Life Interactive: C3 Meets Augmented Reality

by Cynthia McEwen and Brent Brotine
photos by Victor Powell and Cindy McEwen

Sixteen C3 members and guests had the rare opportunity to see the curtain pulled back on augmented reality projects at our February 21st meeting. We met at the cutting-edge interactive studio Next/Now where the studio staff graciously hosted us and demonstrated off much of their latest work in AR, mixed-reality, body-tracking and other cool technology.

We began the evening with food and networking; enjoying pizza, fried veggies and cookies by a four-screen video wall showing current work for blue-chip clients including Motorola, Chicago Sports Museum, Goodyear and Monster Energy. On hand were owner/CCO Alan Hughes, general manager Sheila Scullin, and director of business development Randy Gress, along with many of the programmers, 3-D artists and project managers who presented the projects they had worked on.

First up was a demonstration of AR as art, involving acrylic cubes of various sizes with animated black and white art projected onto the cube faces. We were able to move the cubes around while sound, movies and still photographs were mapped to the faces by computer.

Next, we saw how Trek Bicycles had Next/Now design a low-cost system to fit bicycles to riders using AR mapping. This combines a kiosk, monitor and camera that analyzes live video of a person seated on a bike and tells the shop technician how to adjust the seat, handlebar and other components for an optimal fit. A second kiosk we saw used an Intel RealSense camera to paint art on a person’s face.

For Mazda Motorsports, Next/Now created a video wall that provides an at-race experience for a customer. And for McDonald’s and NASCAR, we saw a headset-based VR Experience that puts the user in the pit with hand-held tools.

George Berlin ended the evening showing us some simple AR apps that work with iPads so we could continue playing at home. Everyone left excited by the possibilities of incorporating AR into our own projects.
Real News: People Who Wear Crazy Socks Are More Brilliant, Creative And Successful...

…so says an article in lifehack.org by Jenny Marchal. Ms. Marchal reports that a new study found that people who wore wild and colorful socks have the potential to be seen by others as “more brilliant, creative and successful.” As I read the article I felt vindicated and validated, in the past some of my sock and wardrobe choices were met with criticism and teasing. Also, in that moment I was wearing bright green socks with orange polka dots. Choosing to wear wild socks is referred to as “embodied cognition, a concept about how our clothing choices affect our cognitive processes.” When we wear wild socks or clothing we are reflecting our uniqueness and our confidence, and we feel good about ourselves.

The article also conjured up a painful memory. When I was in eighth grade a family friend had given me a pair of gold penny loafers. I loved the shoes, they were different. One day I chose to wear the gold penny loafers to school, even though they didn’t match my school uniform. I felt happy wearing them. As soon as I entered the class room a group of boys proceeded to tease me, laughing loudly and pointing to the entire room that I was wearing “weird” shoes. I felt hurt and humiliated. It seemed as if it was an eternity until the bell rang and Sister Amadeus quieted the room. For the remainder of the day, I tried to hide my feet under my desk. When I got home from school I tried to polish the shoes with black polish. It didn’t work and I never wore the gold penny loafers again.

Fast forward to adulthood. As an adult I was aware of how people judge us by the way we look and the way we dress. When I started my business I wore dark suits when I met with clients and saved the bright colors for the weekend. The painful penny loafer experience was burned deep into my psyche, I would avoid potential hurt and pain. Better to fit in.

Today, my dressing sense reflects my own personal style and individuality. I am much more confident, though not totally immune to being berated. Most people who know me are aware that I love the color chartreuse—that bright green color that can’t be missed (#7FFF00 web, Pantone 382). I’ve received both favorable and unfavorable comments about wearing so much green. Instead of reveling over unwelcome comments, I ignore them.

I keep wearing outfits and wacky socks that make me happy. Although I had an interesting experience recently where I was concerned with what other people thought if I wore a certain hat. I had made arrangements to participate in the Women’s Walk in Chicago with a group of friends. Laura Marie Sanchez had sewn a set of the now infamous Pink Pussy hats for all of us. As she handed me a hat I felt a distinct amount of discomfort, it felt a risk to wear it. I started to put the hat in my pocket and thought of using some lame excuse of it flattening my hair. What if I get hurtful comments because I am wearing it? What does it say about me that I am wearing it?

