C3 + VR = GR8

by Brent Brotine
photos by Kaitlyn Keely

Nearly thirty C3ers and guests took over the main lounge of WeWork Fulton Market on November 16th to board our latest and greatest trip into the world of virtual reality (VR). Creative genius George Berlin, assisted by workmate Alec Rudek, demonstrated some of the latest tools that artists, designers and sculptors are using to master their processes in three dimensions.

Bre, the WeWork Fulton Market director of community services, welcomed us to the inviting public space, with comfy couches, art books, even serve-yourself taps with the complimentary libation of the night (cider) as well as cold brew coffee. C3, of course, brought our usual spread of noshes and goodies.

We began by viewing examples of how illustrators are using VR to expand their two-dimensional work into full-fledged 3D. The website sketchfab.com is a showplace for artists who’ve made the leap; we looked at the work of Elizabeth Edwards whose portrait illustrations can be rotated and spun every which way.

George then showed us the Oculus Rift VR headset and some of the apps that give this tool its extraordinary power. He demonstrated the app Medium that gives sculptors the ability to shape things that aren’t really there. We watched a view from George’s headset showing how he was able to dispense clay, choose tools, and then add, subtract and mold it in three dimensions.

For painting in the VR world, George demonstrated Oculus’ own Quill app that enables drawing in three dimensions using only one’s hands. George showed us how easily he could use finger movements to change brushes and colors on the fly. We also saw the capabilities of Google’s VR tool, vr.google.com/blocks.

The evening’s highlight was having all of us to don an Oculus Rift and try painting and sculpting on our own. George and Alec helped all of us unleash our inner geeks and leave with a first-hand understanding of designing and creating in VR.
Celebrate

I am learning a new skill—celebrate small successes. Like most people that run their own business, I have a perpetual to-do list. At times I function on automatic pilot, heavy on task mode. Historically I don’t take the time to notice the small wins during my day.

I also tend to focus on what’s not working or what I didn’t do right so I can change it and in the process forget to recognize or even acknowledge what went well.

I do that kind of thing too often. No sooner do I complete a project or job I’ve been working on for a long time, I jump right on the next goal. There is a lot to be said for being driven. But it’s a problem that I often don’t stop to enjoy the successes I have achieved. It is like being served a beautifully prepared dinner only to keep asking what is for dessert and missing the opportunity to savor every morsel at the moment.

I am a member of an entrepreneur sales group. We meet every other week to share the status of our sales goals and get support. Sharing my progress and challenges has helped motivate me to accomplish my business goals. The group is big on celebrating and rewards. They don’t allow me to gloss over my successes and only report on my losses. What I have learned from the celebrating process is:

Learn and Adapt: To recognize what’s working well and why. Look at the take-aways from the day and use it as an inspiration toward other goals.

Develop a Success Mindset: This is a big one for me. Use techniques such as affirmations and visualization. Celebrate every success, no matter how small the win, to cultivate my success mindset. Instead of focusing on the negative, I look at the learns and work toward something. Even if an outcome is not great, a mistake, a bid was rejected, or a client didn’t renew a contract, I consider the gains and learn from the experience.

Success Attitude: Build up a self-belief and success attitude. I realized by not noticing or by downplaying my successes I undermine my skills hence believing I don’t deserve to celebrate. Shifting and changing that thinking to noticing and celebrating, to see me as someone who is successful rather than someone who’s trying to become successful.

Connection: As much as I deny this at times, I am a social being. I want and like social connection. Sharing my goals and successes with others allows me to tap into this basic human need.

Purpose: Celebrating gives meaning to my work. It reminds me of the why I do what I do and helps keep my passion for creating alive.

So to all of our members make a plan for celebrating your small victories and reinforce what matters most to you. And, invite others to celebrate with you.

More to celebrate. Michael Tanimura recently reminded me that our organization had been around for 40 years. The Chicago Creative Coalition founded in 1977 as Women In Design/Chicago to support the interests of women designers. In 1999 Women in Design/Chicago revised its bylaws to become gender-blind, changing its name to The Chicago Creative Coalition.

