

# Peter L Fraser

Relentlessly Creative



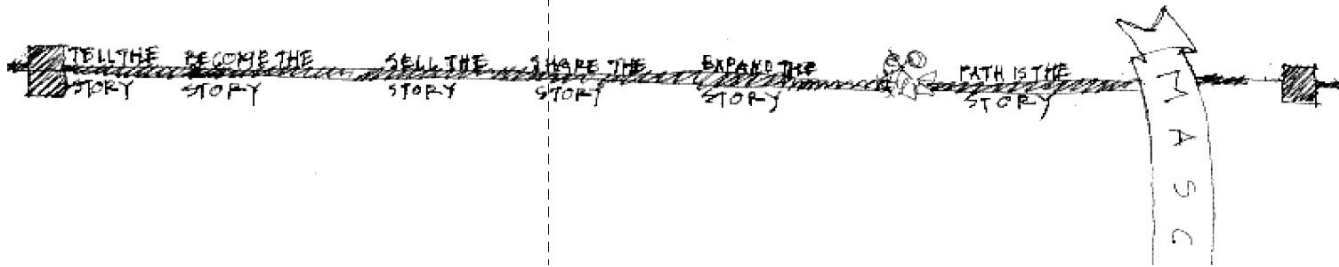
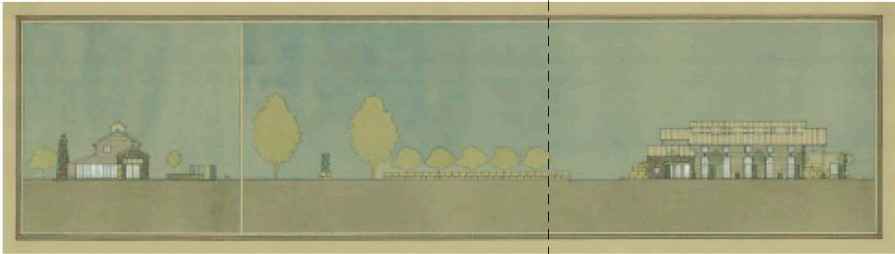
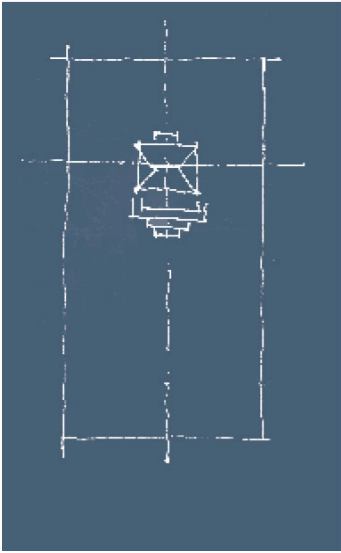
qu

1984, the world is poised to change.

The future is ominous and I was certain things would not be as expected.

But then, Robert Pirsig.

**quality first and foremost**







**Design Strategy**

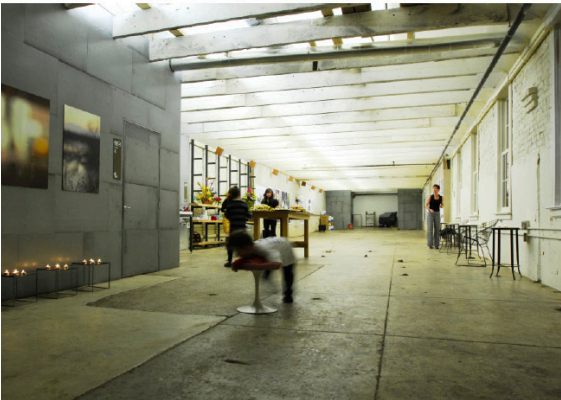
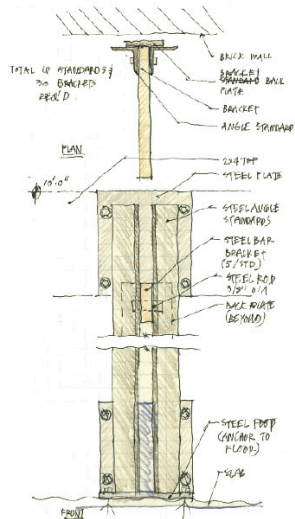
**Potential**

**Opportunity**

**Construct**

**Killers**

**Marketability**





The Studio

## 2005 Launch

Merging the pursuits of Vision, Identity, Brand and Environment.

We weren't an Agency, a Design Studio or a Consultancy.

We were simply Creative.

### VISION

The plan to your future - your why.



### IDENTITY

Who and what you are.



### BRAND

Identifying marks.



### ENVIRONMENT

Your surroundings.