The purpose of the walk coincided with my own beliefs. I was excited to stand in solidarity with others for the protection of our rights, our safety, our healthcare, and my daughter and acknowledge that it is our diverse communities that make our country great. The hat was symbolic in its own right, in that moment I didn’t know if I had the courage to wear it. I chose to not worry about what other people thought. Instead, I focused on being the best me—a woman who spends her time and energy living an awesome life, using my talents, gifts, and abilities to make the world and people around me better. And wear whatever makes me happy while I’m doing it.
FROM THE BOARD
The cost of living… life?
by Kathy Quintanar
Typically, I look at the cost of the things I need, as the price to pay... without question. Yet as comments all over news and social media state, inflated prices seem to be everywhere today. Clothing. Automobiles. Technology. And food—a McDonald’s® Big Mac® meal is now more than eight dollars with tax, and it’s called a value meal. Rather than lament about the death of quality customer service, I’m most concerned about the actual value we receive when buying the goods that we need.

Over the course of its 40-year history, Chicago Creative Coalition has maintained its cost to benefit value. We are one organization that has a mission wholly dedicated to supporting creative professionals by connecting us to each other through worthwhile programs, events and meetings. C3 supports us professionally, personally and creatively. All of the members of the C3 Board are volunteers that work tirelessly to build programs that provide exploration of new creative technologies as well as alternate creative perspectives and interpretation. As a member, your $95 ($45 students) is part of that journey. A humble but engaging one that reminds us that we are individual creatives as passionate about creative self-expression as we are about becoming part of the bigger whole.

C3 Is On YouTube
The C3Chicago channel on YouTube is our permanent home for videos of C3 events, member projects and all kinds of experimentation. We hope everyone will subscribe to the channel on their next visits to YouTube; just go to the C3Chicago page and click on subscribe.

UPCOMING PROGRAMS
Forecast: Sunny and Stimulating
by George Berlin
Spring is (mostly?) here! Keep your galoshes out anyway.

And it’s been quite a season for C3 already, with bowling, and our Augmented Reality and Virtual Reality programs so far this year!

In April we’ll be sharing the newest ways of getting better results designing and writing content for the web with Andy Crestodina, co-founder and strategic director of Orbit Media Studios. Come on out and see what’s cooking, from responsive design to HTML5 to... what’s next on the horizon!

Then in May, join us as we conquer the skills and mindset needed to be an artist entrepreneur in this new age where everyone is their own boss. Learn how the pros meet more people, crush new markets, find buyers, and new things to sell with our panel of hand-picked digital tycoons.

June finds us all fired up for our annual event. We’ll grab some tasty grub, vote in our new board, give out the infamous Friend of C3 Award and participate in another C3 creative art making event. Watch for details!

C3 Newsletter Advertising Opportunities
The C3 newsletter is published quarterly from September to July and reaches a wide range of communication arts professionals. B&W ads are accepted in hi-res press-ready pdf format. Contact Cindy McEwen at macindy@mac.com for more information.

Display Advertising

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Classified Advertising

C3 MEMBERS RATES
Free for the first 30 words, 10¢ each additional word.

NON-MEMBERS RATES
$25 for the first 30 words, 25¢ each additional word.
SEO As An Unexpected Member Benefit

by Michael Tanimura

The C3 website—chicagocreative.org—for a variety of reasons has good prominence with Google and other search engines.

C3 members can take advantage of this by creating a portfolio on the website. As T. J. Hine has often remarked, his portfolio on the C3 website comes up higher in search engines than his own website.

It’s remarkably easy to create a portfolio. Go to the website and click on C3 Tutorial in the tag cloud near the bottom of the Home page right sidebar. Follow the illustrated instructions to create your Profile and Portfolio. If you have any problems or need help logging in to the site, contact Michael Tanimura, mike@sicreative.com.

Your portfolio is a very meaningful benefit of membership in Chicago Creative Coalition.

Lighting and Tigers and Bears, Oh My!

by Claudia Hine

photos T. J. Hine and Kaitlyn Keeley

Puffer coats were the preferred attire at the C3 holiday party on December 9. As the planned activity was a stroll through ZooLights, Lincoln Park Zoo’s annual lighting extravaganza—and the temperature was a frosty 21 degrees—more than a dozen creatives braved the cold weather to commune with sea lions, polar bears, and ice carvers.

With Michael Tanimura leading the way, attendees wandered among brilliantly illuminated trees and musically timed lighting displays, then warmed up by visiting the big cats, monkeys, and reptiles. (Mike loves his snakes, after all.)

Perhaps the highlight was the newly opened Walter Family Arctic Tundra, home to Siku, a 6-year-old polar bear. This expansive habitat gives Siku room to roam and features ice caves, rolling terrain, and pools with floating toys. As polar bears tend to be solitary creatures, Siku does not mind having the joint to himself. However, the zoo does plan to find him a mate soon.

