

# DO SOMETHING

ROUGH IDEAS / 03.12.10

L E R O Y A N D  
N O S K R V L C

## THEME: LIGHT

We kept bringing up the idea that the recipients bring light to an otherwise dark world. That their personal sacrifice and selflessness could be seen as a light source.

- Light as metaphor for hope.
- Bringing light to a dark world
- Better to light a candle than curse the darkness
- Guiding light / See in a new light / Bring to light / See the light

### POTENTIAL AWARDS ON THIS THEME:

#### A. LIGHTHOUSE

- Symbol of hope / guidance / safety / rescue

#### B. FIRE

- Some kind of eternal flame symbol? Everlasting beacon of light?
- Prometheus stole fire / gave to man / sentence: chained to rock with liver eaten every day by vultures / freed by Hercules breaking his chains.

#### C. BAT SIGNAL

- Big searchlight used at movie premieres / as the bat signal / for planes in WWII
- Could be a scaled down working model of a beautiful old searchlight
- Batman metaphor representative of their roles as heroes to their community
- They are beacons of light that hopefully attract others to them to continue / expand their mission
- What symbol does the light project?
  - word: HOPE / BELIEVE / CHANGE
  - Exclamation Point(!)
  - Silhouette / stencil of their image

#### D. LIGHT BULB

- Can we create some kind of infinitely charged light source to give them? Solar powered light bulb?
- Do custom filament of some kind
- Can we give them a lightbulb that lights up only when they touch it?
- Didn't Nikola Tesla have something similar?
- Could we give them a light bulb somehow coded to them? Their fingerprint? DNA?

## THEME: ALL-IN-ONE TOOLKIT

- The recipients all presumably did something remarkable with limited resources. Any such endeavor requires a wide range of skills. Do we provide them with a toolkit of some sort that represents the varied skill-set they developed over the course achieving their goal?

### POTENTIAL AWARDS ON THIS THEME:

#### A. BRIEFCASE / ATTACHE CASE

- Silver (like a hitman's briefcase), that has molded-out shapes for the parts of a weapon. Our case could have molded-out shapes for real-life objects or for scaled-down versions of a wide variety of things, some practical others metaphorical
- If we go with this, do we handcuff the case to recipient?

#### B. TOOLBOX

- Workman's toolbox
- Could be gold or chromed out
- Containing the metaphorical and/or practical tools to success
- Containing things from the big list (below)
- Containing custom objects relevant to each person's project
- Containing a big bronze exclamation point as one big abstract metaphor

#### C. SWISS ARMY KNIFE

- The ultimate toolkit
- Could double as oversize exclamation point, with the "point" element folding out like a tool

### POTENTIAL COMPONENTS OF ANY OF THE ABOVE:

USB drive / universal plug / extension cord / shovel / screwdriver / knife / fork / spoon / keyboard / sketchbook / cellphone / computer monitor / memory card slot / combination pen-sword (!) / tweezers / toothpick / bendy straw / flashlight / lighter / balloon / cigarettes / bicycle (double decker!) / sword for slaying dragons / joust for slaying windmills / bolt cutter / anvil / coffee / pencil sharpener / fishing pole / umbrella / tent / wrecking ball

# THEME: THINGS THAT MUST BE OVERCOME

Each recipient overcame great obstacles to achieve their goal. Could be about conquering adversity. Could be about breaking down walls / removing all of the obstacles in their path. Is there a symbol that represents all that they conquered/prevailed over in order to get there?

## POTENTIAL AWARDS ON THIS THEME:

*THINGS THAT GOT YOU TO THE TOP OF THE MOUNTAIN / REPRESENT TRIUMPH*

### A. ROPE / CARABINER / GRAPPLING HOOK

### B. MOUNTAINEERING BOOTS

### C. FLAG

- That you plant on top of a mountain (Exclamation point on flag? As flag?)

### D. BULLDOZER (“move” mountains)

### E. CAIRNS

- (that conical pile of rocks you see on the top of a mountain that marks the summit. Nice and abstract, but meaningful.)

*THINGS THAT KNOCK DOWN WALLS IN YOUR PATH:*

### F. SLEDGEHAMMER

### G. WRECKING BALL

*THINGS YOU HAD TO OVERCOME*

### H. HURDLES

# THEME: ABSTRACT DREAMS & ASPIRATIONS

Each recipient had an extraordinary dream or vision that came from within - something that drove them throughout the process, and was integral to them completing their mission. These dreams are the very essence of these type of achievements.