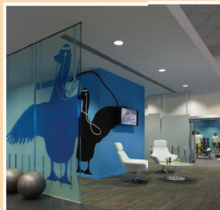
# H

HERE

- Understand-
- The challenge
- The audience
- The marketplace
- The possibilities

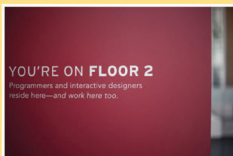
LEAN  
FORWARD  
WITH  
ABSOLUTE  
CONFIDENCE

INVENTIVE USE OF  
MATERIAL  
SLIGHTLY SENSATIONAL  
QUIRKY  
RAW AND POLISHED  
EXAGGERATED SCALE  
FORMAL ARRAY  
MATERIAL EXPRESSION



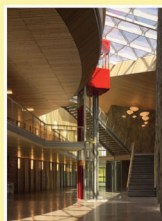
WE ARE  
HERE  
YOU  
ARE

CONVERSATION ENCLAVES  
SERENDIPITY  
SPACES IN BETWEEN  
PERSONAL AFFECT  
STORIES & ARTIFACTS  
CAMPUS  
BLUR INTERIOR & EXTERIOR  
TRUST IS...



CH THE  
RNS  
F THE  
ORLD

INTERNATIONAL STYLE  
EXHIBIT  
SOPHISTICATED  
CLEAN | CRAFT | CRISP  
WORLD ART  
LANGUAGE  
SEAMLESS  
MATURE BUT WITH LEVITY



## PRE-ARRIVAL

### INVITATION

### TRANSPORTATION

### ENTRANCE

## ARRIVAL

### REGISTRATION

## ORIENTATION

### WELCOME

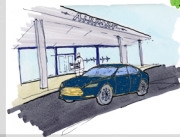
### TOUR

EXECUTIVE

COLLABORATOR

RECRUIT

Call or handwritten invitation or call from CEO to CEO



Chauffeur picks up customer in hybrid luxury car and enters through front gate of campus



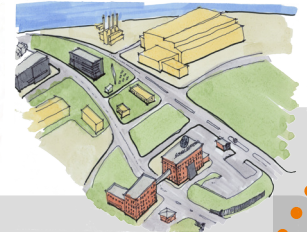
Executives greet customer at concierge desk on floor 1 of building 37



Executive suite provides work space and refreshments



Welcome lunch in Executive Dining Room



Customized campus tour based on customer's industry via GE branded electric vehicle.

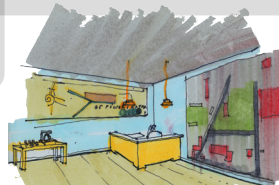
Edison primer sent to 1st time visitors.



PDF of itinerary, contact and transportation information is emailed to guest.



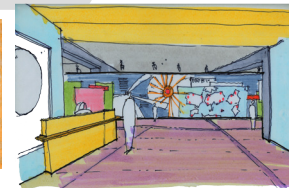
Guest arrives to check in at Schenectady Edison Welcome Center (remodeled building 33)



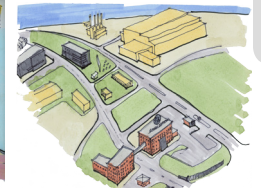
Guest is met with hospitality at Welcome Center (Building 33)



Guest Badge comes with information about Campus



Concierge greets guests just inside redesigned atrium of customer center



Curated campus tour via GE branded electric vehicle

Immerse Yourself Tailor it Bring People Together  
Cultivate Trust Foster Celebration Work with each Other

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Cultivate Trust Foster Celebration Work with each Other

Immerse Yourself Tailor it Bring People Together  
Cultivate Trust Foster Celebration Work with each Other

Guests  
hospital  
resourc  
center (



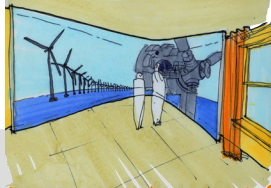
# GE Campus Experience Plan

## PURPOSE

### MEETING



Executive Briefing Center (Fl. 6, Bldg 37) communal space showcases history, artifacts and newsworthy moments of GE



180 degree curved wall inside briefing theater room immerses customer in product stories

### SOCIALIZING



Customer team reception in EBC communal space

### CELEBRATION



Lights Golden Jubilee dinner and ceremony ends with customer 'lighting the campus sign'

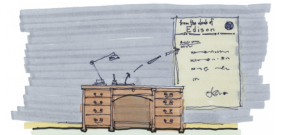
### DEPARTURE

### TRANSPORTATION



Chauffeur transports customer back to airport via hybrid luxury car

### FOLLOW-UP



Executive sends personal note 'from the desk of Edison' reflecting on their time together



Co Lab work rooms in customer center provide pliable space for Fastworks and other collaborative work sessions



