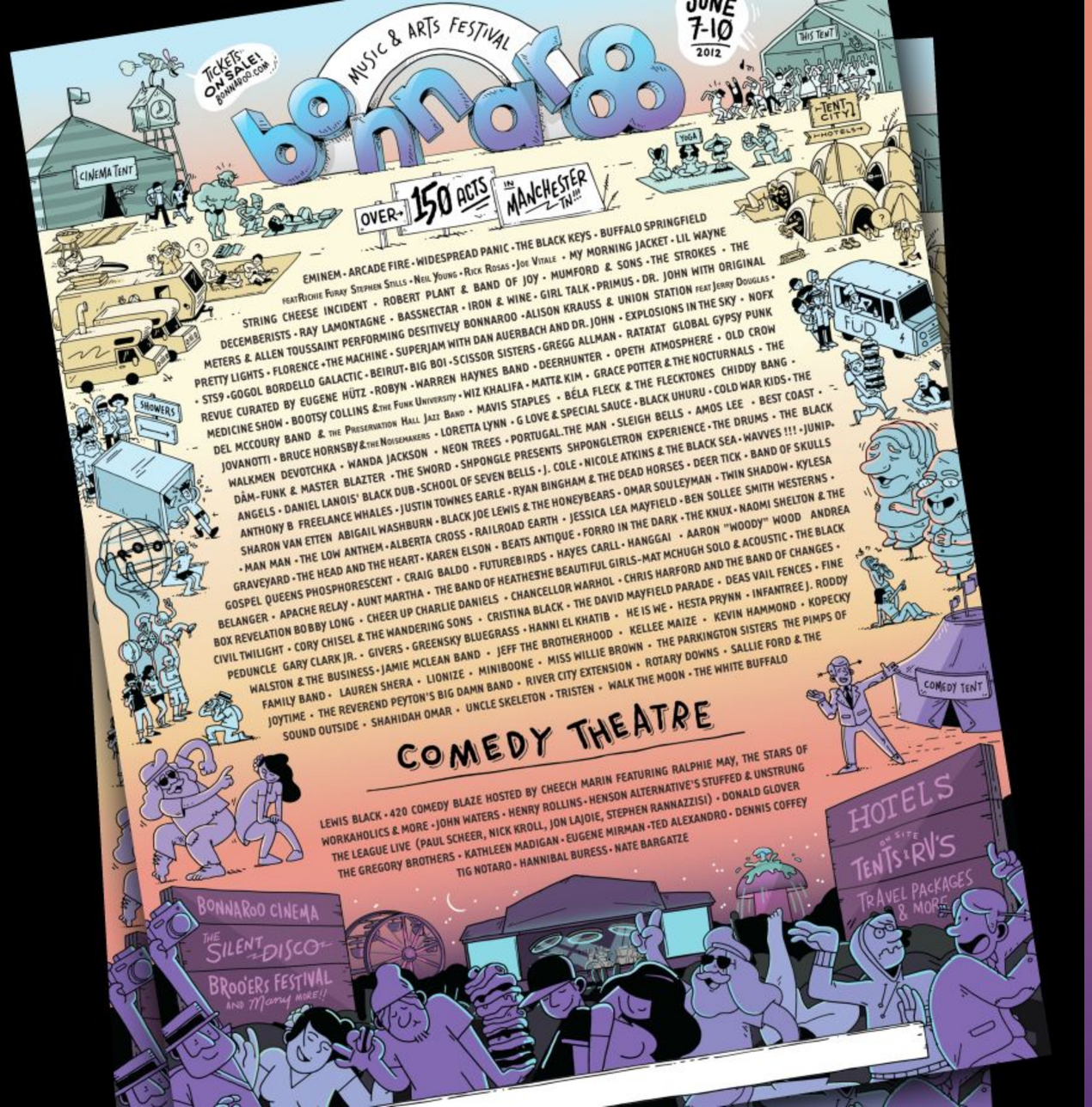
Chelsea Illustrated

Made with some friends from Google



BRANDING, ART DIRECTION & ILLUSTRATION

TENT CITY
HOTELS
?
SHOWERS



CHECK OUT

THE FULL LINEUP @

BONNAROO.COM

The Great Googa Mooga

Amusement Park of Food & Drink!

