



Ryan Schulz

EXECUTIVE DIRECTOR, ONE NORTH

A blue-tinted photograph of a desert landscape. In the background, there are several mountain ranges. In the middle ground, a utility pole is visible on the right side. The foreground is a flat, sandy desert floor. The text "Welcome to the desert!" is overlaid in the center in a white, sans-serif font.

Welcome to
the desert!

Last year at The Assembly



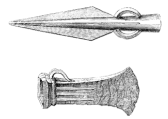
The Long View

Gaining Perspective for a Rapidly Changing World

SPEAKER: RYAN SCHULZ

one north A TEKsystems Company

Transforming Material



IRON TOOLS

1250 1500

Transforming Energy



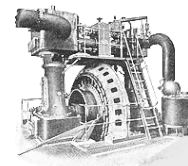
WATER POWER

1800



STEAM POWER

1850



ELECTRIC POWER

1900



COMBUSTION POWER

1950

Transforming Information



PRESENT

WILL A ROBOT STEAL YOUR JOB?

KILLER COMPUTERS

Bill Gates warns 'dangerous AI' poses a threat 'like nuclear weapons'

AI WARNING:

Robots will destroy a HUGE number of jobs, claims expert

AI could be used to **TAKE OVER** the **WORLD** through 'evil' fake news and hijacking cars





Perspective matters.

2024



SOUVENIR OF

Palm Springs

CALIFORNIA

and surrounding desert

POSTAGE
1 1/2 ¢
WITHOUT
MESSAGE







A wide-angle photograph of a desert landscape at sunset. The foreground and middle ground are filled with large, smooth, rounded boulders of light tan and beige color. Sparse desert vegetation, including small green shrubs and spiky yucca plants, is scattered across the sandy ground. The background shows a range of similar rocky hills under a sky with soft, pastel colors of pink, purple, and blue. The text "Be open." is overlaid in the center in a white, sans-serif font.

Be open.

Chaos and Control

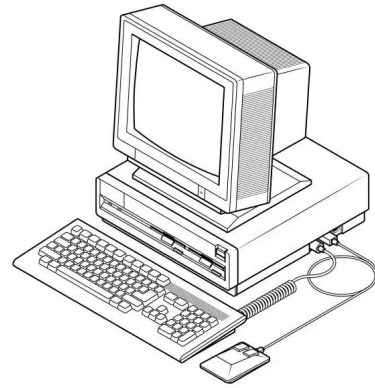
Through the Looking Glass of an
Ever-Changing World

Technology often contributes to the daily chaos we experience.





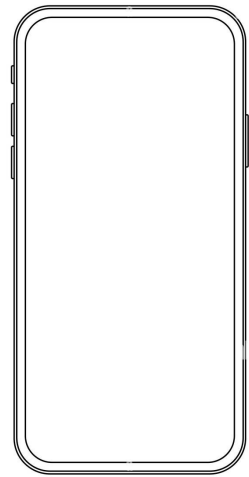
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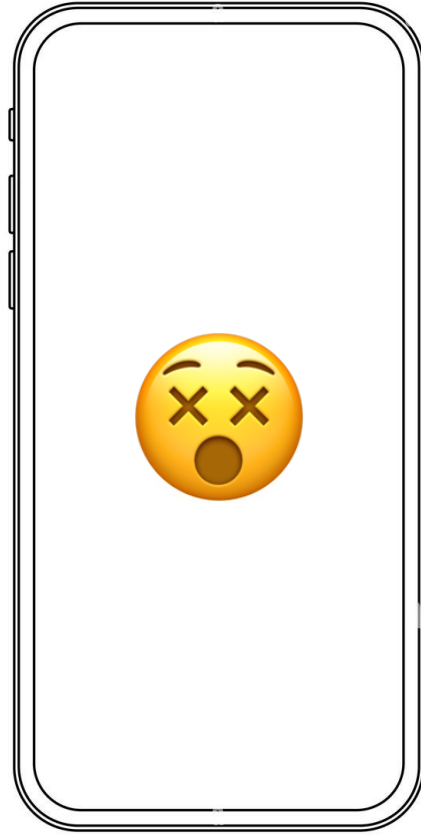


