

fresh

Think Tank 3



Location: Union Square, New York City, and www.thinktank3.com.

Duration: 1,410 days, 15 hours and 23 seconds, but who's counting?

Size: 4.6 humans. Left to right pictured above: Harris Silver, president; Julian Flear, bookkeeper; Sharoz Makarechi, creative director; Matthew Dugas, art director; Ecenur Kaleli, art director (front).

Education: After wandering between schools and majors, Sharoz landed in New York City, graduated from School of Visual Arts and was invited to teach advertising classes there soon after. Matthew and Ecenur were among her star students. Matthew also holds a degree from Boston University and Harris is a Brooklyn College alum. We're not sure where Julian went to school, but he's smarter than all of us so it might have been somewhere fancy.

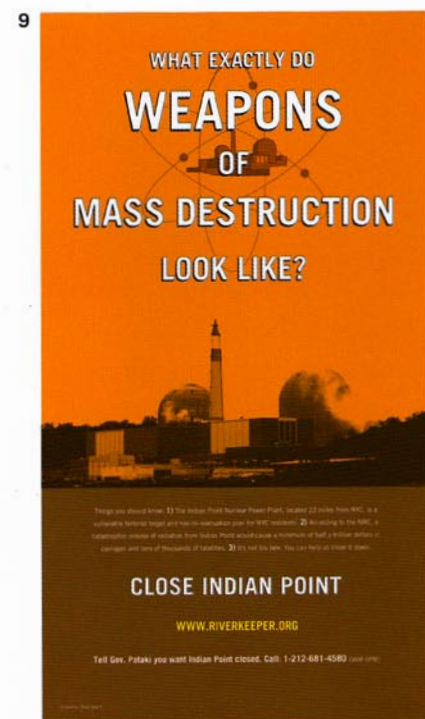
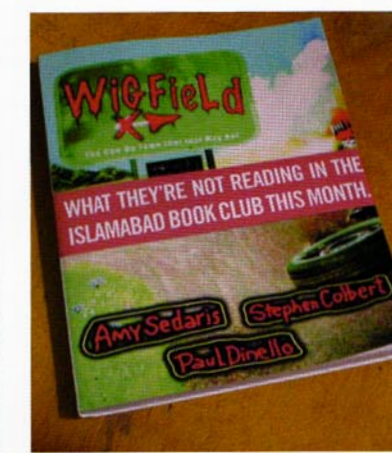
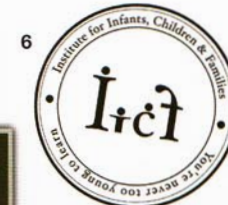
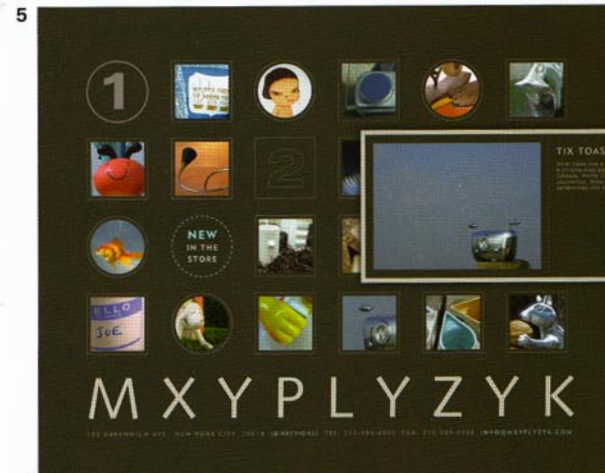
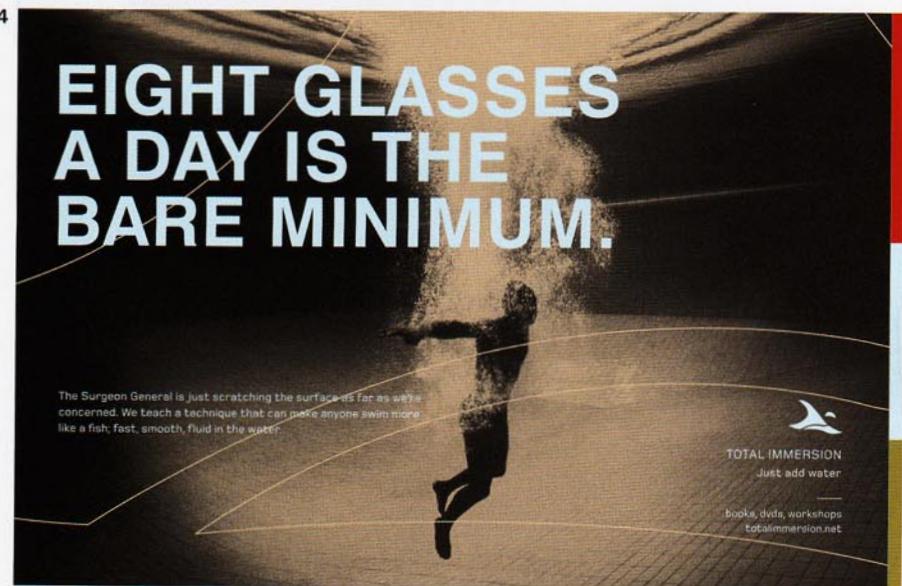
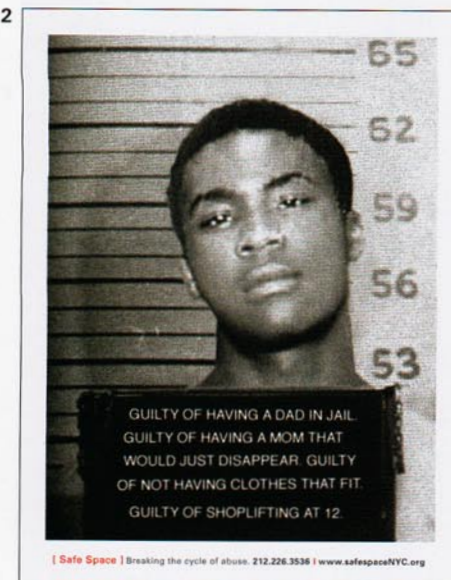
Cultural Influences: Dr. Seuss, the *New York Times* and HBO On Demand.