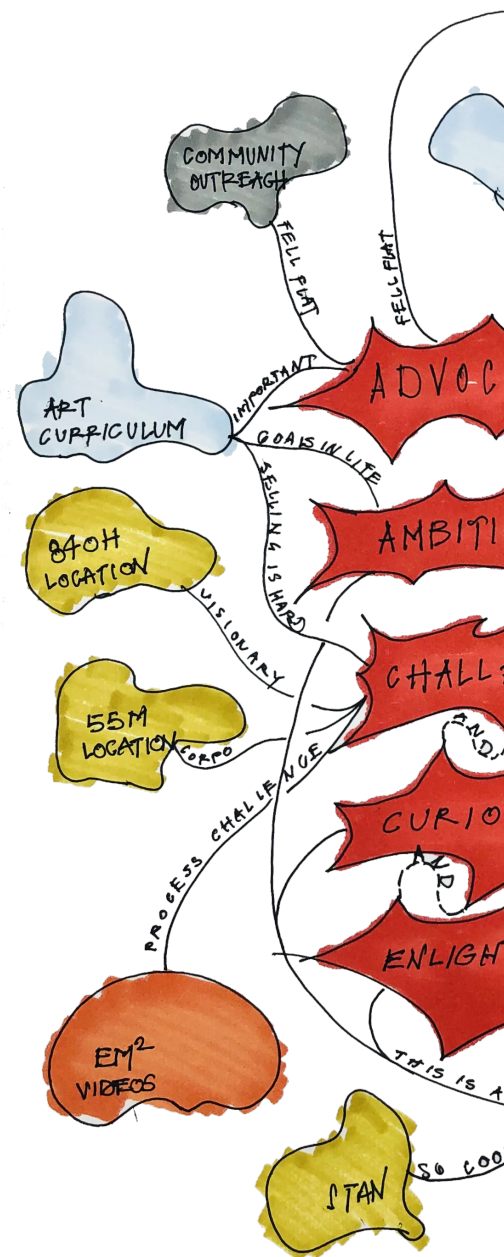
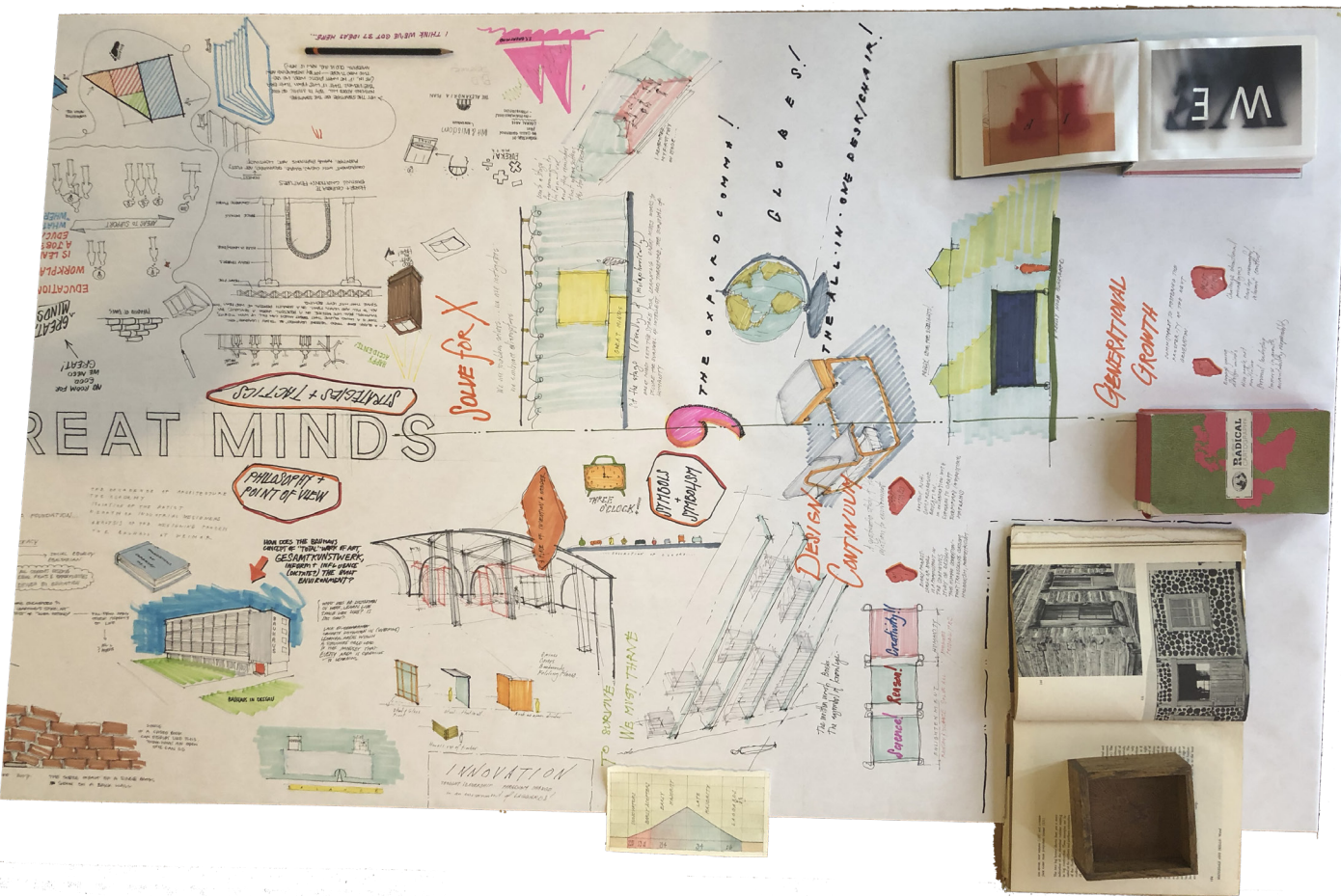
Midnight Lunch customer/employee reception