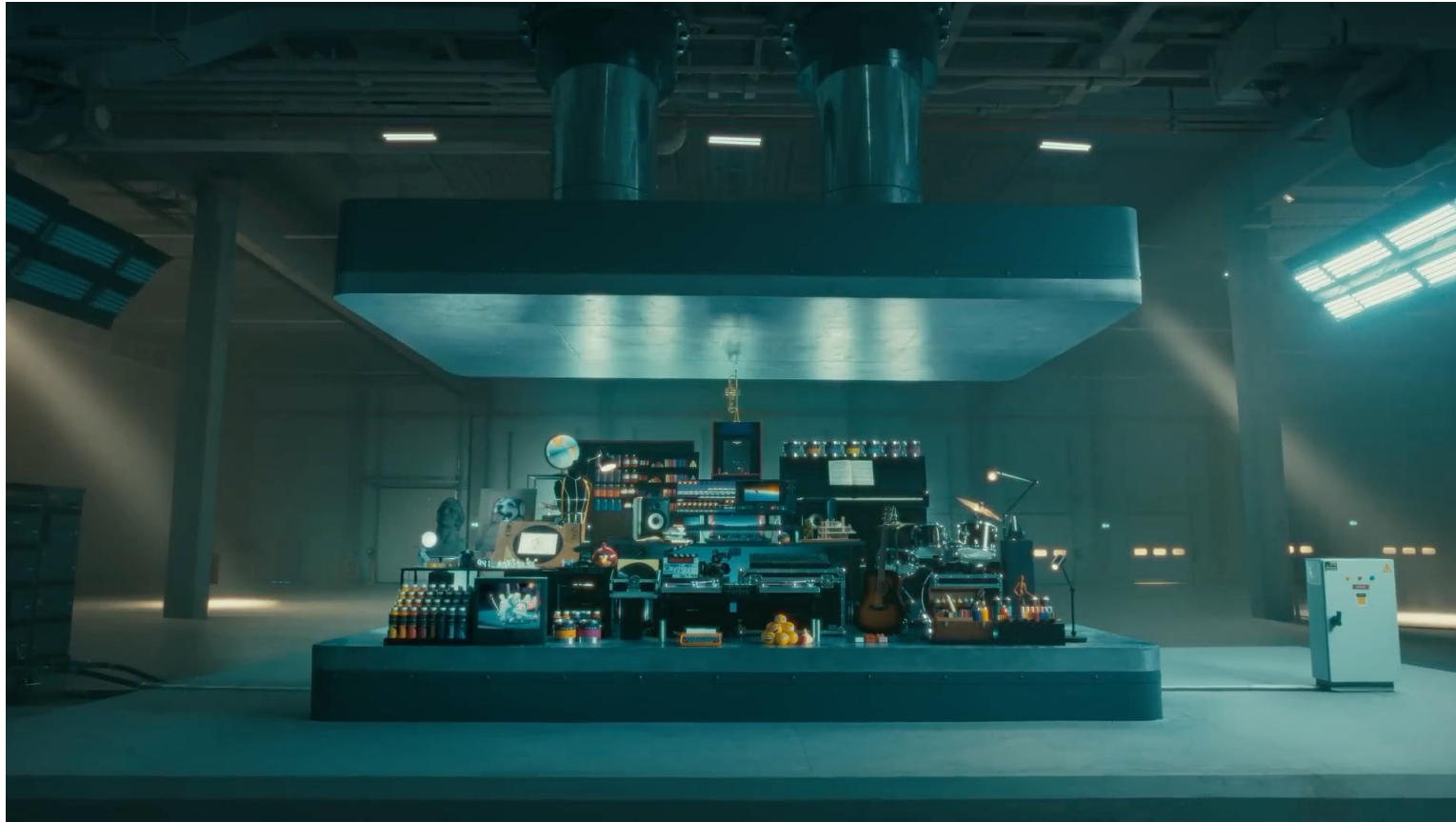
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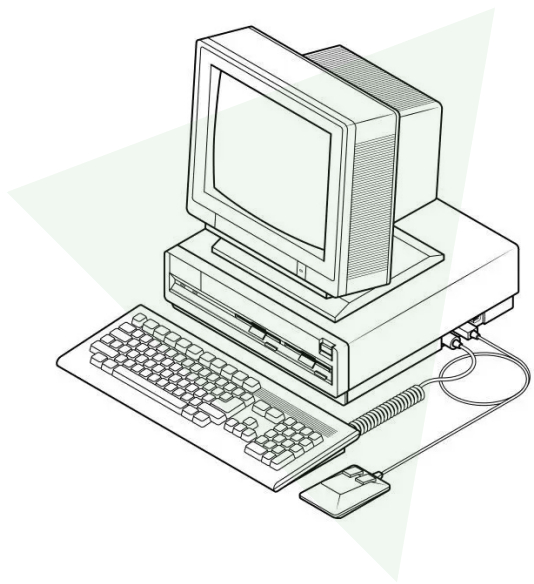
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Crush! iPad Pro, Apple, May 2024



