



THE EXECUTIVE DESIGN STUDIO

Re-imagining Careers and Apparel

COVID 19 presents New Challenges that we need to Navigate thoughtfully so we may Situate and adapt ourselves for a Better Normal.

As long as Industries continue to be disrupted, Careers would need to be reimagined---so we may pursue our dreams and purpose even as we navigate perilous Crossings. The impact of Zoom Offices have forced the most Social and Materially inclined to take idyllic Nature walks and dress "Waist Up" for meetings. What may be the fate of fancy footwear, handbags, and designer pants as the Virtual Office continues to grow in influence? We may already own a bigger Wardrobe than we need, as aesthete Pauline Brown likes to say, "we have too much Stuff, we do not need more stuff but we Need to improve our Experience with the stuff we already have." How may we improve our Experience with our apparel? Reimagine what we have? Buy the best when we do and redirect the dollar from landfill to real luxury, better experiences--a resurgence of Creativity and Craftsmanship?

Henri Lefebvre drew a distinction between Everyday Life and Real Life, suggesting that unless we Strive to preserve real life, we may be forced into an Everyday life of pure Consumption. Ironically, even as we pursue Material Cravings, our Everyday---be it Careers or Clothes, stand

questioned. How may we Make Meaning of this Crossing and find a way to Earn, Enjoy and Contribute? Creativity may never know a better moment.

The Executive Design Studio is styled as the ancient practice of Disegno, involving both--- thinking and Making. The historic tradition was adapted for Contemporary brick and mortar settings of Galleries, Libraries, Archives and Museums (GLAM) and has since been Reimagined for a Virtual interface.

This episode will be held on 09/18 at 7pm ET for 90 minutes

The 7 participants along with the Moderator and guest faculty will meet virtually.

We request some pre-work to enable a better Creative flow from the Experience. Some thought Starters are appended below---you are at liberty to refer or not refer to them, your imagination rules!

- A paragraph or half a page of a reflection on your Career sent our way a day before the Event would allow us to better Understand and enable further reflection on your behalf. You could add a Sentence or two on one Item of Clothing (or accessory) that best represents and Captures your professional Journey to date. And Why? Could be a blazer, a wrist Watch, a pair of hosiery or any other Special item.
- As a parallel---we invite you to Share your idea on Reimagining an Item from your Wardrobe. Perhaps you may recall and describe a Specific Item from Someone Else's Wardrobe (could be a former Mentor, boss, Colleague, parent, friend etc), which may have inspired you or Shaped your future Wardrobe possibilities and aspirations. There are No Dumb Ideas. You could share this as a Concept, a drawing, bring the Item from your wardrobe to the Studio--- just as a footing, again there is no silly design! You could also just Speak to it.
- Each person will have 5 minutes to share their Story and idea.
- Following the individual stories there would be a Critique by faculty and other participants with a view to enable further reflection and creative flow, beyond the session.

- We expect the Critique to be 5-6 minutes per person with room for some flexibility. We would endeavor to complete the Studio within the 90 minutes, yet request some flexibility should there be a creative flow that extends the time frame. We do not expect this to be more than 20-30 minutes.
- We will seek feedback from you a day or two after the session followed by any further facilitation that may enable your ideas.

Guest Faculty: Michael Spicher

Moderator: Romasha Nath

Priced at \$ 50 per head.

A few thought starters:

1. <https://www.aestheticintelligence.com/articles-aesthetic-intelligence> (careers and apparel)
2. <https://www.youtube.com/watch?v=YkP-WsuKBms> (apparel)
3. <https://www.youtube.com/watch?v=xmiM7rvrkX4> (apparel)
4. <https://www.linkedin.com/feed/update/urn:li:activity:6679794897492488192/> (careers)
5. <https://www.linkedin.com/feed/update/urn:li:activity:6561097257331023872/> (apparel)
6. <https://www.mckinsey.com/business-functions/sustainability/our-insights/sustainability-blog/refashioning-clothings-environmental-impact> (careers and apparel)
7. <https://www.joelcpeterson.com/entrepreneurial-leadership/> (careers)
8. <https://store.bookbaby.com/book/i-chose-adventure> (careers)
9. <https://www.youtube.com/watch?v=BixPLIWcb0s> (careers)
10. <https://www.linkedin.com/feed/update/urn:li:activity:6674895936872833024/> (careers)
11. <https://www.perell.com/blog/50-ideas-that-changed-my-life> (careers)
12. <https://www.youtube.com/watch?v=rkRbebvoYqI> (careers and apparel)
13. <https://www.youtube.com/watch?v=b-LuuGvvENg> (careers)