Guests receive email thank you note from Edison for their visit to campus

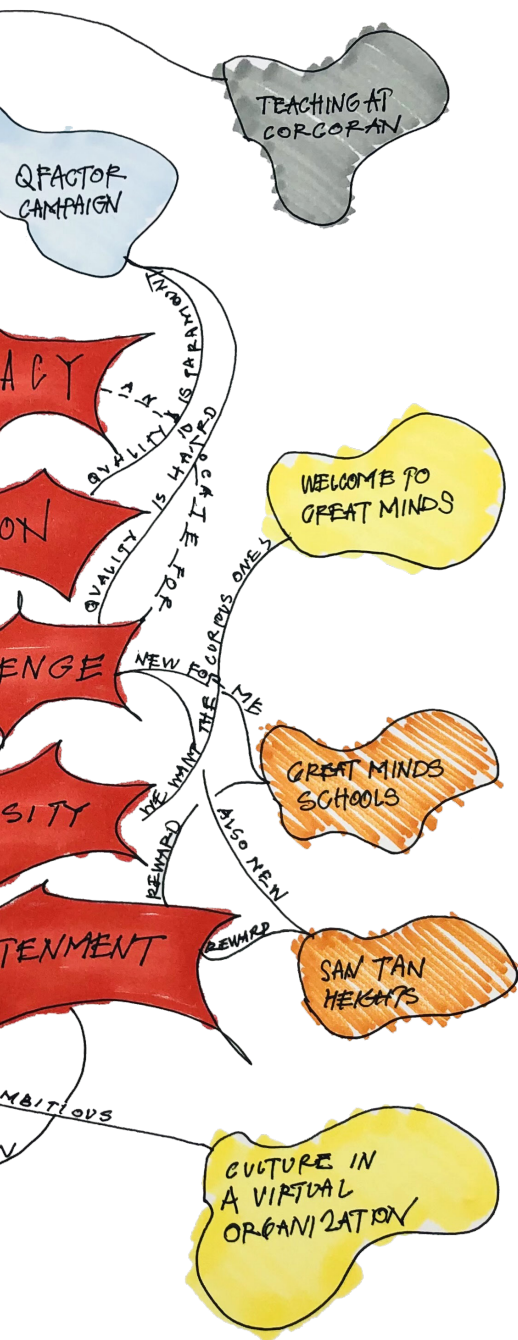
Immerse Yourself Tailor it Bring People Together  
Cultivate Trust Foster Celebration Work with each Other

Immerse Yourself Tailor it Bring People Together  
Cultivate Trust Foster Celebration Work with each Other





# Great Minds Headquarters





**every child**  
**is capable**  
**of greatness**

Shift

**2019**

Taking a leap, being hired by a client.  
Creative & Brand Director for Great Minds.



Washington, DC



# Workplace Design & Innovation



Richmond, Virginia

# Knowledge belongs to everyone

VIEW OUR STORY



BEGIN YOUR  
ADVENTURE  
WITH US  
TODAY



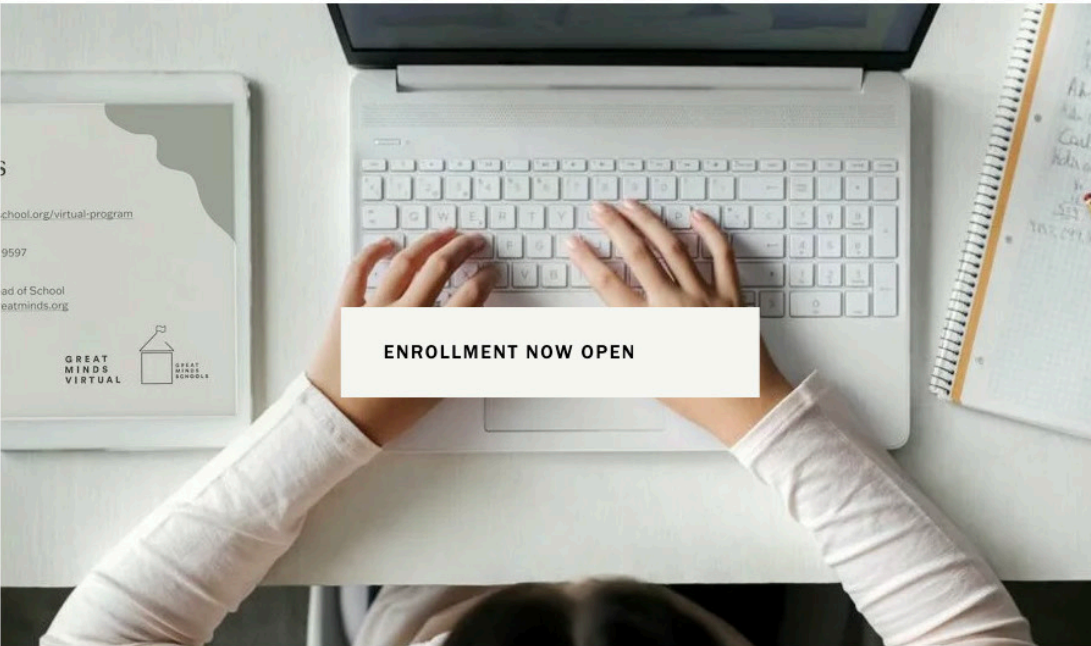
**Empowering  
Students**  
to achieve  
greatness