Branding, Art Direction & Illustration

LIVE!
MUSIC
FOOD
AND
DRINK
SUPERFLY
The Great
Googa Mooga
MAY 19 & 20
AN AMUSEMENT PARK OF FOOD & DRINK
BROOKLYN'S PROSPECT PARK
2012
FOOD AND DRINK
PAY AS YOU EAT: COLICCHIO & SONS • DIRTY BIRD • FRANKIE'S SPUNTINO • HILL COUNTRY BBQ • JOSEPH LEONARD • THE LOBSTER PLACE • LUKE'S LOBSTER • M. WELLS • MILE END • PORCHETTA • ROBERTA'S • RUSS & DAUGHTERS • SIMPLY CHICKEN BY JEAN-GORGES • THE SPOTTED PIG • THIRD RAIL COFFEE SHOP • TIA POL • BAOHAUS • BIG GAY ICE CREAM TRUCK • BRINDLE ROOM • CHAR #4 • COOKIN' WITH COOLIO • BEER LIST BY GARRETT OLIVER OF BROOKLYN BREWERY • WINE LIST BY PAUL GREICO OF TERRIOR • MORE TO BE ANNOUNCED!
LIVE! MUSIC
EMINEM • ARCADE FIRE • WIDESPREAD PANIC • THE BLACK KEYS • BUFFALO SPRINGFIELD • MY MORNING JACKET • LIL WAYNE • STRING CHEESE INCIDENT ROBERT PLANT & BAND OF JOY •
FREE TO ATTEND WITH REGISTRATION
SHOWS & DEMOS BY AZIZ ANSARI, ANTHONY BOURDAIN, APRIL BLOOMFIELD, TOM COLICCHIO, MICHAEL SIMON, ETC. FOOD & DRINK FROM
THE EXTRA MOOGA PACKAGE
BROOKLYN BREWEY, IN-N-OUT BURGER, JOHN DORY OYSTER BAR, ETC. PARTY AFTER DARK WITH GREAT GATSBY, JAMES MURPHY, MORIMOTO, ETC.
GET YOUR TICKETS MARCH 7TH! GOOGAMOOGA.COM
fuse
DELL
StateFarm

