LOVE & AFFECTION ← BEING HUMAN
"artisan" "hand-crafted"

BAD AT:
- Human Scale
- Non-repetitive tasks

MACHINES

WORK, PLAY & LIVES

COMPETE WITH TECHNOLOGY

SKILL BIAS
- HUMAN SCALE
- NON-REPETITIVE TASKS
- BUNDLED, VARIED TASKS
- FAVORS COLLEGE GRADUATES

AUTOMATION REPLACES LABOR

SO... WHAT DO YOU DO WITH EXTRA BODIES?

OPPORTUNITY
- FIND A USE FOR THEM!

EXPERT SYSTEMS

HORSEPOWER REPLACED BY COMBUSTION ENGINE

"Computers are useless... they can only give you answers...
- Pablo Picasso

WHY?

"You only need one smartphone"

DEMAND


INK FACTORY
you talk. we draw. it's awesome.