Having collected all who had wandered off in the dark, the group made its way to Sedgwick’s Bar & Grill for warmth and sustenance. Tito’s vodka was consumed. Stories were told. Most of them true. Then it was off into the cold dark night with the nagging thought that another string of lights was needed on the Christmas tree at home.
**JANUARY EVENT**

**Rockin’ Out In Ugly Shoes**

by Brent Brotine
photos T. J. Hine

A dozen C3 slackers got their best Dude quotes ready and showed up at Diversey River Bowl on January 11th for a fun night of strikes and schmoozing. We started the evening off with a member trivia game icebreaker (did you know that George Berlin never learned to blow bubbles with gum?), chowed down on a massive pizza buffet, and then hit the alleys for the evening’s main entertainment.

While we didn’t avail ourselves of gutter bumpers, we were all able to hit the pins most of the time and produce some truly mediocre scores. Our icebreaker game winners took home VR viewers, and our bowling winners took home awesome gift baskets. With both familiar faces and prospective new members taking part, this was an event that truly tied the room together.

**C3 Stands For Democracy At Chicago Women’s March**

Many C3ers joined 250,000 other Chicagoans on January 21st to send a message to the new administration in support of women’s rights, civil liberties and diverse issues. With a theme of Protect, Connect and Activate, this overwhelmingly peaceful protest was a highlight of the more than 400 marches worldwide—with over five million participants.

Participants included C3 members Cindy McEwen, Mary Wagner, Kathleen Kearns, Kaitlyn Keely, Jeff London, Gerta Sorensen, Warren Perlstein, Claudia Hine, Laura Marie Sanchez, and Marina Samovsky. Past members included Karen Ovington, Debbie Vyskociil, Nancy Nord and Sherry Russo.

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**We Want To Hear From You**

If you haven’t yet completed our C3 Interest Survey, please spend a couple of minutes (that’s all it takes) and share your opinion on how we can make our programs and benefits even more useful in 2017. This brief survey is online, and you’ll find the link to it on the C3 homepage. We appreciate it—this is your organization and we really want it to serve your needs!

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**Sponsorship Opportunities**

C3 offers both members and non-members an opportunity to place products and services before our membership through two Sponsorship Programs: an Individual Program Sponsor and an Annual Sustaining Sponsor. For more information contact Nate Marks at nate@designmarks.biz.

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**How to join C3**

The easiest access to a C3 membership application is through our website: www.chicagocreative.org/join-c3/. Pay online through PayPal or contact membership@chicagocreative.org for a membership application to fill out and mail with a check to: Chicago Creative Coalition, c/o Carolyn Aronson, 747 W. Brompton, Apt 2, Chicago, IL 60657.

E-mail questions to: C3@ChicagoCreative.org or to the Membership Director: membership@chicagocreative.org

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**Like what you see?**

**Ink** Printed digitally on Xerox 700.

**Paper** This newsletter is printed on Classic Crest 70# text.

**Process** The digital press uses waste-free toner and no fuser oil. The process is 100% chemical free—printed courtesy of Consolidated Printing.
Danny Manjarres
1199 Blackburn Dr
Grayslake, IL 60030
847.975.9319
dannymanjarres@yahoo.com
bubblebrosproductions.com

1 Bubble Bros Productions company logo: One of a few examples of merging 2-D and 3-D animation, this short serves as the official animated opening for what is not only Danny’s self-named production company, but the domain of his online portfolio site as well. Combining stick-figure bubble characters he made in the past with actual bubbles, a combination of Photoshop, Cinema 4-D and After Effects is used.

2 Role Player: His Capstone project for DePaul University, a 2-D short exploring the psyche of a hero who has saved the day from evil, but must unwittingly cope with living in a world that no longer needs heroism. This film toys with the set-up of your typical video game/hero villain story, and questions the existence of one without the other. Animated entirely in Toon Boom Studio.

3 Square Desk Adventure: A straightforward 3-D animation of a cube literally falling on stage and interacting with a fairly normal desk. Inspired by an early 2-D flash animation practice of giving a simple red square a sense of life through movement, this red cube also receives two generous eyes to add to his range of expressions. Made in Cinema 4-D.

4 Platformer Bros VS: An opening short created for what would have been a duo Let’s Play series on YouTube, this short would have been used for the more competitive gaming experiences between the two members, and takes a nod towards gaming in itself by equipping both players with Gaming gear suited to each’s preferences. Made in Flash.

5 Jurassic Hamburger: Inspired by a Super Bowl in-office fish feeding and in memory of a classic Jurassic Park scene, celebrity Gymnomuraena zebra eel Hamburger of Fish Center serves as the T-Rex, while a few Crawfish serve as the children. Made in Flash.
1. **Warren Perlstein** was very happy to have three images selected for the *Culture Bridge/Kulturbrücke 2017* art exhibit at the DANK Haus in Chicago. This event features more than 50 artists from 5 different continents, including musicians, painters, dancers, sculptors, and photography/video/film artists. Open through August at 4740 N. Western, www.dankhaus.com.