THE
WORLD
REBALANCING
WATCH THIS VIDEO
POP!
TECH

WE BUILT A GIANT MOBILE, THEN FILMED
ITS ARMS AS VIGNETTES FOR SHOW PACKAGING

KATHERIN

REGGIE WATTS

DIG INN
Union Square
SEASONAL MARKET
EST. 1997
DIG INN

Meet The MARKETPLATE

-Seasonal combinations of-

Choice Proteins

LEAN CUTS - MARINATED, BRAISED, PULLED OR SHREDDED

Grains OR Greens

FINE RICE & CRISP LEAVES STRAIGHT FROM THE GARDEN

Fresh Sides

CAREFULLY PREPARED & GOOD ENOUGH TO EAT ON THEIR OWN

-Served 3 ways-

Big Plate

A NICE SQUARE MEAL

Small Plate

GOES GREAT WITH A SHAKE

Picnic Pints

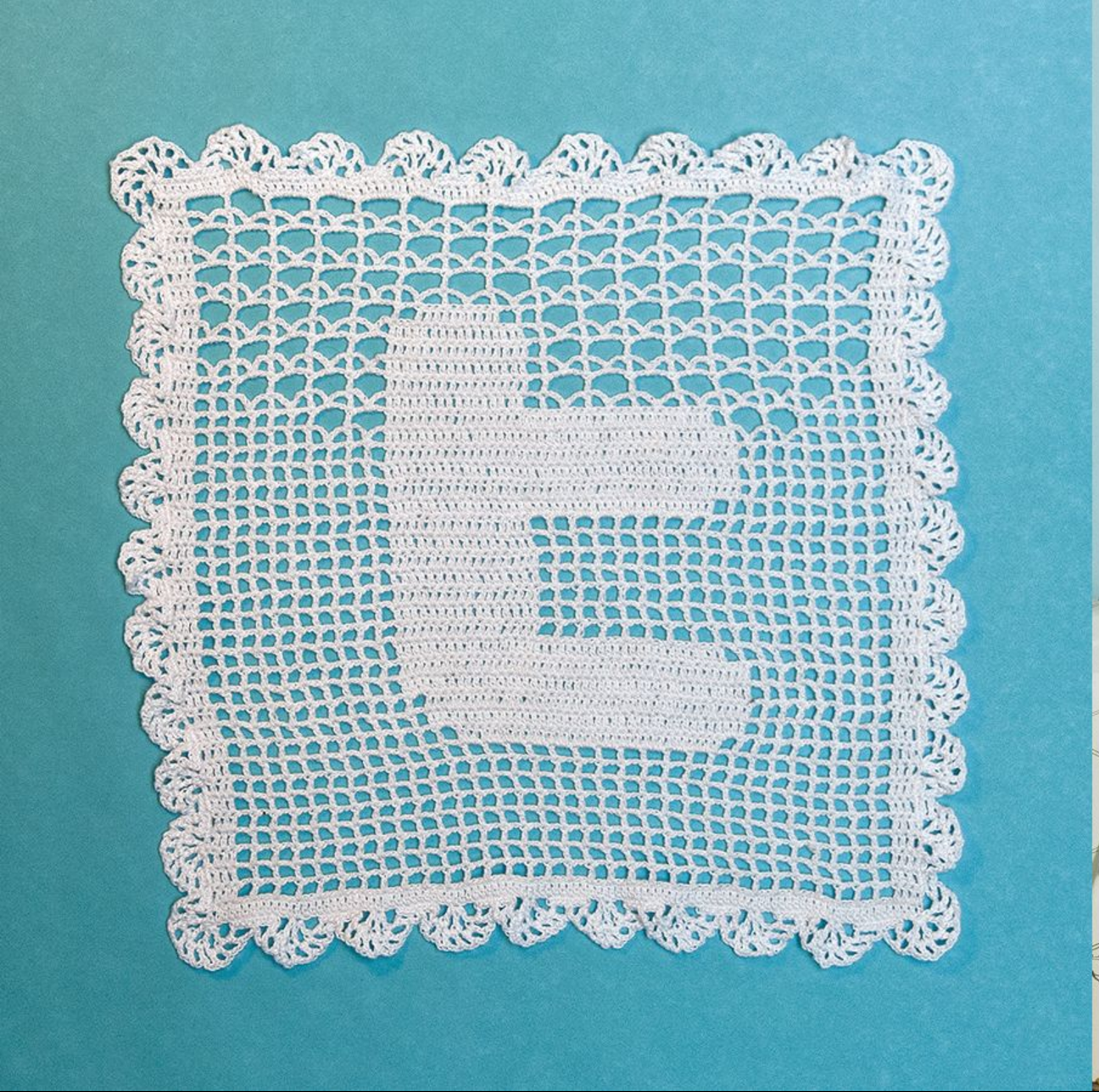
ALA CARTE SIDE DISHES

Today's Menu

Help Yourself

GOOD FOR ONE FREE
1
MARKETPLATE
LUCKY 115 NUMBER

DRIVE-THRU



YOU ARE
