Jak se stá

# Všichni manažeři CHTĚJÍ BÝT DESIGNÉRY.





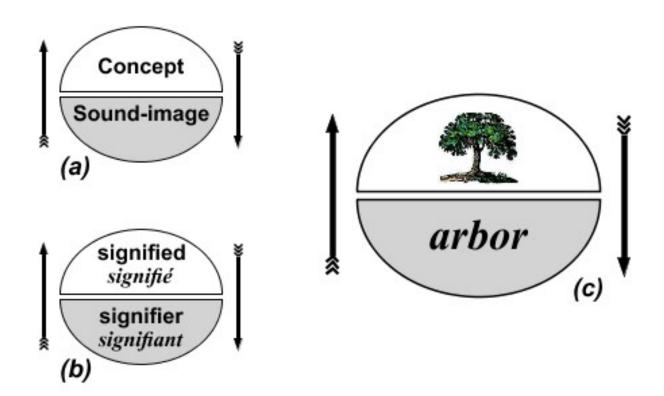


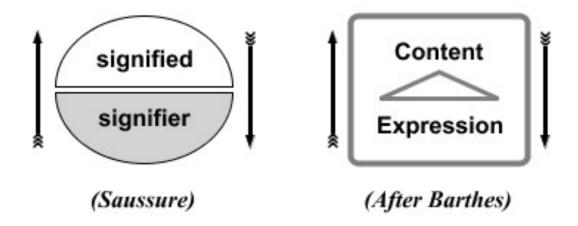




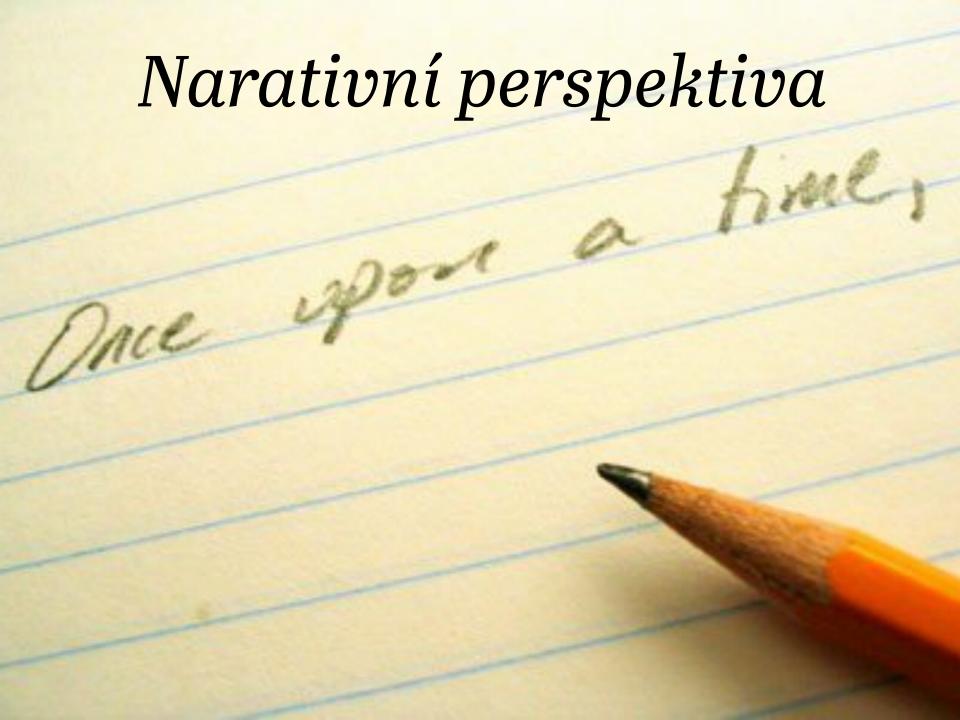


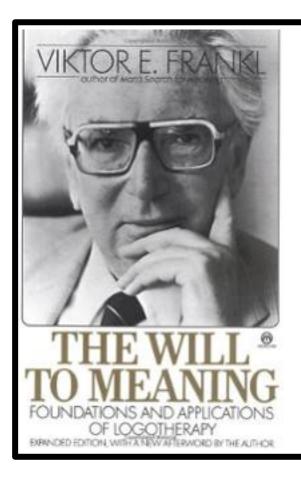






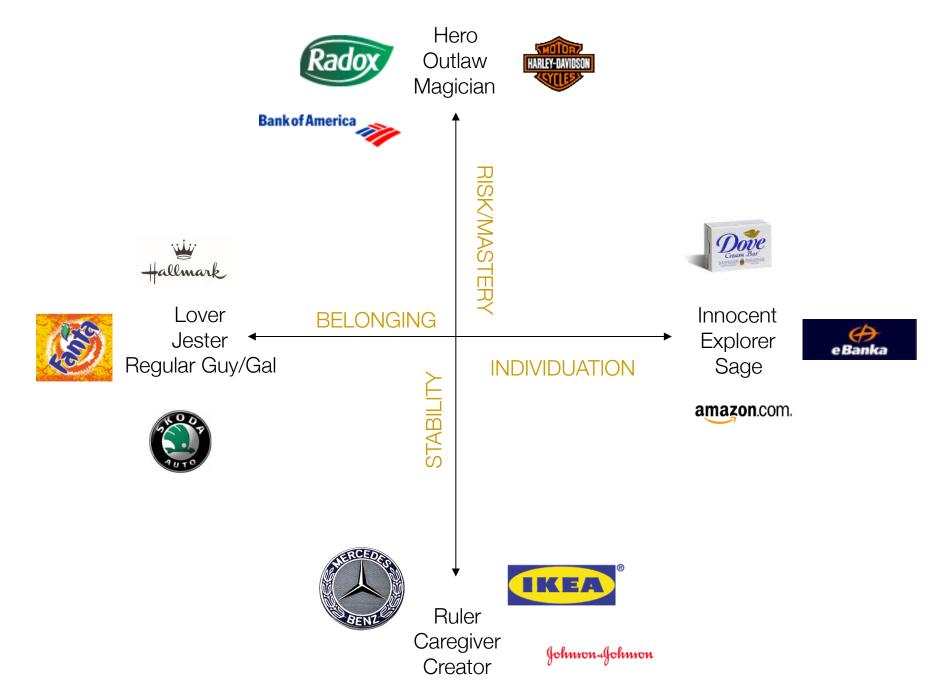






"Life is never made unbearable by circumstances, but only by lack of meaning and purpose."

— Viktor E. Frankl



# The Lover (To love & be loved)













#### The Regular Guy/Gal (Be like everyone else)





ORIGINAL SOUNDTRACK ALBUM



# Working Girl



FEATURING MUSIC BY CARLY SIMON

# The Jester (To entertain/laugh & be entertained)



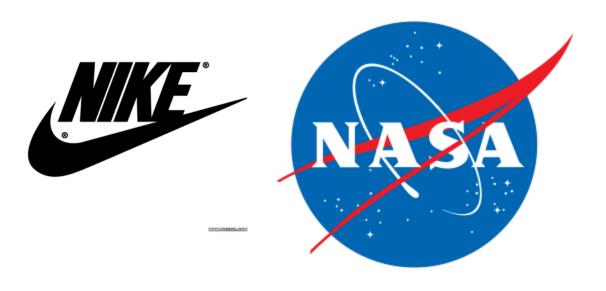


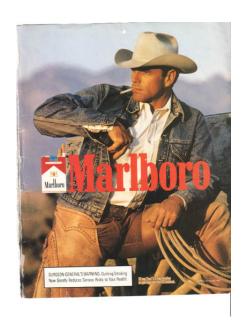
Bob& Dave





#### The Hero (To prove yourself in a quest)







## **The Outlaw (To disrupt order)**



# JACK NICHOLSON ONE FLEW OVER THE CUCKCO'S NEST



# The Magician (To transform magicially)









#### The Innocent (To get back to the garden)

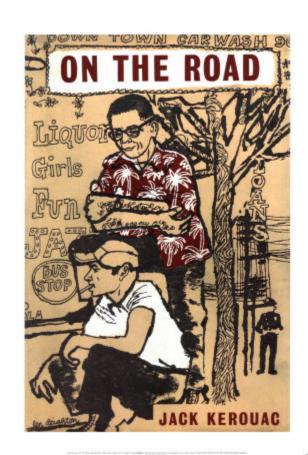