For anniversary milestones, each organization needs to find what is most meaningful at a given point in time. Consider joining the board, either as a board member or on a committee as we make plans that align with C3s objectives to enrich, educate and inspires creative lives while reinforcing the importance of heritage.
So in 1999 we adopted the doing-business-as name of Chicago Creative Coalition (C3), with a mission to Support Small Creative Businesses in a Big Way. Our strategy was for our specialist members to be available to each other for advice, collaborations or just hand-holding, as we all tried to navigate the challenges of the Computer Age. We reasoned that big agency people wouldn’t need the benefits of membership in C3, but individual creatives would.

In 2013 we held another strategic planning session, and emerged with a broadened mission of Enriching, Educating and Inspiring Creative Lives. This developed from our realization that what C3 offered was not limited to those working professionally in the commercial arts. In fact, most members also produced fine art or craft, and so our creativity was not contingent on who initiated a project; it didn’t matter if we created for others or for ourselves. And so C3 became, in some sense, a creative production house, putting on continuing education programs and networking events as well as a juried annual photo show and pop-up galleries for members to show and sell their art.

We are again looking at where C3 should be tomorrow to meet current and future member needs. If you have some suggestions, please email them to c3@chicagocreative.org. This organization has a 40-year history of successfully advancing the goals of its members. Let us know how we can help you accomplish yours.

**UPCOMING PROGRAMS**

*Get inspired with us in 2018!*

by George Berlin

2018 is just around the corner and C3 has you covered—with a slew of new programs on hooking together your life and your creative business! We’ll start off the year right with a program on copyright and intellectual property led by a leading law firm specializing in creatives and the law. Come see how to cover all your bases, and keep your work safe.

Then we’re getting down to business—and inspiration—with a panel made of people from all sides of the creative life talking about where their inspiration comes from. Is it books, art shows, random metal junk in the scrap pile, cartoons? Find out…

After that, we’re tackling the nuts and bolts of every creative business—contracts, proposals, time management and how successful people handle them. If you’re just starting out, or simply want a refresher this one’s for you!

Then—we’re going to dive INSIDE your heads and hearts with back-to-back programs on conquering ourselves. From fear and doubt, to methods for being the best you can be, we’ll have it all!

Join us this spring to get the pep back in your step and get down to business with C3.

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**FROM THE BOARD**

*40: It’s the New 18*

by Michael Tanimura

In the rush and clamor of our daily lives, your all-volunteer board of directors at Chicago Creative Coalition almost totally overlooked an exciting anniversary: 2017 marks the 40th year of the founding of Women in Design.

Back in the 1970s, the design industry—like most professional arenas, and as many continue to be today—had a very real glass ceiling for women. In an effort to combat and remedy this situation, Women in Design was formed as a non-profit networking and continuing education organization, geared toward women working in graphic design. At its height there were hundreds of women members (and a few men), growing together professionally and in spirit, as they supported each other in a non-competitive atmosphere and a shared endeavor to work toward their mutual and individual success.

And it worked! Certainly the times and changing societal and industry attitudes had something to do with it as well, but by the late 1990s, many women were heads of agencies, large and small. So successful were they that the time and energy spent being involved with Women in Design no longer mattered as much, and membership dropped to a literal handful.

Those of us still involved on the board of directors—which included some of the founding members, male and female—discussed how to change the mission of the group so that it would be relevant again. The communication arts professions were being impacted by advances made in computer hardware and software, and the rise of the internet. One result of these changes was that, where in the past, a person could be a specific type of commercial arts professional—graphic designer, art director, illustrator, photographer, writer, editor, et al—now clients expected one to know and do everything. “You just do it on a computer, right?”

