



**PROJECT M
5 DAY BLITZ**

**BELFAST,
MAINE**

**3/12-3/17,
2012**

PROJECT M

Project M is a program for young creative people who are already inspired to contribute to the greater good, and are looking for a platform to collaborate and generate ideas and projects bigger than themselves.

FORMAT

Project M Belfast Blitz will be a 5 day long workshop session in Belfast, ME with 10–12 creative people starting March, 12th and finishing on March, 17st. The Project M Facilitator for this is Marc O'Brien. Ben Gaydos will be the AIB coordinator/Project M Facilitator.

THINKING WRONG

The human brain tends to think along predetermined linear thought pathways. Such linear thinking can inhibit true innovation and creative exploration. Project M will encourage, and provide techniques for “thinking wrong” to generate new ideas and design directions.

WHO SHOULD JOIN PROJECT M?

This workshop was developed for passionate young creative people. Students and professionals from any industries encourage to apply.

FEES

Project M is not a school and has no tuition. Every attending person will share the expenses of producing Project M. The expenses will be \$600 each. Some M'ers have been very creative about raising this amount.

Travel to and from Belfast, ME and incidental expenses are in addition to this amount. Housing, group meals, and project materials are included.

AIB STUDENTS

Potential independent study (Summer or Fall 2012) with Lesley faculty/Project M alumni Albert Liao.

HOW TO APPLY?

1. Head to www.projectmlab.com and learn about previous Blitzes, workshops, and projects.
2. Email Marc O'Brien at info@projectmlab.com by **2/20** with the subject line “Belfast Blitz”. In the email, please explain why you want to participate in this. He will contact the participates by 2/16 for more information about logistics and procedures.

Thank you so much for your interest.

Feel free to contact Marc with any questions, info@projectmlab.com

PREVIOUS M PROJECTS

pielab.org
nadabike.com
100hammers.com
ridealabamboo.com
commonhoops.com
bicyclelaboratory.org