

# MISC

DESIGN THINKING  
AND INNOVATION

MOVEMENT  
INTUITION  
STRUCTURE  
COMPLEXITY

SPRING 2012

\$12 USD \$12 CAD £7.50 GBP



DIE FOCUS GROUP, DIE!

STORYTELLING  
AS AN INSIGHT TOOL

INSIGHT INTO  
THE MIND OF A  
CRIMINAL OFFENDER

INSIGHTS  
ON MILLENNIALS,  
BY MILLENNIALS

EXTRA INSIGHT  
SURVIVAL GUIDE

# INSIGHT ISSUE



**Name:** Jackie Berridge  
**Hometown:** Nottingham, United Kingdom  
**Current City:** Nottingham, United Kingdom

**Education:** Anglian Ruskin University: MA, Children's Book Illustration; Nottingham Trent University: BA (Hons.), Fine Art

**Interests:** Drawing, painting, printmaking, dog walking, computer games and chocolate.  
**Website:** jackieberridge.co.uk  
**Shown: "Bunny Island (A614)"**  
 My work explores

human behavior in group dynamics and social isolation. Using imaginary landscapes and anthropomorphic beings I create a theatre where human characteristics such as vulnerability,

maliciousness, boldness and timidity are exposed. The playground is often a source of inspiration as games and tribal loyalty provide the framework for exploring human nature.



**Name:** Rasmus Nilausen  
**Hometown:** Copenhagen, Denmark  
**Current City:** London, United Kingdom and Barcelona, Spain

**Education:** Chelsea College of Art and Design, University of the Arts London: MA, Fine Art; University of Barcelona: BA, Fine Art

**Interests:** Most things  
**Website:** rasmusnilausen.dk  
**Shown: "The Untitled DNA Structure"** I like the idea of painting something invisible.

A DNA Structure is hovering in suspense above what seems to be a sort of desolate landscape. I enjoy the fact that the structure looks like something else – like a celebration or maybe a

Goyaesque witch dance around a nuclear element.