WHAT YOU EAT

DO YOU
EAT
CRAP?
WATCH THIS VIDEO
Crappy Cereal
Coalition
CRAP

Crap
Flavorin' Spray

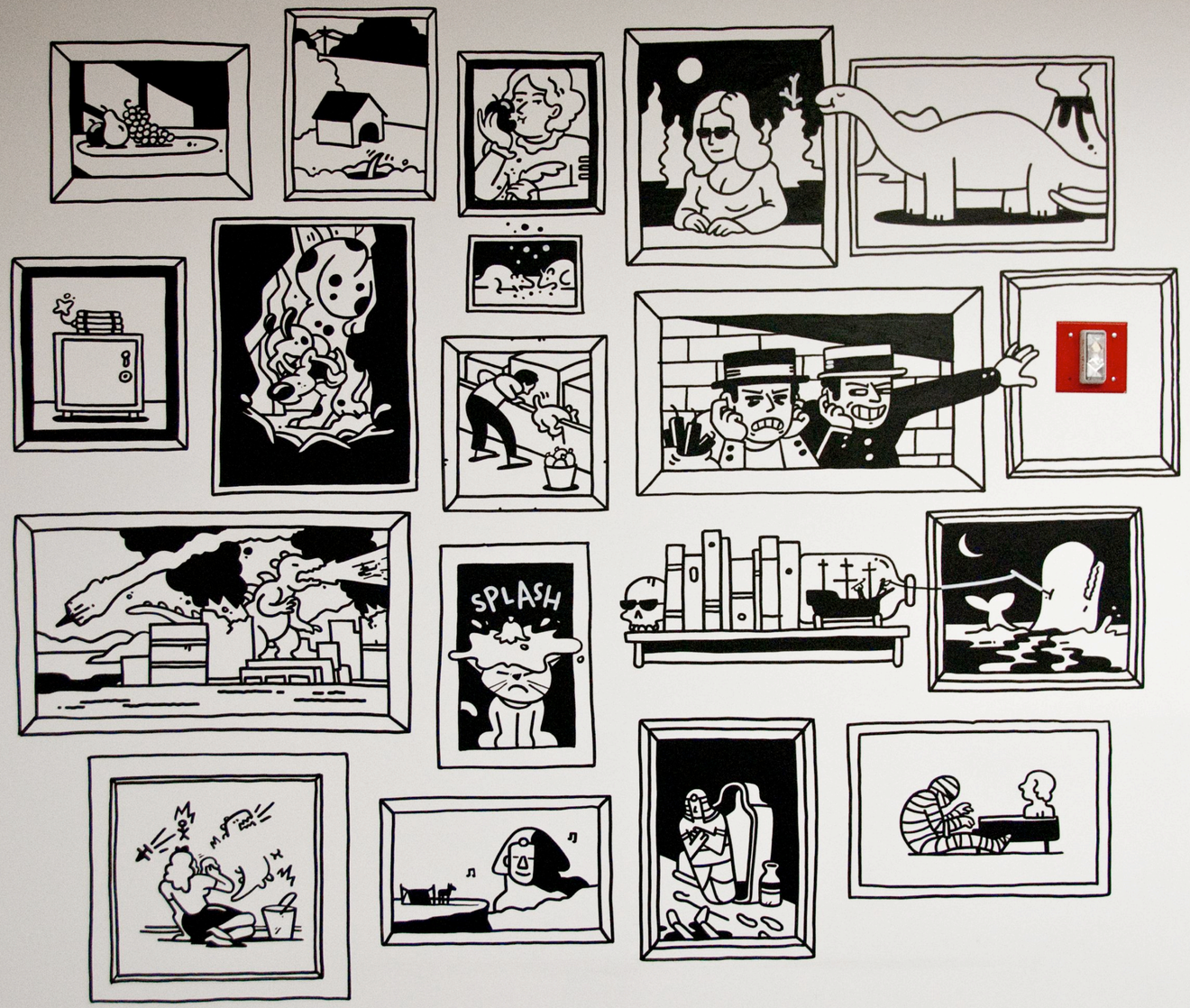
Blue Ribbon
Flavor Enthusiast Quarterly
Winter 1962
Crap
Flavorin' Stick

Crap
Flavorin' Stick
Garlic and Herbs • Garden Vegetable • Bubblegum
Spray Your Tastebuds In The Face. Purveyors of Fine Flavoring & Sedatives ©
New

DRINK TWICE AS MUCH CRAP:
Did you know that CRAPÉAU water lists two servings per bottle? Genius!

©CRAPÉAU Bottled and Distributed by Basically Soda LLC, Whiteplains, NY

When you really love him,
Say it with syrup.
Made with Real Trees!
Classical Romances Artificial Pancake Syrup



MURAL #1

Sapient Nito, NYC

MURAL #2
Sapient Nito, NYC

HAVE A
COOL DAY