So in 1999 we adopted the doing-business-as name of Chicago Creative Coalition (C3), with a mission to Support Small Creative Businesses in a Big Way. Our strategy was for our specialist members to be available to each other for advice, collaborations or just hand-holding, as we all tried to navigate the challenges of the Computer Age. We reasoned that big agency people wouldn’t need the benefits of membership in C3, but individual creatives would.

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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.
Our annual Gallery Walk on October 11th was more of a climb—with visits to four of the River North galleries who are tenants of the 300 West Superior building. With the benefit of nobody being lost along the way, tour guide Emily Ackerman, Senior Editor at Chicago Gallery News, led us up and down the stairs and provided expert insights at each location.

We first stopped at the Catherine Edelman Gallery, where gallery manager Tim Campos showed us the featured works of Liat Elbling, a Tel Aviv artist. She constructs and photographs architectural models of fictitious spaces, using meticulous lighting to alter perception of the physical space. Many C3ers were also fascinated by the video works of artist Gregory Scott, whose Van Gogh’s Bedroom combined pigments and HD video to create a fascinating work.

Our second stop was the Weinberg/Newton Gallery, known for its focus on social justice issues. Manager Jeanne Donegan showed us the exhibition Take Care, organized in partnership with the Metropolitan Chicago Breast Cancer Task Force and created to shed light on systemic barriers to quality healthcare. It features painting, sculpture, text and an immersive sound exhibit by artists Indira Allegra, Laura Berger, Joan Giroux, and The Think Tank that has yet to be named.

We next visited Zg Gallery, where co-owner Myra Casis led us through the works of emerging artists in all sorts of media. Featured were the paintings of Cleveland artist Amy Casey, who creates highly detailed representations of fanciful urban landscapes, with precise renderings of every tiny door and window. We also viewed the grotesque artwork of Chicago painter Gregory Jacobsen, whose quirky portraits are intended to be a homage to outcast individuals.

Our final stop was Gallery Victor Armendariz, a relatively new addition to the River North gallery scene. Victor told us he worked for Ann Nathan Gallery for many years, and opened up his own space when Ann closed her gallery in 2016. He specializes in showcasing up and coming artists, and featured works from eight figurative painters: David Becker, Mary Borgman, Andrew Conklin, Rose Freymuth-Frazier, Christopher Ganz, Caleb O’Connor, Aaron Smith and Victor Wang. Afterwards, we socialized over snacks and beverages at the Chicago Gallery News office.

Links to visit:
chicagogallerynews.com
edelmangallery.com
weinbergnewtongallery.com
zggallery.com
galleryvictor.com
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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Printing is still the Best way of doing so.

Green printing has never looked so good...
Award winning printing.
Exceptional customer service.
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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.

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.
In my professional practice as a database developer, I have been busy creating Apps, which provide my clients with tools to help them organize their business process.

In my art making, I’ve been drawing and working with ceramics. The sketches are ideas for clay forms. Hand building and throwing on the wheel is immensely satisfying for the ability to shape and create an actual physical object.

1. *Sketch nested* Digital sketch
2. *Impact* Earthenware coil construction, life cast, brick, 13” x 17” x 22.5”
3. *A shiny, spinning thing* (study) Earthenware slab construction, egg with metal leaf, 5” x 9” x 11”
4. *Sketch spring load* Digital sketch
5. *Sketch tight rope* Digital sketch
6. *SchoOlympic* Database app with desktop and mobile versions, developed for a fundraiser event

For additional sketches and samples, visit Jeff’s recently updated C3 profile page at www.chicagocreative.org/portfolio/jeffrey-london-database-consultant
**SUMMARY**

Entry

In October **Jeff London** and **Gerta Sorensen** travelled to New York City for a family event and a quick cultural getaway. They visited the High Line, Whitney Museum, Brooklyn Botanic Garden, remodeled Cooper Hewitt Design Museum and National September 11 Memorial.