## POTENTIAL AWARDS ON THIS THEME:

### A. CLOUD

- Contains water
- Contains energy
- Symbol of dreams
- Provide cover
- Indicative of change
- Could be made from balloons or one cloud-shaped balloon
- Could be encased in glass
- Could be solid block of glass with cloud shape cut out in

### B. BALLOON

- Celebratory
- Travels great distances
- Triumphs over gravity (adversity)
- Conquers the earth-bound forces that keep us stagnant
- Symbol of hope
- Symbol of dreams

# RANDOM THOUGHTS / HALF BAKED IDEAS

## 01. GIANT WRENCH

- Has a great look
- All about business
- Says “you built something”
- Says “we believe in what you did. we honor it and want you to continue building/growing”

## 02. WRECKING BALL

- Great for knocking down walls aka barriers
- CON: Your first impression of a wrecking ball is that it’s an agent of destruction, not one of construction
- CON: once you reduce a wrecking ball to a reasonable award size, it simply becomes a ball and chain (not good)

## 03. SPARK / SPARKPLUG / LIGHTNING ROD

- Representing the spark of change the recipients made with their project

*THINGS THAT HELP YOU REACH HIGHER:*

## 04. LADDER

## 05. STILTS

## 06. WINGS (made with wax! genius!)

*SYMBOLS OF CONSTRUCTION:*

## 07. SURVEYOR’S KIT

## 08. GOLDEN T-SQUARE / RULER

- Some classical instrument of construction / architecture
- could oversize

## 09. KEY / KEYS

- One big key
- Big ring of Janitor’s keys. Each key imprinted with something essential to success? (specific or lofty / aspirational)

## 10. COFFEE CUP

- Standard fuel / life’s blood of all man’s greatest achievements

# RANDOM THOUGHTS / HALF BAKED IDEAS

## *SYMBOLS OF GROWTH:*

### **11. SEED**

- Represents an idea
- Represents a beginning
- Represents something that will grow and evolve

### **12. GIANT WATERING CAN**

- Meh

### **13. EXCLAMATION POINT**

- With door opening in to it
- Reflected in mirror / water
- Somehow placed on a mirrored pedestal of some sort that creates infinite reflections
- Made from balloons
- Cast in bronze as if it's a balloon or two balloons resting in alignment to create the symbol

