

365

— OF —

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THE IDEA:

In the summer of 2010, I decided I needed to make a change. The trouble was, I didn't know exactly what that meant, or how to go about it. So, I asked for your help.

From August 1, 2010 to July 31, 2011, if we happened to speak for five or ten minutes, I handed you a small card, on which was printed the following message:

I need your help.

I'm working on a year-long project designed to help me discover interesting possibilities for the future. But it's only going to work with input from good folks like yourself. So, I'd really appreciate it if you took a moment to answer a few quick questions.

It won't take long. Promise.

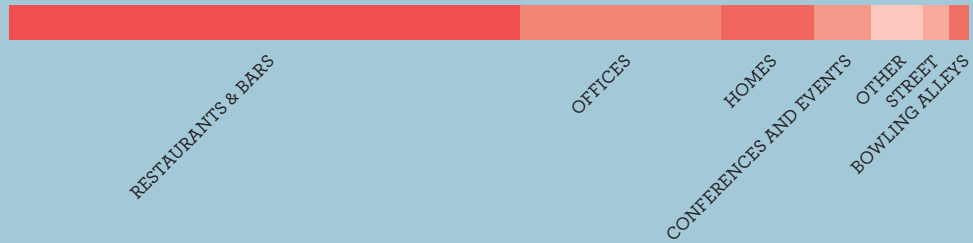
*Please visit:
www.josephippolito.com/365*

I wanted to open myself up to new opportunities. Questions ranged from small things like "Who's someone I should meet?" to larger issues like "Where should I live?" and "What should I do professionally?" Whether we'd known each other for ten years or ten minutes, I wanted to know what you thought.

Here's how it went.



CARD DISTRIBUTION, BY SETTING TYPE:



OTHER LOCATION TYPES: BRYANT PARK (2), THE EXPLORERS' CLUB (2), FSC BARBERS, LE POISSON ROUGE, SANCTUARY T, INSTITUTE FOR CULINARY EDUCATION, GOWANUS AUTO POUND, 6 TRAIN

CARD DISTRIBUTION, BY LOCATION:

Highest Volume Location

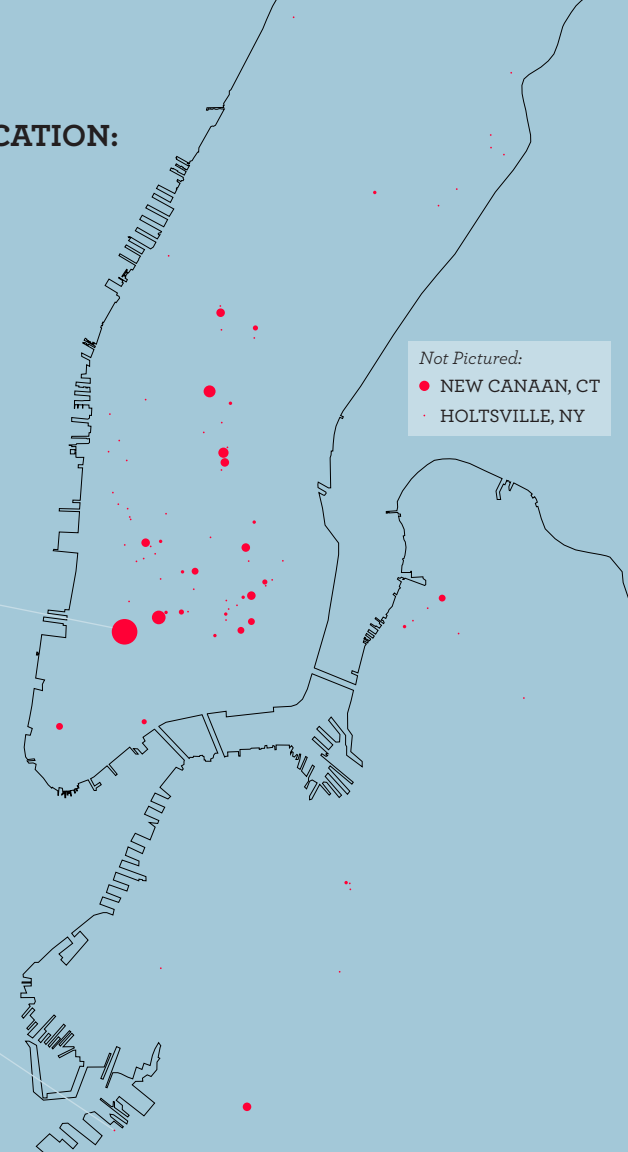


MACAO TRADING COMPANY
Mike, Nathan, & Matt's birthday
August 12th, 2010

Strangest Location



NYPD GOWANUS AUTO POUND
Picking up my Vespa
April 15th, 2011



CARD DISTRIBUTION, BY MONTH:



RESPONSE RATE:

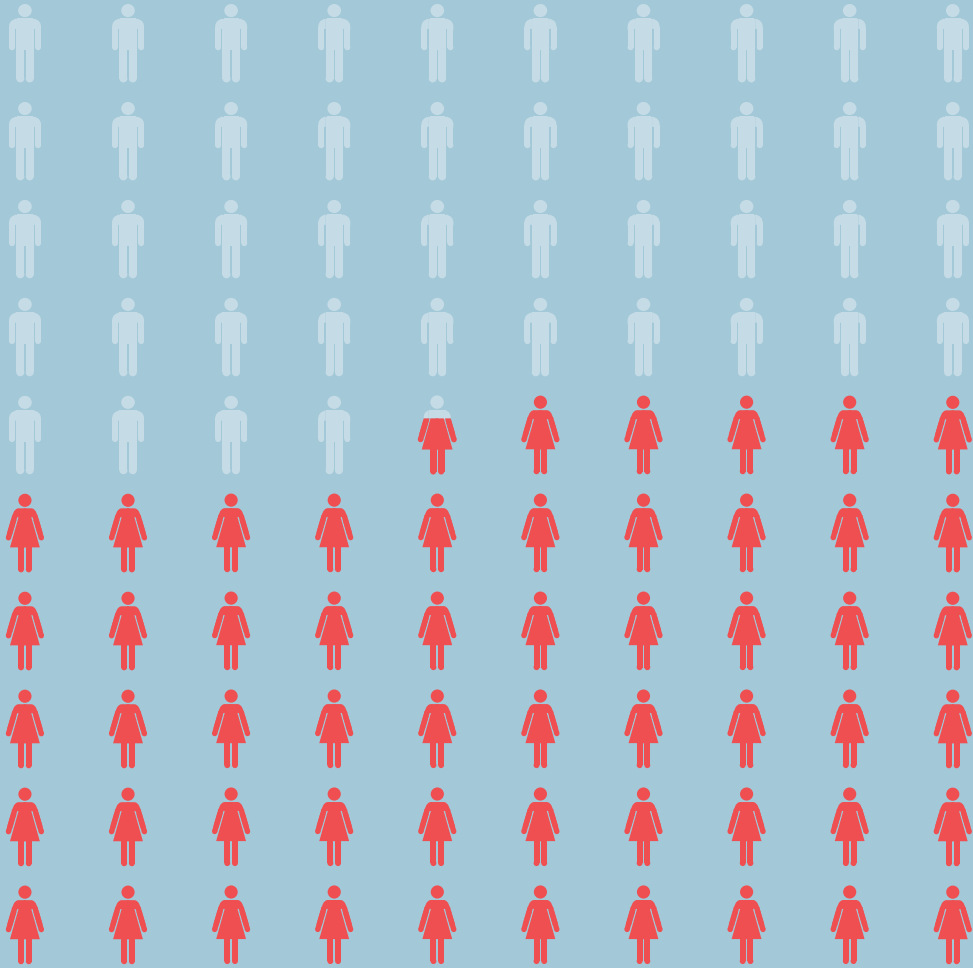
32.44%

I'D HOPED FOR BETWEEN 20-25%. THIS WAS A PLEASANT SURPRISE.