#### The Explorer (To be on the road & to seek)







LA PANDO COMPANY IN ASSOCIAZIONE CON LA RAYBERT PRODUCTIONS PRESENTA

## EASY RIDER

# PETER FONDA - DENNIS HOPPER - JACK NICHOLSON

PETER FONDA - DENNIS HOPPER - TERRY SOUTHERN ..... DENNIS HOPPER ...... PETER FONDA

A COLORI

PRODUTTORE ASSOCIATE WILLIAM HAYWARD

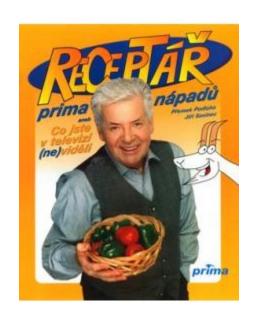
PREDUTTING EXECUTIVE BERT SCHNEIDER

hearts by - by street construct. See

## The Sage (To acquire knowledge)



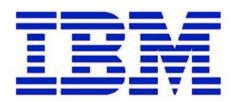
Massachusetts
Institute of
Technology





A FILM BY JAN SVANKMAJER

# The Ruler (To bring structure/laws to the world)







Mercedes-Benz

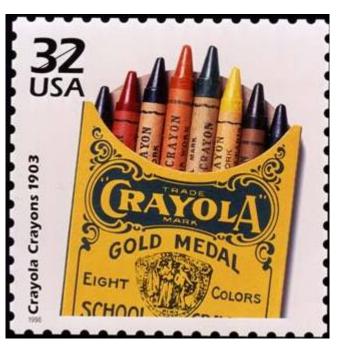


## **The Caregiver (To care)**





## **The Creator (To create)**









Is your brand a story about a hero? About a journey? About bringing order to the world? Is it a love story?