The stage show **Alton Brown** Live: Eat Your Science is highly recommended by **Cindy McEwen** and Gary Adcock, they attended the show in November at the Genesee Theater in Waukegan. The Food Network host combines comedy, music and science with such bits as creating luck-of-the-draw cocktails via an ingredient spinning wheel, freezing concoctions with liquid nitrogen, and popping popcorn on a studio light while making Devo-esque music.

**Steven Starr** took an extended Thanksgiving vacation in the San Francisco Bay Area, spending time with friends and family. A highlight was the magical Yosemite National Park with a scramble to the top of Sentinel Dome to get a birds eye shot of the iconic Half Dome.

In November **Carolyn Aronson** visited Fjällbacka, the town on Sweden’s Western coast that her father’s grandparents were from. While she could not connect with any current relatives, she did visit relatives of her nephew’s family in Varberg.

**T. J** and **Claudia Hine** combined skydiving and a passion for art on a trip to Italy in August. They saw Dante’s Tomb and mosaics dating to the 500s in Ravenna, where T. J. helped break an Italian skydiving record, then they traveled to Venice. In October, they attended Artprize, an international art competition with 170 venues in Grand Rapids, Michigan. T. J. topped off the year by organizing a world record for Skydivers Over Sixty in Deland, Florida.

**Barbara Counterman** and her team at John B. Sanfilippo & Son, Inc. won the Best Use of Packaging Silver Award in the 2017 Transform Awards, recognizing work done for the Fisher Chef’s Naturals line of recipe nuts. The new packaging incorporates category colors, cleaner communications and enhanced content with full-color recipes on the back.

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**Creative Genius** **George Berlin** teamed up with Chris Hall of Patchy Projects to deliver two fun interactives for Art is Instrumental—a new exhibit at the DuPage Children’s Museum in Naperville that runs through 2019. **Be the Conductor** gives kids the chance to experience what it’s like to conduct an orchestra. **Be the Band** has a stage with a huge screen that shows the kids on it, but with musical instruments in front of them that play when they move!

**Kaitlyn Keely** is working as a stylist at Francesca’s in Water Tower Place, helping customers select outfits for events, dinners and parties that work for their particular body type.

**Mary Wagner** was one of four artists juried into the **Illinois Regional Showcase** at Manifest Creative Research Gallery and Drawing Center in Cincinnati. Shown here is I Dream In Color, one of the works in the show.

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C3 Talks with Danielle Tanimura

**Occupation:** graphic designer/photographer/media manager/visual artist

**Current Project:** album artwork

**Dream Client:** Transparent

**Family/Kids/Pets:** my wife Stephanie, a 7 month old, two sand boas, and a classy rag doll cat

**Hobbies/Interests:** judo instructor, history, activism

**Three Words that Best Describe Me:** kind, silly, supportive

**Gadget I Can’t Live Without:** Wifi

**Favorite Movies:** Spirited Away, Mad Max: Fury Road, Scott Pilgrim vs. The World

**Favorite CDs/Recording Artists:** Against Me!, Amanda Palmer, Mitski

**Book I’m Reading Right Now:** The Rise and Fall of DODO

**Favorite Web Site:** whatthefuckjusthappenedtoday.com

**My Fantasy Is:** to visit outer-space

**I’d Give Anything to Meet:** Alexandra Billings

**Prized Possession:** ukulele

**My Inspiration Comes From:** past challenges

**Favorite Food:** unagi

**Favorite Restaurant:** Hopleaf

**Favorite TV Show:** The Get Down

**Favorite Radio Station(s)/Air Personalities:** Dan Harmon

**Places I’ve Traveled:** Canada, Caribbean, England, Japan

**The One Thing Nobody Knows About Me:** I’m a multi-time national LEGO building champion

**Three Things in my Medicine Cabinet:** sports tape, make-up, glasses cleaner

**I Always Find this Funny:** timing

**Favorite Way to Chill Out:** walk on the beach

**If I Won the Lottery, I’d:** try to make a difference

**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

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**CHICAGO CREATIVE COALITION**

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