### **14. BOXING GLOVES**

### **15. MIRROR**

- Reflective
- Can be used to signal
- Immediately doubles whatever it sees

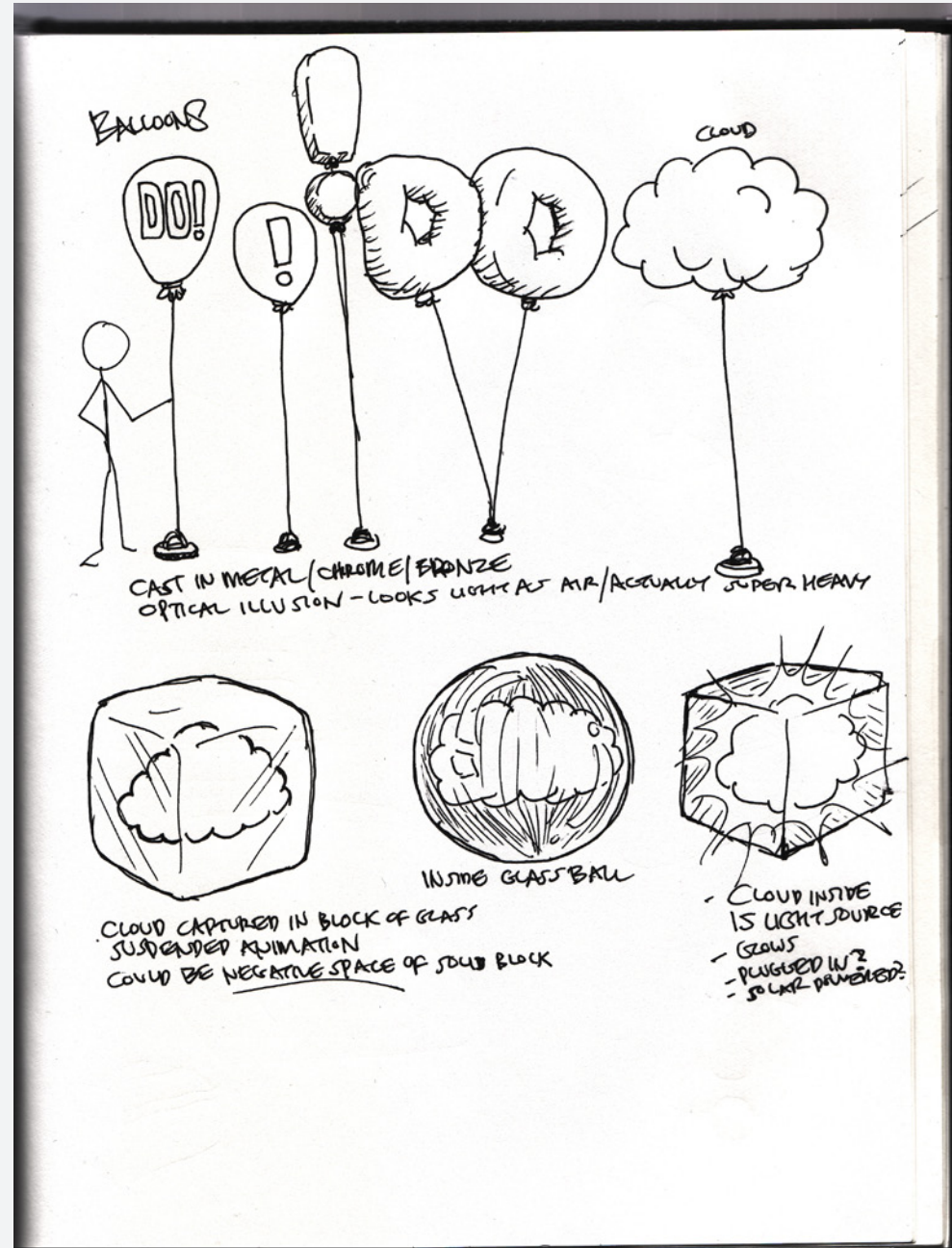
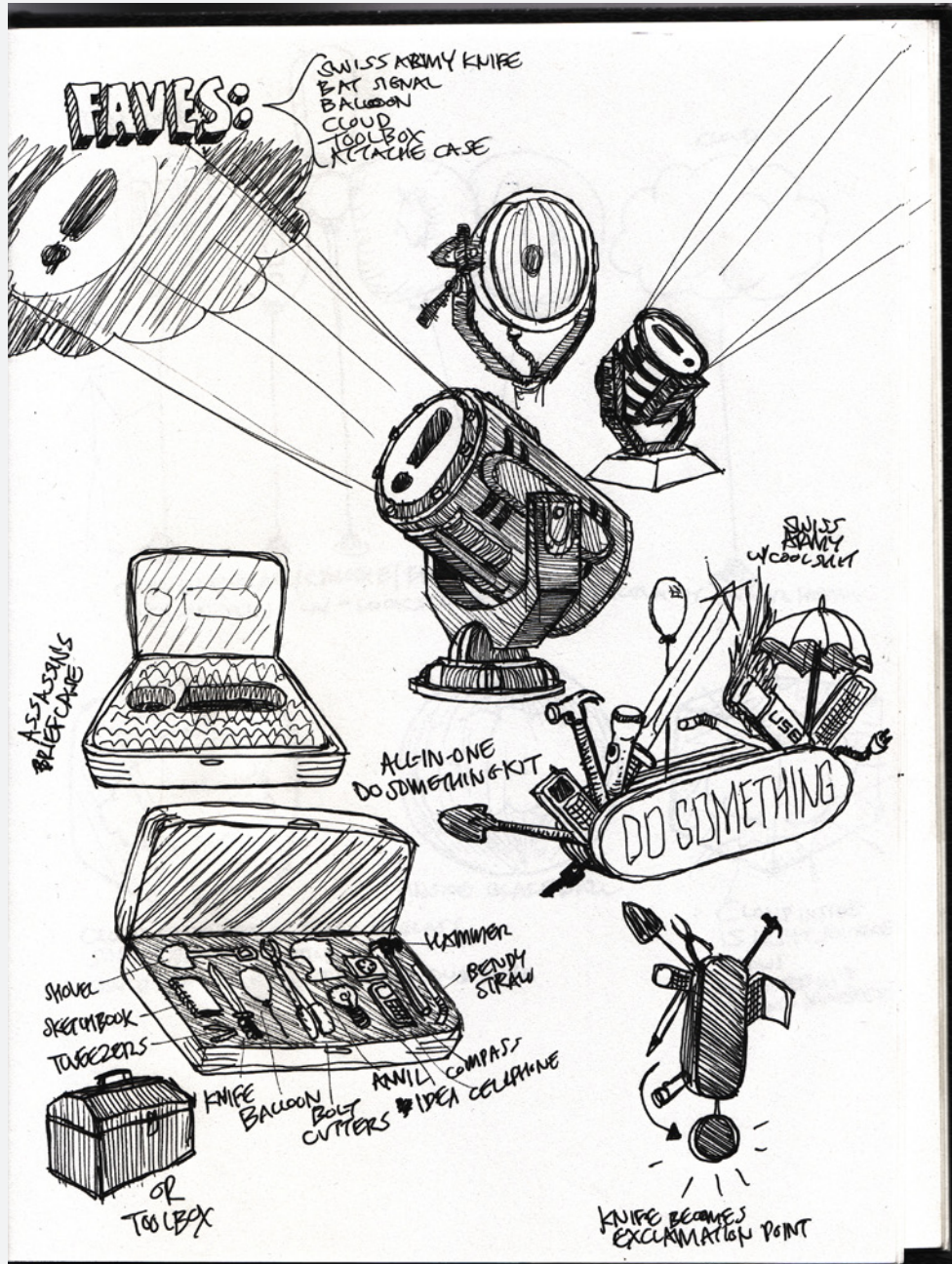
### **16. CREDIT CARD**

- Hand holding up credit card
- Credit card could contain the \$100,000 prize
- Do we really reduce the whole award to money?

## **CONVERSATIONAL MUSINGS**

- "The World 2.0" (A better world thanks to work of the recipients)
- Atlas dutifully holds up the world. Recipient as Atlas / world as dot in exclamation.
- Jewish saying: "He who saves one person, saves the world"
- Vulcan saying: "The needs of the many outweigh the needs of the few, or the one".

PRELIMINARY SKETCHES OF SOME FAVORITES



ADDITIONAL REFERENCE