PEOPLE WHO WERE ACCIDENTALLY GIVEN TWO CARDS:

2

MARISSA SHRUM & ANDYBONS



GENDER SPLIT OF PARTICIPANTS:

44.3%

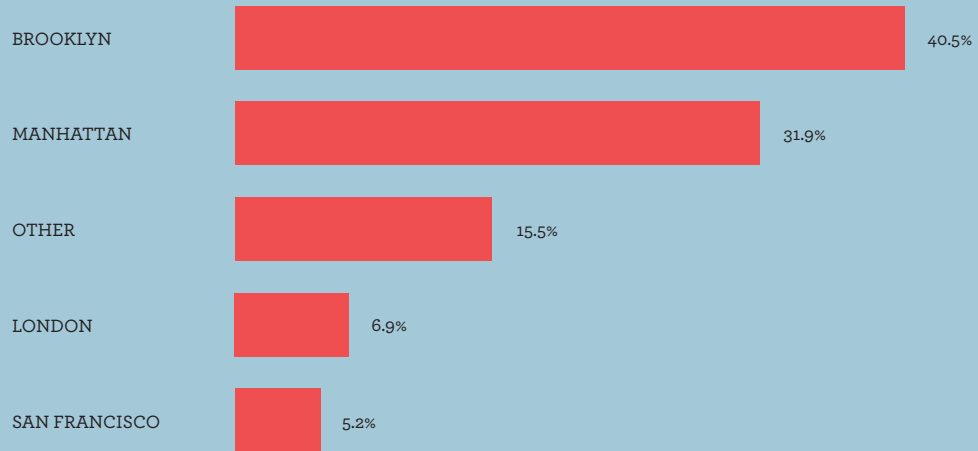
Male

Female

55.7%

WHERE SHOULD I LIVE?

Overall Breakdown:



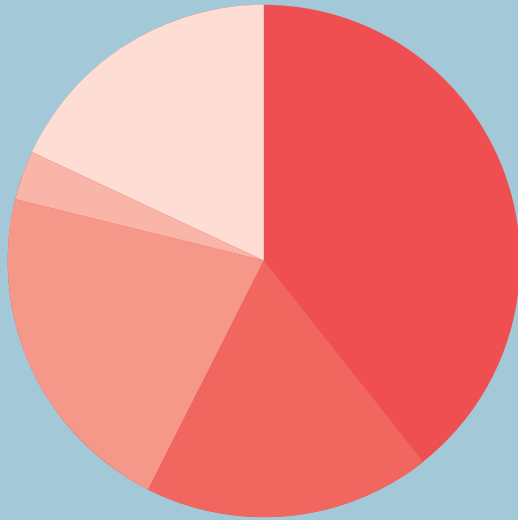
OTHER LOCATIONS: BUENOS AIRES, HAWAII, MARRAKESH, VANCOUVER, GERMANY, VARANASI, WASHINGTON D.C., SYDNEY, SAUGERTIES

Top Neighborhoods



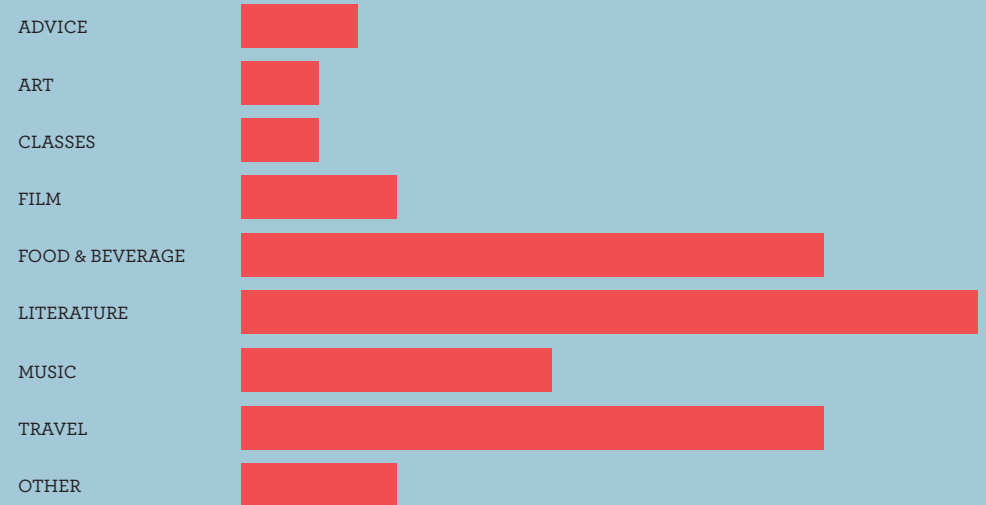
CARROLL GARDENS, FORT GREENE, DUMBO

HOW LONG I'D KNOWN PARTICIPANTS:



