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Intelligent Marketing

Lesson from John

Written by Mitch Tobol

Have you every worked with someone whom you found intriguing, fascinating and challenging all at the same time?

Imagine having a person who you looked forward to discussing your ideas and brainstorming with knowing that he would challenge your perceptions, add his own twist and eventually end up with a well thought out and beautifully executed project.

I've been very fortunate to have worked with my friend, John Napolitano for over 10 years. From about 1986 to 1997 he functioned as the Art Director for my company. I never really felt that he worked for me but with me.

We would discuss the merits of typefaces, explore different textures and colors of paper, debate the strategy of an ad, argue about color, evaluate design, and talk at great lengths about the creative process. We created some great work together. He toured the world, took photographs and devoted his time to making our world last longer. His passing was too soon.

All of us can benefit from learning how John approached life and work.

- Don't fall in love with your first idea. Always explore different ways to think about how to reach the goal.
- If everybody is agreeing on one way to do something, question it to make sure that all sides are being considered.
- Feed your mind, with new ideas, perspectives, colors and textures.
- Treat the planet as you would your own child; nurture it and take care of it.
- Makes lists. It helps to figure out how to do things and what to do next.
- Find the beauty in life and honor it.

I wish you could have met him, he enriched all the lives he touched.