So much has changed since 2010.

59%

accessed the internet wirelessly
through laptops or cell phones

11%

of cell phone users purchased
a product on their phone

20%

of cell phone users had used their
phone to watch a video



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The picture today is complicated.

60%

of internet traffic is mobile

45%

global consumers shop daily on
their phones

50%

of internet traffic is bots



<https://www.statista.com/statistics/277125/share-of-website-traffic-coming-from-mobile-devices>
<https://business.yougov.com/content/42686-global-mobile-online-shopping-survey>
<https://www.imperva.com/resources/resource-library/reports/2023-imperva-bad-bot-report>



We have the power to cut through
the noise and learn to use the
chaos to our advantage.



Making human connections and human observations can help locate the threads that cut through the chaos.

We have more opportunity than ever before to make those connections.



RISK

9:45 - 10:45 AM

Calamity and Humanity: Finding the Thread That Connects Us All

Ryan Schulz

EXECUTIVE DIRECTOR, ONE NORTH



one north A TEKsystems Company



So, how do we find
those threads?

It's built into our nature to look
for and to create them.



Calamity and Humanity





I think life has always been chaos, but we've never been so close to the chaos before. It's literally in our pocket every day. I hope that this film in some weird way, as chaotic as it is, will connect with audiences because they recognize this life and themselves in it.



Daniel Kwan (Daniels)

INTERVIEW, THE VERGE, MARCH 2022

<https://www.theverge.com/2022/3/25/22994662/the-daniels-everything-everywhere-all-at-once-interview-michelle-yeoh>

Finding connections that break through requires us to take some risks and engage with the digital world in a more human way than before.



Our real discoveries come from chaos, from going to the place that looks wrong and stupid and foolish.