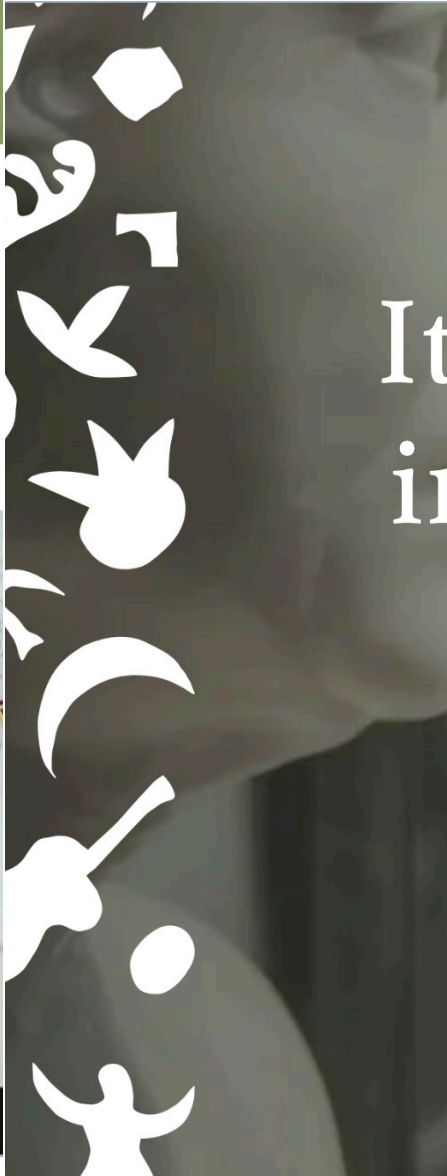
**Fostering  
Discourse**  
to build  
community



**Removing  
Barriers**  
to provide  
equitable learning

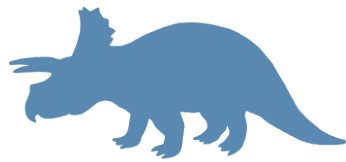
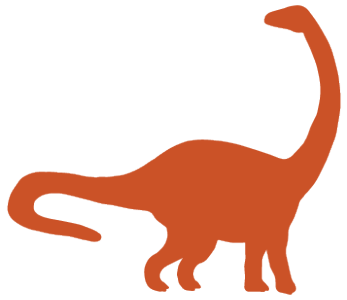


