We are a design and communications agency with skills in media and development for the web. We believe business should be a creative undertaking. With our clients and partners we work to build successful businesses from strong branding and smart strategy.

This is a portfolio of projects which are either our vision from inception or projects we’ve joined as partners with an equity stake. Because we believe in the enduring value of our work, this is our preferred way to work.
This project has been directed from concept, now to seed-stage funding and preparation for a crowdfunding campaign to run in the spring of 2015.

This product will retail for under $20 and chills a beverage by gyrating it in ice water, and can cool a beer from room temperature to 38 degrees in under three minutes.

Mobster | Consumer Product
Early form exploration, work by David Goetz of Amalgam Solid
Product refinement and engineering
Importantly, the reason this opportunity exists is that no other group could bring this quality of product engineering to this challenge, specifically to make a water-tight product which could operate at freezing temperatures.

*Engineering Development w/ Amalgam Solid*
Physical Prototype Testing
Co-branding Opportunities Explored
A multitude of potential partners
The branding is meant to trigger memories of Nerf playgear.

A ‘beer drinking toy’ is the concept.

Original Branding along with Trademark Awarded
Dustin Feider, Founder of O2Treehouse has a degree in furniture making and has been building structures for over five years. We approached him to build a partnership whereby we assist with marketing, product development, media and online promotions, which we began in 2014.

O2Treehouse, Strategic Partnership
Sales Process Kits for O2Treehouse
Public and Team Merchandise Designs for 02Treehouse
Identity Graphics for O2Treehouse, for merchandise, print and digital use
Graphic Layouts for Print
In 2005 the book The Game by Neil Strauss revealed to the world that with the explosion of the internet, a community of dating coaches were refining practical coaching methodologies to teach men to be more successful seducers.

The book went on to sell millions of copies, topping the NYT’s Bestseller List and becoming an international phenomenon.

Featured in the book is Stephen Nash, a veteran pickup guru with high integrity and 15 years of experience coaching men in New York. We have begun working with Stephen on the next phase of his career, under a new brand Lifestyle Arts...
Within the broad category of self-development, there is a large industry focused on men learning to be more effective in the mating market.

The common attitude of this ‘pickup community’ is one of subversion, subtle manipulation and belief that intimacy is a zero sum game. This posture speaks to disempowered, often inexperienced men.

Lifestyle Arts seeks to effectively contrast this tacky image of ‘dating advice’ and establish an audience of more mature men willing to invest in a holistic approach to growth at the core of their being, the source of power, trust and connection with women.

Lifestyle Arts is a platform for learning content geared at men entering their prime years and looking to maximize their experience in all areas of life through expanded freedoms which come from overcoming fear and doubt, and thereby living a full life of their own design.

“If you want to live a happy life, tie it to a goal, not to people or objects.”

— Albert Einstein
Stephen Nash was introduced to the world as “Playboy” in the book The Game by Neil Strauss, which topped the New York Times Best Sellers list and propelled a select group of Pickup Artists to global recognition.

After leaving Project Hollywood in August of 2004, kissing “The Game” goodbye, Stephen continued to hone his skills into a more natural and holistic framework for attracting and dating women. This new coaching philosophy met with success in helping men of all backgrounds overcome their dating challenges and become capable of developing lasting, healthy relationships with women.

Stephen has worked with over 1,000 coaching clients in his career and is the author of the best-selling How To Get a Girlfriend, now in its fifth edition.
Nobility / timeless, cultured perspective upholding the best of masculinity
Masculine Grace / strength under pressure, balanced assertiveness
Mature Attraction / non impulsive, and fully integrated into ones life
Lasting Seduction / intrinsic motivations expressed in such a way to attract women
Applied Spirituality / depth and purpose throughout life, including romance
Freedom / rewards from taking the risk of exploring and expanding ones life

Exploring the figure as the icon for the brand, referencing these icons
Brand Style: Art Deco