Chuck Palahniuk

AUTHOR OF FIGHT CLUB AND 19 OTHER NOVELS



RICE PILAF





**THE
PLAYGROUND
THEATER**



Improvisation

Comedy

Music

Architecture



improvise

/ˈɪmprəˌvīz/ verb

To make, provide, or arrange from whatever materials are readily available



improve



Improvisation in Comedy



Jane Addams

1860-1935

Settlement and Women's Suffrage Activist

Reformer

Social Worker

Sociologist

Public Administrator

Philosopher

Author

Queer Icon

Total Badass



Hull House Chicago

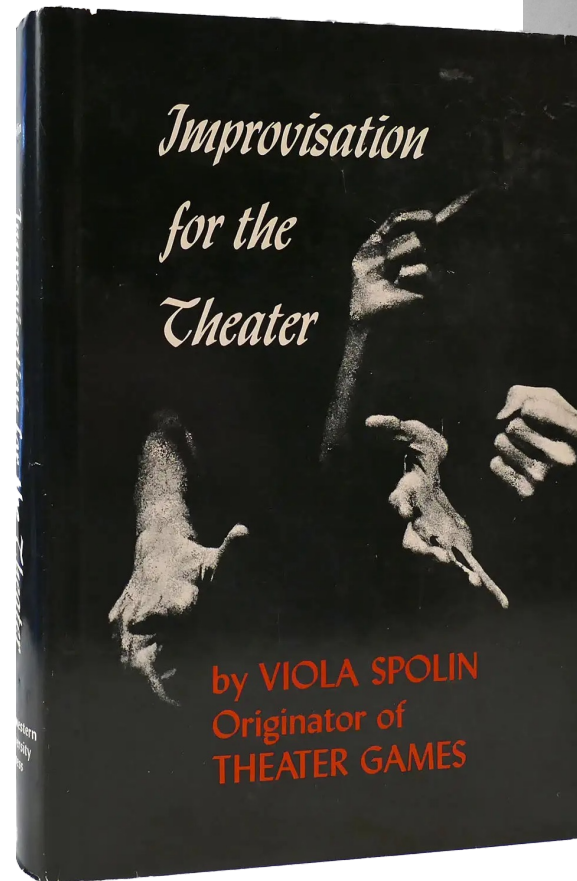


Things that make us alike
are finer than the things that
make us different.



Viola Spolin

1906-1994



Rules of improv

Yes, and...

No negotiation

Everything affects you

Physicalize



Two kinds of improv

Theater Games

Contact

Gibberish

Mirror Speech

Dozens of games

Long Form

30 – 60+ minutes

The Harold

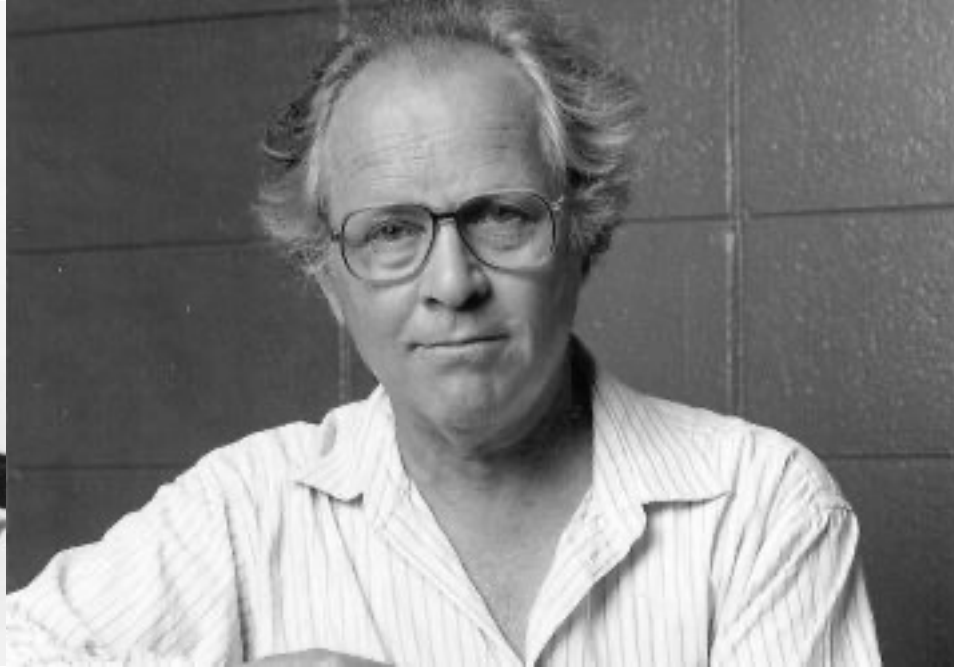
Primary establishing scene, followed by a series of smaller scenes, and then a closing scene

Everything is created on the spot





Viola Spolin



Paul Sills







**THE
PLAYGROUND
THEATER**



Improvisation in Comedy

Key takeaways

Yes, and...of course.

The scene happens between people.

Imagine the unseen.