ENROLLMENT NOW OPEN



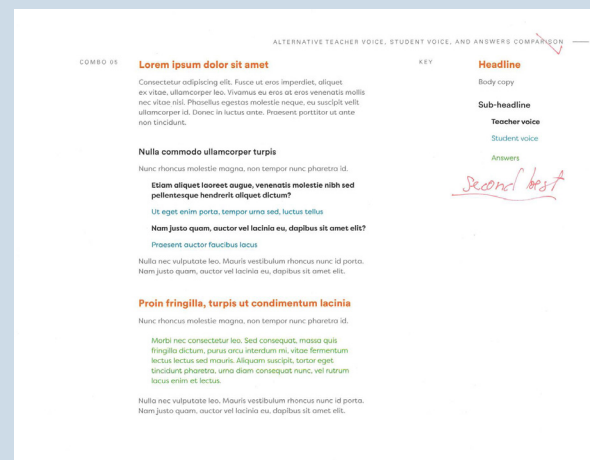
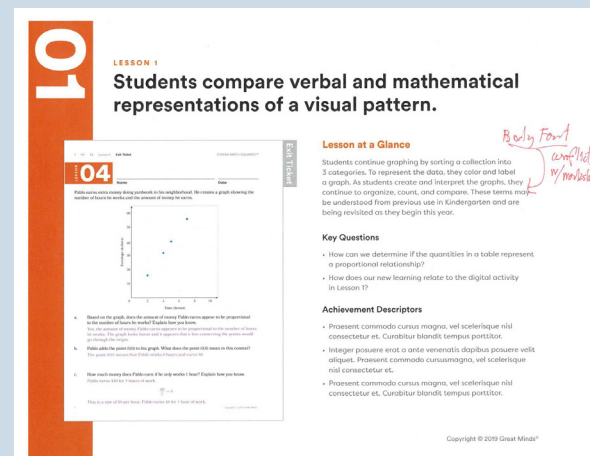
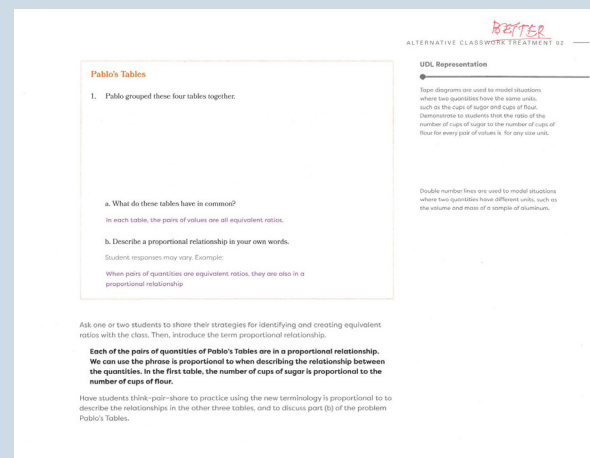
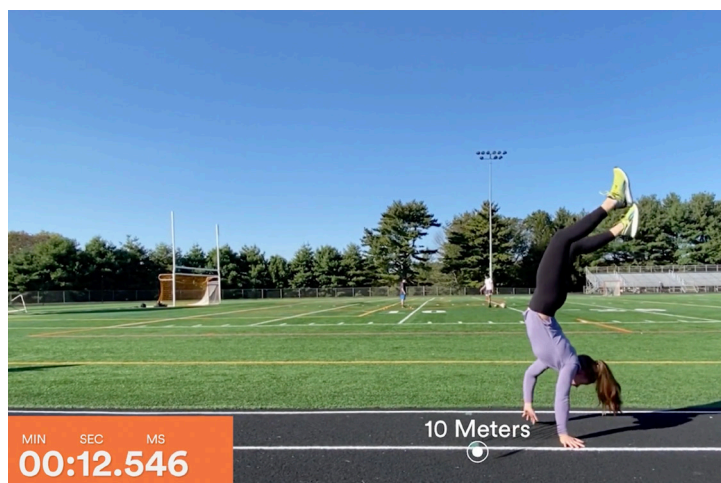
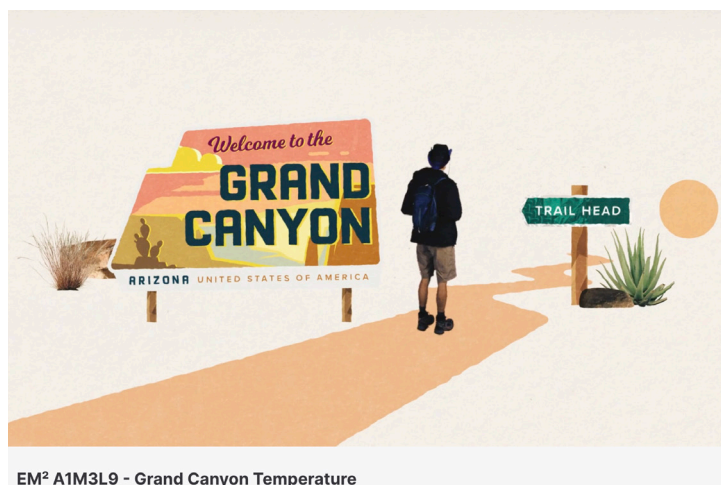
It  
in





It's time to get serious about  
innovation and educational  
excellence





6

A Story of Ratios<sup>®</sup>  
Ratios and Rates

TEACH • Module 5 • Area, Surface Area, and Volume

EUREKA  
MATH<sup>2</sup>.



Exponentially Better

**Knowledge<sup>2</sup>** In our tradition of supporting teachers with everything they need to build student knowledge of mathematics deeply and coherently, *Eureka Math<sup>2</sup>* provides tailored collections of videos and recommendations to serve new and experienced teachers alike.

**Digital<sup>2</sup>** With a seamlessly integrated digital experience, *Eureka Math<sup>2</sup>* includes hundreds of clever illustrations, compelling videos, and digital interactives to spark discourse and wonder in your classroom.

**Accessible<sup>2</sup>** Created with all readers in mind, *Eureka Math<sup>2</sup>* has been carefully designed to ensure struggling readers can access lessons, word problems, and more.

**Joy<sup>2</sup>** Together with your students, you will fall in love with math all over again—or for the first time—with *Eureka Math<sup>2</sup>*.



What does this painting have to do with math?

American abstract painter Frank Stella used a compass to make brightly colored curved shapes in this painting. Each square in this grid includes an arc that is part of a design of semicircles that look like rainbows. When Stella placed these rainbow patterns together, they formed circles. What fraction of a circle is shown in each square?