Above, the level of formal presentation heightens sexual tension

Left: a glamor of the times, included materiality and ritual in life

Right: the graphics of the time were bold, expansive and optimistic
<table>
<thead>
<tr>
<th><strong>Lifestyle Arts Positioning</strong></th>
<th><strong>Pickup Community</strong></th>
<th><strong>Lifestyle Arts</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Target age range</td>
<td>Ages 14 - 30, plus outliers</td>
<td>Ages 30 and up</td>
</tr>
<tr>
<td>Key proposition</td>
<td>Get Laid / Multiple Women</td>
<td>Deeper with One Woman / More Choice</td>
</tr>
<tr>
<td>Product price range</td>
<td>$99 and up, $1,200 common</td>
<td>$20, $99 and monthly subscription of $15</td>
</tr>
<tr>
<td>Duration of engagement</td>
<td>6 months to 2 years average</td>
<td>One year and up, 3 year target</td>
</tr>
<tr>
<td>Learning ‘curriculum’</td>
<td>Disorganized products</td>
<td>Coordinated learning structure</td>
</tr>
<tr>
<td>Free content</td>
<td>Free Podcasts</td>
<td>Free Podcasts</td>
</tr>
<tr>
<td>Seminar fee</td>
<td>$400 / weekend and up</td>
<td>$400 / day and up</td>
</tr>
<tr>
<td>Mass media impressions</td>
<td>More ‘male’ media only</td>
<td>mass media exposure</td>
</tr>
</tbody>
</table>

Lifestyle Arts positioning relative to the existing market
Site Content, hierarchy

Lifestyle Arts branding and positioning copy / tagline

Stephen Nash, Playboy from The Game / Brief Bio, expands for fuller bio

Random tip (from existing sites), towards top of the site, new tip with each refresh

Join email list

Podcast episode w/ image plus description

Next Seminar Event / slider, notification

Testimonials / known validators (could be three chunks which rotate)

Live Seminars

Product - How to Get a Girlfriend eBook / hook copy, expanded pitch, link to platforms for sale

Product - Natural Art of Attraction Training Course / longer hook copy -- link to sale

Personal Coaching

Website Planning

Podcast Archive (blog setup)
Adam Mefford founded an entrepreneur group for Art Center College of Design in 2004, a full decade before the school took its own moves towards encouraging designers to learn about business.

Activities included forums around particular industries, coaching giving presentations, networking with other colleges and assistance finding work.

Identity System for MINT Entrepreneur Group for Art Center College of Design, with Keith Knueven
Following the inspiration of attending TED 2005, Adam Mefford cofounded Mindshare LA, which received a rebranding with the help of Fabian Geyrhalter.
Integral to the success of Mindshare was the design of the outreach materials, the sponsorship decks and social media promotions, all tied together by a clear brand voice.
Following the break up with the partnership behind Mindshare, Adam founded Currency, continuing some elements of the formula of Mindshare, but adding a more professional intention. The vision is for a brand to support a community within the city of Los Angeles, enabled through a custom social network.
Currency | Identity System Development
Currency is a network for entrepreneurs and creative professionals here in Los Angeles.

Our monthly live events and online media highlight innovators and business leaders who reflect the energy and diversity of the entrepreneurial ecosystem of Los Angeles. A key benefit of the platform is connecting recent college graduates with work opportunities and inspiring seasoned professionals to join promising new ventures.

[ www.currency.cx ]
Brand Design for Straw to Gold
Art Direction with Caroline Vos, Illustrator from South Africa
Art Direction with Caroline Vos, Illustrator from South Africa
Skills
Marketing Strategy
Brand Design
Copy Writing
Interactive Design
e-Commerce
Mobile Apps
Photography
Brand Films
Print Collateral
Social Media Strategy
Search Engine Optimization
Online Sales & Fulfillment

People
Benjamin Ariff, Principal & Producer
Brooks Institute, Commercial Photography

Adam Mefford, Strategy & Design
Art Center College of Design, Product Design

Steven Ojo, Mobile Development
University of Puget Sound
B.S, Computer Science, Business

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