

MISC

DESIGN THINKING
AND INNOVATION

MOVEMENT
INTUITION
STRUCTURE
COMPLEXITY

SUMMER 2012
\$12 USD \$12 CAD £7.50 GBP



RE/ INVENTION

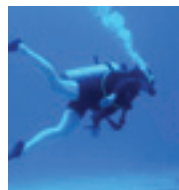
THE REINVENTION OF
A BRITISH ICON

ESSENTIAL INNOVATION
AND REINVENTION TACTICS

DE-INVENTION BEFORE
RE-INVENTION

WHAT WOULD YOU DO
TO REINVENT AMERICA?

SPECIAL FEATURE
6 INNOVATIVE CEOs
REIMAGINE IDLE BRANDS



Name: Sheena Macrae
Hometown: Toronto, Canada
Current City: London, United Kingdom

Education: Emily Carr University of Art + Design: BFA, Fine Art
Interests: Film, scuba diving, swimming, flying (half-way through pilot's license), sailing

and travel
Website: sheenamacrae.com
Shown: "Odyssey" collapses Kubrick's 2001: A Space Odyssey into a series of image slices and the complete film is redelivered in 7 minutes, 20 layers deep.

Name: Sheila Ravnkilde
Hometown: Nottingham, United Kingdom
Current City: Nottingham, United Kingdom

Education: Nottingham Trent University: MA, Fine Art; Camberwell School of Arts and Crafts: Diploma, Art and Design
Interests: Art, walking and family

Website: sheilaravnkilde.co.uk
Shown: "Black/White/Grey sections - STRUCTURE"
I developed a series of matt/ glossy/ coarse/ smooth surfaces, using both artist and

industrial materials. The structure gave a changing experience of relationships between the surfaces, the viewer and the work, and the work in its architectural context.