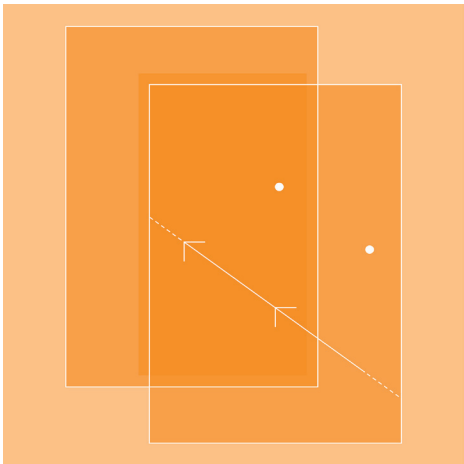
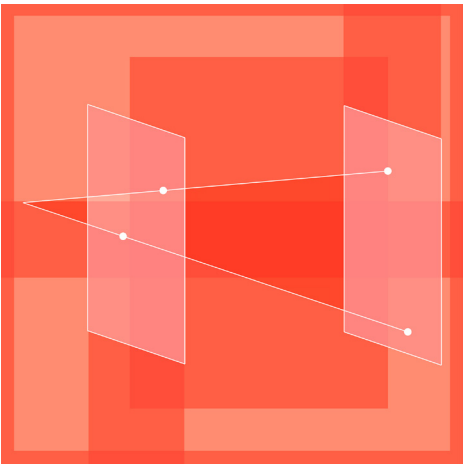
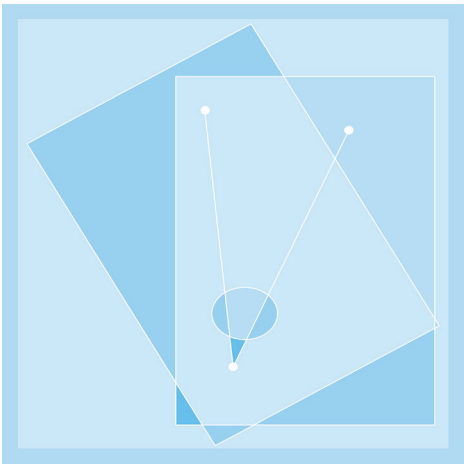
**On the cover**  
Tahkt-i-Sulayman Variation II, 1969  
Frank Stella, American, born 1936  
Acrylic on canvas  
Minneapolis Institute of Art, Minneapolis, MN, USA  
Frank Stella (b. 1936), Tahkt-i-Sulayman Variation II, 1969, acrylic on canvas, Minneapolis Institute of Art, MN. Gift of Bruce B. Dayton/Bridgeman Images. © 2020 Frank Stella/Artists Rights Society (ARS), New York.



EUREKA  
MATH<sup>2</sup>.

- Module 1  
Place Value Concepts for Addition and Subtraction
- Module 2  
Place Value Concepts for Multiplication and Division
- Module 3  
Multiplication and Division of Multi-Digit Numbers
- Module 4  
Foundations for Fraction Operations
- Module 5  
Place Value Concepts for Decimal Fractions
- Module 6  
Angle Measurements and Plane Figures

GREAT  
MINDS



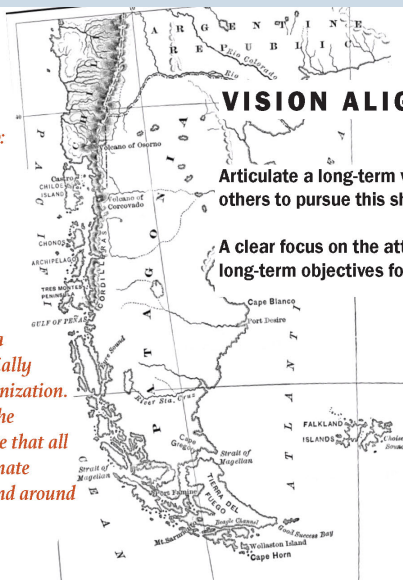




*In 1973, Patagonia built a vision around environmental stewardship:*

*Build the best product  
Cause no unnecessary harm  
Use business to protect nature  
Not bound by convention*

*In 2022, founder Yvon Chouinard transferred ownership of Patagonia to Patagonia Purpose Trust, a specially designed trust and a nonprofit organization. The trust was created to preserve the company's independence and ensure that all of its profits are used to combat climate change and protect undeveloped land around the globe.*



## VISION ALIGNMENT

Articulate a long-term view of the organization and inspire others to pursue this shared vision.

A clear focus on the attainment of our short-, medium-, and long-term objectives for our products and services.





# Leadership Development

*Hilma af Klint was a Swedish artist and mystic whose paintings are considered among the first abstract works known in Western art history. A considerable body of her work predates the first purely abstract compositions by Kandinsky, Malevich, and Mondrian. Af Klint's work can be understood in the context of the modernist search for new forms in artistic, spiritual, political, and scientific systems.*

*In her will, she specified that her work should be kept secret for at least 20 years after her death, as the world was not ready for her ideas. Her 2018 solo exhibit at the Solomon R. Guggenheim was the most-visited exhibition in the museum's 60-year history, attended by over 600,000 visitors. Today, Af Klint is considered the pioneer of abstract art.*

## INNOVATION & DISRUPTION



**Align organizational resources to create new and durable solutions to meet a market need.**

**Leverage our competitive advantage to increase our perceived value in the marketplace.**



*Amanda Gorman is a wordsmith and change-maker. As the youngest inaugural poet in US history, as well as an award-winning writer and cum laude graduate of Harvard University, she tailors her communication to different mediums and audiences to deliver her message profoundly. Her words have won her invitations to the White House and to events and venues across the country.*

*In 2017, Amanda Gorman was appointed the first-ever National Youth Poet Laureate by Urban Word - supporting Youth Poets Laureate in more than 60 cities, regions, and states nationally. She is the youngest board member of 826 National, the largest youth writing network in the US. It encourages the exploration of endless possibility through the power of writing.*

