

# PRINT

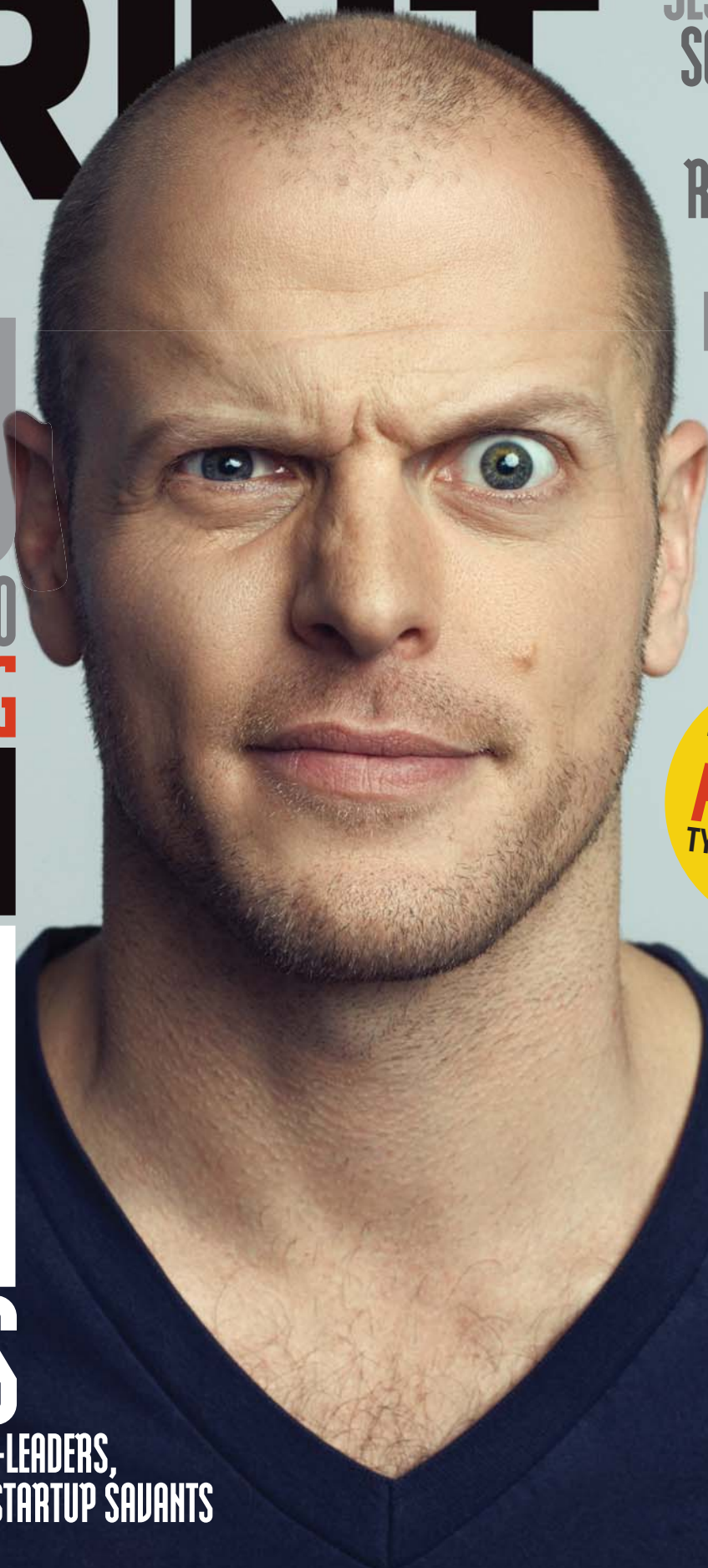
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JESSICA HISCHE  
SCOTT DADICH  
ELLE LUNA  
ROMAN MARS  
MICHAEL  
VANDERBYL  
CLEMENT  
MOK  
SUMNER  
STONE


# HOW SAN FRANCISCO IS REDEFINING DESIGN TIM FERRISS

AND 70 MORE THOUGHT-LEADERS,  
GAME-CHANGERS AND STARTUP SAVANTS

+  
THE WINNERS OF  
**PRINT's**  
TYPE & LETTERING  
AWARDS



**Photographs** by John Keatley  
**Words** by Zachary Petit  
and Maija Zummo



# THE HOLLYWOOD ISSUE: SAN FRANCISCO

Stefan Sagmeister, one of the most famous graphic designers in the world, has said, “Being a famous designer is like being a famous electrician.” He declared this before the popularity of the HGTV network where, indeed, electricians *have* become famous—as have designers today. But being famous in the design community now requires more than being a great “designer,” per se, and nowhere is this more apparent than in San Francisco. Designers need to be polymaths; in addition to being able to design, they need to be able to write, draw, code and market, position, brand and sell themselves.

Silicon Valley has created a new benchmark for innovation—and notoriety—yet design can still be overshadowed in the shuffle. Scott Kraft, a pioneer and investor in technology and branding, states it best: “I think there are so many different pockets of creativity here. It’s so easy to focus on the tech side of it, and forget that we have incredible industrial design going on, and we’ve got fine artists of all kinds.” In this year’s Hollywood Issue, we’ve found and focused on creators, thinkers and makers from a vast array of disciplines. The result is a portrait of creativity in San Francisco that is influencing design—and designers—all over the world. —*Debbie Millman*

# THE SKEPTIMYSTICISTS

“I got into film in a classic Hollywood way: sleeping with the director,” Ken Goldberg says with a laugh. Artist Goldberg and filmmaker Tiffany Shlain, who celebrated their 20th anniversary this year, see their relationship as a two-decade-long conversation that has occasional collaborations and outlets in film, art and other ventures. As for how they go about their business, they jokingly refer to themselves as *skeptimysticists*—they bring magic and optimism grounded in a healthy dose of skepticism. When it comes to the creative community they call home, “The art and technology of San Francisco feels like an incredible collision of creative ways of thinking, and then people creating new tools to match that, all tempered with reality and humanity,” Shlain says. “My dad used to say if you’re not living on the edge, you’re taking up too much space. And San Francisco feels like it’s that edge.”



**KEN GOLDBERG, ARTIST/UC BERKELEY PROFESSOR OF ROBOTICS;**  
**TIFFANY SHLAIN, EMMY-NOMINATED FILMMAKER/FOUNDER, THE WEBBY AWARDS**

# THE FUTURE

Blooma is Tiffany Shlain and Ken Goldberg's 7-year-old daughter. It is her generation—be they graphic designers, tech gurus, filmmakers, activists, writers, angel investors, startup savants—that will define the shape of the creative class in the Bay Area of tomorrow.

As for what Blooma wants to be when she grows up: "An artist, a filmmaker and an engineer."

For a dreamer, it would seem she is dreaming in just the right place. ■



BLOOMA SHLAIN GOLDBERG

*Special thanks to CreativeLive for hosting the Hollywood Issue: San Francisco photoshoot.*