*His face is turned toward the past.
Where we perceive a chain of events,
he sees one single catastrophe which
keeps piling wreckage upon
wreckage and hurls it in front of his
feet. The angel would like to stay,
awaken the dead, and make whole
what has been smashed. But a storm
is blowing from Paradise; it has got
caught in his wings with such
violence that the angel can no longer
close them. The storm irresistibly
propels him into the future to which
his back is turned, while the pile of
debris before him grows skyward.
The storm is what we call progress.*

Walter Benjamin's interpretation of Klee's **Angelus Novus**



Michael R. Spicher, PhD

Michael R. Spicher works as a writer, researcher, editor, and philosopher. He has written and taught about issues in art and aesthetics for years, earning a PhD in philosophy from the University of South Carolina in 2014.

As an academic, he has published articles on beauty, taste, aesthetic experience, the sublime, and state support of the arts. He teaches at Boston Architectural College and Massachusetts College of Art and Design, and previously taught at University of South Carolina and Boston University.

Along with his own writing projects, he serves as an editor for the *Leonardo Electronic Almanac* (published by MIT Press) and as the Aesthetics Area Editor for the *Internet Encyclopedia of Philosophy*, and he is guest editing a "Symposium on Aesthetic Taste" in the Fall 2020 issue of the *Journal of Comparative Literature and Aesthetics*.

Committed to advocating for and educating about the value of aesthetics, he founded the [Aesthetics Research Lab](#).



Romasha Nath applies her two decades of award winning C-Suite, Management Consulting experience towards Executive Advancement via Coaching, thought provoking/innovative Executive Design Studios, Events and Culture Shaping. She is an Advisor and Consultant to several C-Suite Executives and Board Directors as well as emerging Executives. With a well appointed network and well honed communication skills, she is a sought after Consultant for presentations across various forums such as biography, resume, assessment/profile building, image, storytelling, video to name just a few. Her approach to effective networking on behalf of her clientele include communication strategies---deep in nuance, cultural understanding and relationship building.

Her professional experience covers the United States, Asia Pacific and parts of Europe. She has served clients across Consumer Goods and Services including: Hospitality, Real Estate, Apparel, Wine and Spirits, Food and Beverage, Media and Entertainment to name just a few. Multiple assignments for the Fortune 500. She spent the first five years of her career in Luxury Hospitality sales, lending her a deep service mentality.

As Creative Director for the Executive Design Studio, Romasha applies her innate creativity for the advancement of other Executives. She has effectively reinvented her own career multiple times as an Executive and Entrepreneur. Some examples include embracing multiple cultures in a desire to be a global citizen but never losing touch with her roots and family values. Taking risks as an entrepreneur, while having a successful Executive career, pursuing academia in mid life and embracing design theory for better practice and application.

As a supporter of sustainability, she devotes some of her Design acumen to repurposing materials---mainly textile/apparel and space, as well as integration of immigrant cultures. She is an animal lover and a strong proponent of environmental issues. Whenever possible, she lends her professional skills towards fundraising for the betterment of life on the planet.

Romasha has produced and directed several events and exhibitions that have been praised for their experiential and transformative quality in diverse venues such as Galleries, Libraries, Archives, Museums, Hotels, Lofts, Gardens and Warehouses. She is repurposing this experiential capability to the virtual Executive Design Studio.

Romasha has held Indian and Singaporean passports prior to becoming a naturalized US citizen. Among other qualifications, licenses and awards, Romasha holds an MA from Parsons School of Design---Art Design History and Theory, The New School, New York and a Certificate in Executive Coaching from the University of California Berkeley, Haas School of Business