Environment: It's a lot like Andy Warhol's factory without Andy or the factory.

Philosophy: There's beauty in utility, dignity in work and peanut butter in the kitchen.

1 "When Barra & Trumbore came to us saying they needed advertising but didn't have a big media budget, we asked: 'How about a truck? You got a truck?'" Matthew Dugas, art director; Sharoz Makarechi, creative director; Sharoz Makarechi/Harris Silver, writers.

2 "Safe Space needed to raise awareness of how it fills major cracks in our social services system. It's not fun thinking about children in abusive environments, but somebody had to." Matthew Dugas, art director/designer; Sharoz Makarechi, creative director/writer.



3 "The world finally realizes there's more to being Jewish than being Jewish. Playing up ethnic stereotypes and having some Semite-inspired fun was the least we could do for *HEEB*." Amy Smiley Butterworth, art director; Sharoz Makarechi, creative director/writer; *HEEB* magazine, client.

4 "This ad is part of a print and online campaign for Total Immersion, a swim instruction company. We created a complete brand palette, including logos, positioning, wearables and waterproof drill cards." Matthew Dugas/Ecenur Kaleli, art directors; Sharoz Makarechi, creative director/writer.

5 "We dubbed MXYPZYK a general store for people with really good taste and built their brand/site so people outside NYC could also experience the vibe in the store." Matthew Dugas, designer/programmer; Sharoz Makarechi, creative director; Todd Lyons/Sharoz Makarechi/Harris Silver, writers; Matthew Dugas/Sharoz Makarechi, photographers; Kevin Terpstra, production designer.

6 "The Institute for Infants, Children & Families is a mouthful, but not when you break it down visually. The tagline explains the thinking that goes into their programs and research." Sharoz Makarechi, designer/creative director/writer.

7 Logo for citystreets, a pedestrian rights and advocacy group. "We created this organization from scratch; name, logo, mission, strategy, advertising. For the thinking behind the logo, go to www.citystreets.org/logo.html." Sharoz Makarechi, creative director.

8 "*Wigfield* is a collaboration between Amy Sedaris, Stephen Colbert and Paul Dinello. Pictured is our version of the town's newspaper mentioned in the book and a bellyband on the cover." Amy Smiley Butterworth, art director; Sharoz Makarechi, creative director/writer; Hyperion Publishing, client.

9 "This headline was mentioned on A1 of the *New York Times* and on CNN becoming part of the larger conversation about WMDs or BLTs as Ali G referred to them." Sharoz Makarechi/Amy Smiley Butterworth, art directors; Sharoz Makarechi, creative director/writer; Graham Haber, photographer; Amy Smiley Butterworth, illustrator; Riverkeeper, client.

10 "When a small space ad about a town no one's heard of in a paper no one's heard of gets featured in the *New York Times* Arts section someone's doing something right." Matthew Dugas/Ecenur Kaleli, art directors; Sharoz Makarechi, designer/creative director; Harris Silver, writer; Matthew Dugas, programmer; Kerhonkson General, client.