2. **Kathleen Kearns** reports Kearns Design Group, in partnership with the Batavia Park District marketing team, was recognized with a first place award for the 2016 Season Program Guide Brochure Series at the Illinois Parks and Recreation Conference Agency Showcase. This professionally judged competition recognizes Illinois agencies for their marketing and communication efforts.

3. **Barbara Counterman** and her employer, J.B. Sanfilippo & Son, were recognized recently by the 2016 American Graphic Design Awards. She served as Art Director, Photo-shoot Director, Print Manager and Project Manager on two award-winning packaging designs—Orchard Valley Harvest and Fisher Snacks—working with Chicago design agency Damen Jackson. The designs are posted on the Graphic Design USA website: gdusa.com.

4. **George Berlin** presented *Your Library, My Library* an interactive exhibit on the 3rd floor of the Harold Washington Library from December 2016 to March 2017. Library patrons could e-mail photos of what they love about reading and the library and it would appear on the sculpture that day.

5. **Nate Marks** will be the featured artist in a new art show from Gallery Seven in downtown Joliet. He is exhibiting more than twenty 30 x 40 inch impressionistic landscape paintings from a series entitled *Lincoln Park*. The show runs from May 2 through May 26.

6. **Laura Marie Sanchez and T. J. Hine** recently exhibited glass-on-glass mosaic windows at The Chicago Mosaic School’s Gallery of Contemporary Mosaics. Laura’s window, *Feathers*, and T. J.’s window, *Calla Lilies* were part of *Cuylers Last Stand*, the school’s final exhibition before it relocates to Edgewater.

**New Members**

**Danny Manjarres**
Animation/Video Content Creator
dannymanjarres@yahoo.com
bubblebrosproductions.com
847.975.9319
C3 Talks with Susan Witkowski

**Occupation:** Graphic Design, mom

**Current Project:** an online newsletter

**Dream Project:** Any relating to nature or that foster positive outcomes

**Family/Kids/Pets:** My son is a high school freshman and I have 2 adult stepdaughters who each have 2 little boys. I’ve had guinea pigs and rabbits, but we found my husband is not only allergic to both animals, he’s also allergic to the timothy hay they need.

**Hobbies/Interests:** gardening, wildlife and nature, biking. Sometimes photography, kayaking

**Gadget I Can’t Live Without:** My cell phone. (Isn’t it for everyone?)

**Favorite Movies:** Monsters Inc., Hitchcock movies, The Deer Hunter, The Usual Suspects are some favorites

**Favorite TV shows:** Can’t wait for the next season of Stranger Things. Loved The Killing, The Good Wife and Longmire

**Favorite CDs/Recording Artists:** So many! Pop artists like Sia, Twenty-one Pilots, Meghan Trainor, Lord, Indila, Ingrid Michaelson, Flo Rida and some jazz, classical, various folk music

**My Fantasy Is:** That we figure out how to stop the mass extinction that we have initiated

**Favorite Food:** Middle Eastern, Greek, Mexican and many others

**Favorite Columnists:** Heidi Stevens and Rex Huppke

**Places I’ve Traveled:** Our national parks. My favorites so far are Glacier and Yellowstone because of the amazing, amazing wildlife — on top of the breathtaking landscapes — but Bryce, Zion, Yosemite and the Rockies are all spectacular, along with Oregon’s coastline and mountains.

**The One Thing Nobody Knows About Me:** I’m OCD about not wasting natural resources. I have 3 compost piles and a rain barrel. I employ reusable bags for everything. I do local errands by bike. I turn off the power to our entertainment centers and computer stations at night.

**Favorite local Places:** the Botanic Garden, the Field and Notebaert Museums, the Aquarium and Chicago’s bike paths, the lake front and our forest preserves

**Favorite Organizations:** North Branch Restoration Project (along with C3 of course!)

**Favorite Way to Chill Out:** On my back deck with amaretto spiked coffee overlooking our garden. I’ve planted many native flora and when our cardinal flower is in bloom it draws hummingbirds daily.

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**C3 Membership Benefits**

**Programs and seminars** for personal and professional development

**For-members-only workshops** that spark new ideas and promote networking

**Member exhibitions** that generate awareness, commissions and sales

**C3 website showcase** that has search engine preference and directs traffic to your own site

**Social events and outings** that strengthen Chicago’s creative community

**Publicity opportunities** through the newsletter, website and e-list

**Committee and Board** appointments that build leadership skills

**Free member classifieds** plus discounts on newsletter display ads

**Quarterly newsletter** featuring member success stories and event recaps

**Mentoring** opportunities such as internships and special events

**Private e-list** where members exchange ideas and provide assistance