## COMMUNICATING FOR IMPACT

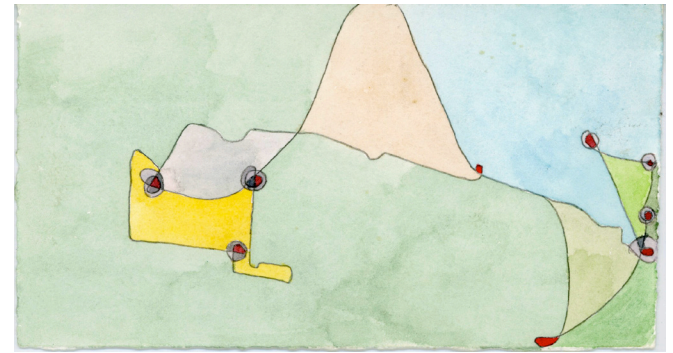
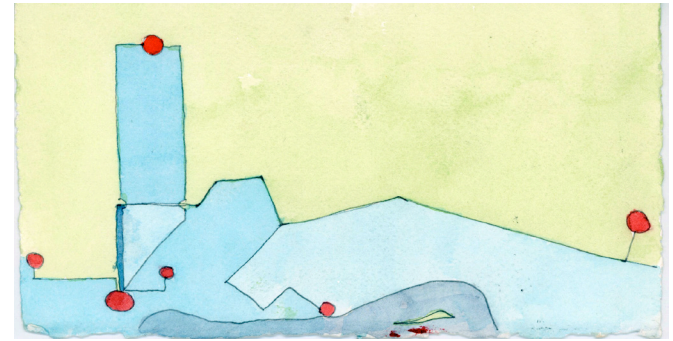
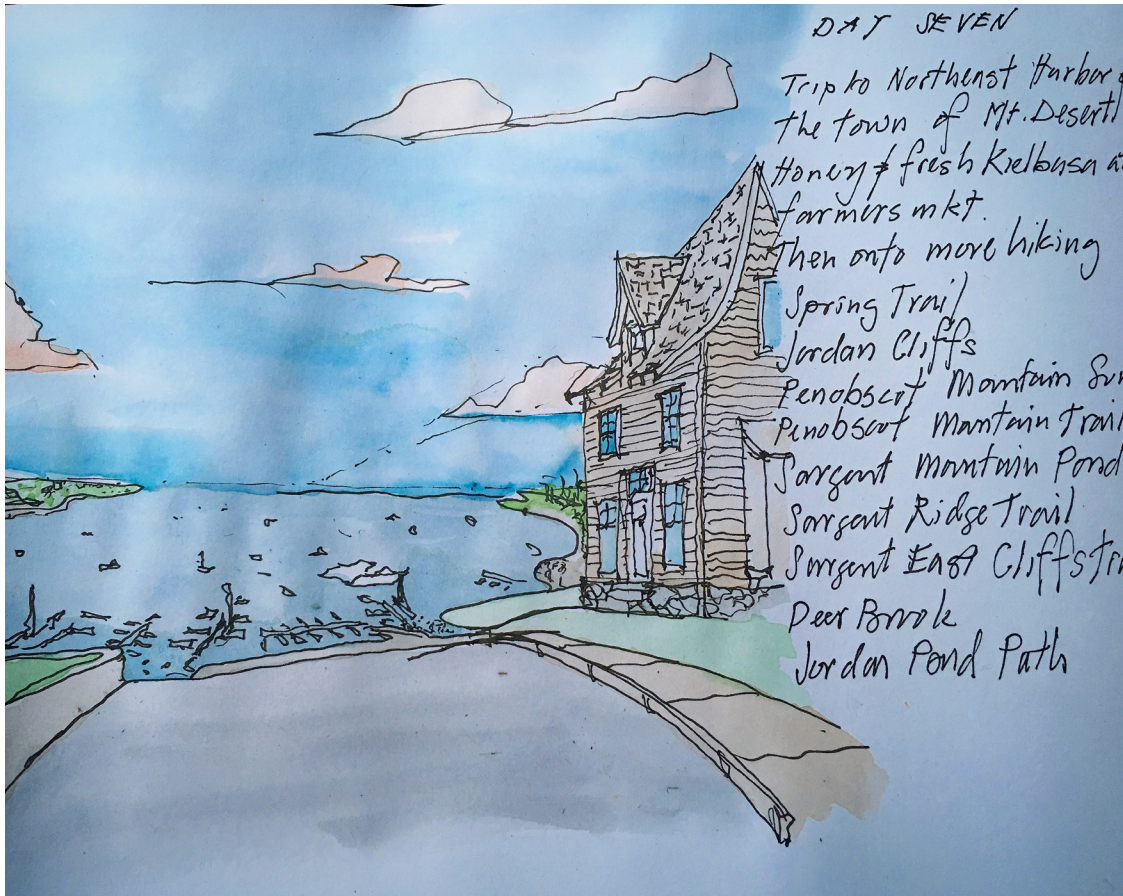


**Respectfully convey information clearly and in the appropriate mode to meet the need of one's audience.**

**Enhance productive interaction and increased engagement across all business lines and at all levels within the organization.**

**'Poetry and language are often at the heartbeat of movements for change'**







## Personal Pursuits



Adventure