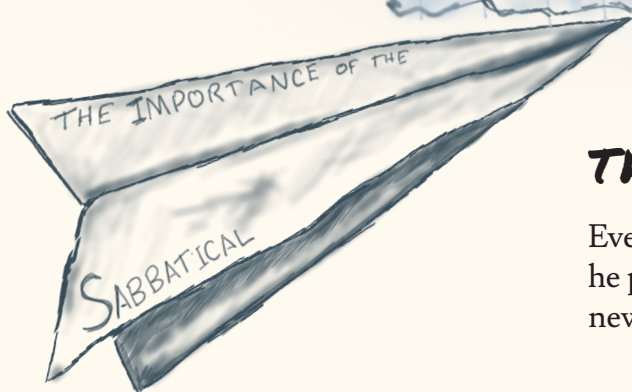




STEFAN SAGMEISTER SHOWS US HOW OUR BEST IDEAS IN DESIGN COME FROM LIVING OUR LIVES AND GATHERING OUR INSPIRATION FROM OUR EXPERIENCES- AND MOST IMPORTANTLY, DOCUMENTING EVERYTHING IN THE PROCESS.



THE IMPORTANCE OF THE SABBATICAL:

Every 7 years Sagmeister will close his design studio for a full year to focus on ideas or projects that he personally enjoys. He believes this allows him to experience life and inject those experiences into new problems to create fresh ideas.

FURNITURE DESIGN, BY NECESSITY

He began designing furniture when their NYC studio was being renovated. Sagmeister and his partner couldn't afford the furniture that they loved, so they decided to make their own.



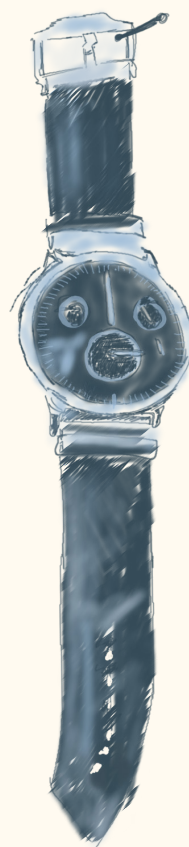
MUSIC CAME FIRST

Though he wasn't successful with the rock band he played in, Sagmeister often takes work in music related projects and injects this passion into his solutions.



SAGMEISTER'S WATCH

The watch designed by Sagmeister has the phrase "Now is better" to remind us that our overall health and quality of life is better now than it ever was.



TRAIN TRIPS ARE A HUGE SOURCE OF INSPIRATION.

Sagmeister additionally will speak to as many fellow travellers as he can to add to that inspiration.



THE HAPPY SHOW

This was an exhibition Sagmeister put on at the Institute of Contemporary arts to share what he learned about genuine happiness through his life experiences and various exercises intended to increase happiness.