- THIS WAS OUR FIRST MEETING — 39.34%
- NOT OUR FIRST MEETING BUT LESS THAN 1 YEAR — 18.03%
- BETWEEN 1 AND 2 YEARS — 21.31%
- BETWEEN 3 AND 4 YEARS — 3.28%
- MORE THAN 5 YEARS — 18.03%

TYPES OF RECOMMENDATIONS FROM PARTICIPANTS:



OTHER RECOMMENDATIONS: AN ETSY SITE FOR POCKET SQUARES, A PHOTOGRAPHY BLOG, THE RUSSIAN/
TURKISH BATHS ON EAST 16TH STREET, "MARIACHI CONNECTICUT SERENADES A BELUGA WHALE"

WHAT SHOULD I DO PROFESSIONALLY?

Top Suggestions:



ENTREPRENEUR



WRITER



MARKETING



ADVERTISING



FOOD & WINE
WRITER/CRITIC



RESTAURANT/BAR
OWNER



TEACHER/
PROFESSOR



CREATIVE DIRECTOR



CONSULTING



EVENT PLANNER



EVANGELIST



PRODUCT
MANAGER

OTHER JOB SUGGESTIONS INCLUDED: CREATIVE TECHNOLOGIST, TALENT MANAGER, RADIO/TV HOST, LIFE COACH,
"WORK AT SVPPPLY," CHEF, MARKETING DIRECTOR FOR SIR KENSINGTON'S KETCHUP

WITH WHOM SHOULD I GO ON A DATE?

MEGHAN O.	LILACH F.
MAILANDE M.	SAMANTHA K.
MAURA A.	“NOT GOING TO LIE: I THOUGHT YOU WERE GAY”
“THE CUTE BRUNETTE WHO WORKS AT THE MEADOW ON HUDSON, JUST OFF WEST 10TH”	CHANEL
STELLAH D.	LORI W.
“ME”	“MY LITTLE SISTER, CASS”
NIAMH H.	SCARLETT JOHANSSON
JACQUELINE	LAUREN I.
BRI A.	“THE FIRST PERSON YOU FIND ON ONLINE DATING”
“MY FRIEND U”	CHARLENE
COURTNEY	YASSMIN
“I PLEAD THE FIFTH”	NICOLE H.
PALOMA V.	VICTORIA C.

WHO'S SOMEONE I POSITIVELY NEED TO MEET?

JACK DORSEY	“ANY OF THE STUDIOMATES; THEY'RE SUPER NICE”
“MY FRIENDS WHO STARTED RED ANTLER”	“MY FRIEND ALIX”
AMIT L.	TERENCE T.
CHRISTOPHER T.	NIKKI B.
“MY FRIEND JAMES; YOU'D LIKE HIM”	CRAIG M.
OLGA B.	JO R.
LAUREN A.	“MY CAT, SABRINA. SHE'S AMAZING AND EVERYONE SHOULD MEET HER”
TOM T.	JI L.
ALISA L.	ETIENNE T.
ALICE C.	PHIL K.
JAMES W.	NELLY R.
IARFHLAITH K.	“MAYOR BLOOMBERG”
MARIA P.	TRICIA C.

MOST COMMONLY MENTIONED POSITIVE QUALITIES:

CREATIVE, PASSIONATE, WITTY

MOST COMMONLY MENTIONED NEGATIVE QUALITIES:

HARD ON MYSELF, INSECURE, PROFESSIONALLY UNFULFILLED

SPECIAL THANKS TO:
NICHOLAS FELTON FOR HIS INSPIRATION AND SUPPORT
SAM POTTS FOR HIS ADVICE AND EXPERTISE
THE MANDATE PRESS FOR THE BEST LETTERPRESS PRINTING ON EITHER SIDE OF THE MASON-DIXON
AND ALL THE PARTICIPANTS FOR THEIR GENEROSITY AND TIME

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