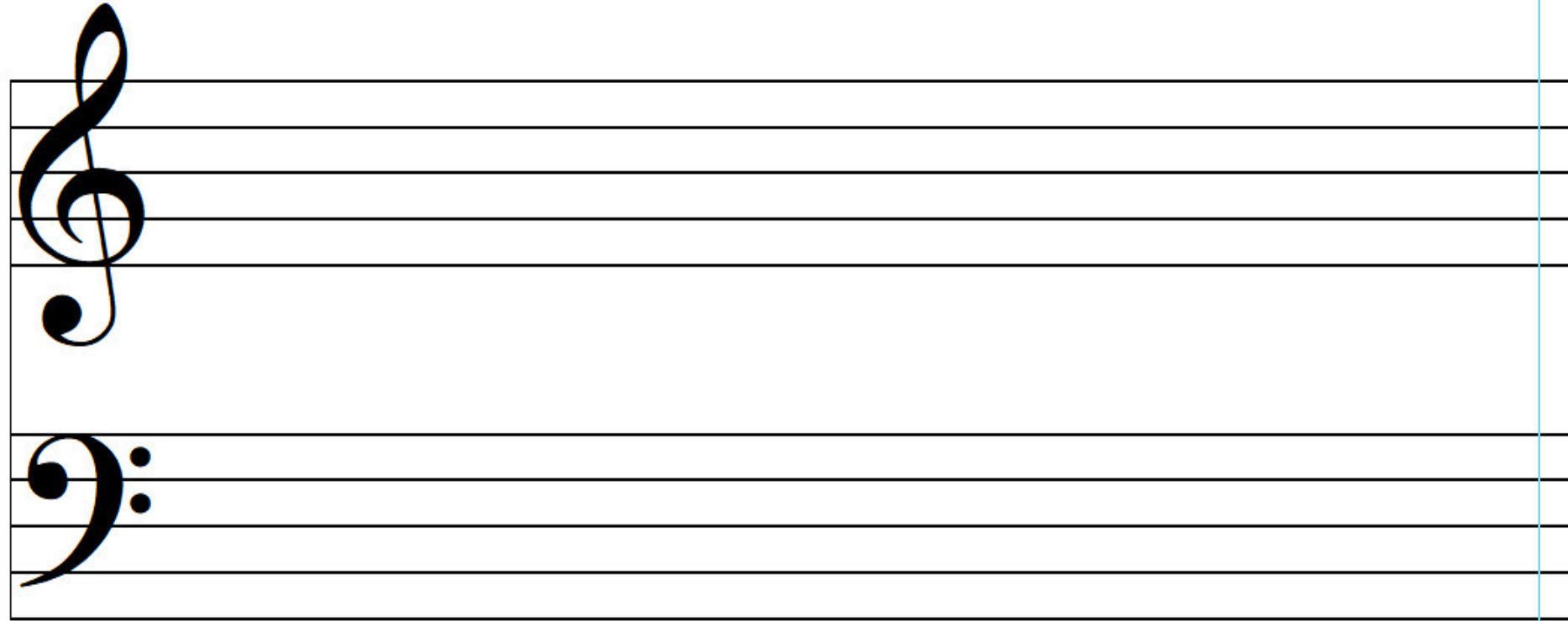
Conflict creates tension; tension can be good.

Great things can come from trust
and vulnerability.



Improvisation in Music





Complicated

- Avril Lavigne -

Arrangement : Kanga Dinh

$\text{♩} = 85$

The musical score is presented in six systems, each containing a treble and bass staff. The first system (measures 1-4) features a melodic line in the treble staff with eighth and sixteenth notes, and a bass line with chords and eighth notes. The second system (measures 5-8) continues the melodic development with more complex rhythmic patterns. The third system (measures 9-12) shows a change in the bass line with sustained chords. The fourth system (measures 13-16) includes a repeat sign and a double bar line, indicating a section repeat. The fifth system (measures 17-20) returns to a similar melodic and bass line structure as the first system. The sixth system (measures 21-24) concludes the piece with a final melodic phrase and a steady bass accompaniment.





Middle Ages, 500 CE – 1500 CE



Franz Liszt, 1811-1886



Improvisation in music is really quite simple.

(Almost anyone can do it, I swear.)

You need to be able to...

Understand music theory

Be proficient with building and producing:

- Chords
 - Chord progressions
 - Melody structure
-

Create intervals and sequences

Use melodies within a scale, play arpeggios, and understand the variation of tones available within those structures

All while sounding very natural and appealing





Live Piano Improvisation On An Unknown Theme by Franz Liszt, Lefteris Misirgis

Improvisation in music exploded in the 20th century.

Deep roots, wide applications, huge impacts

The impact of jazz and blues is incalculable.

Rapid advancements in recording helped.

All genres of music were impacted.

Improvised Jazz is often misunderstood.

Improvised music tends to change more and faster than other kinds of music.



Improvisation in music

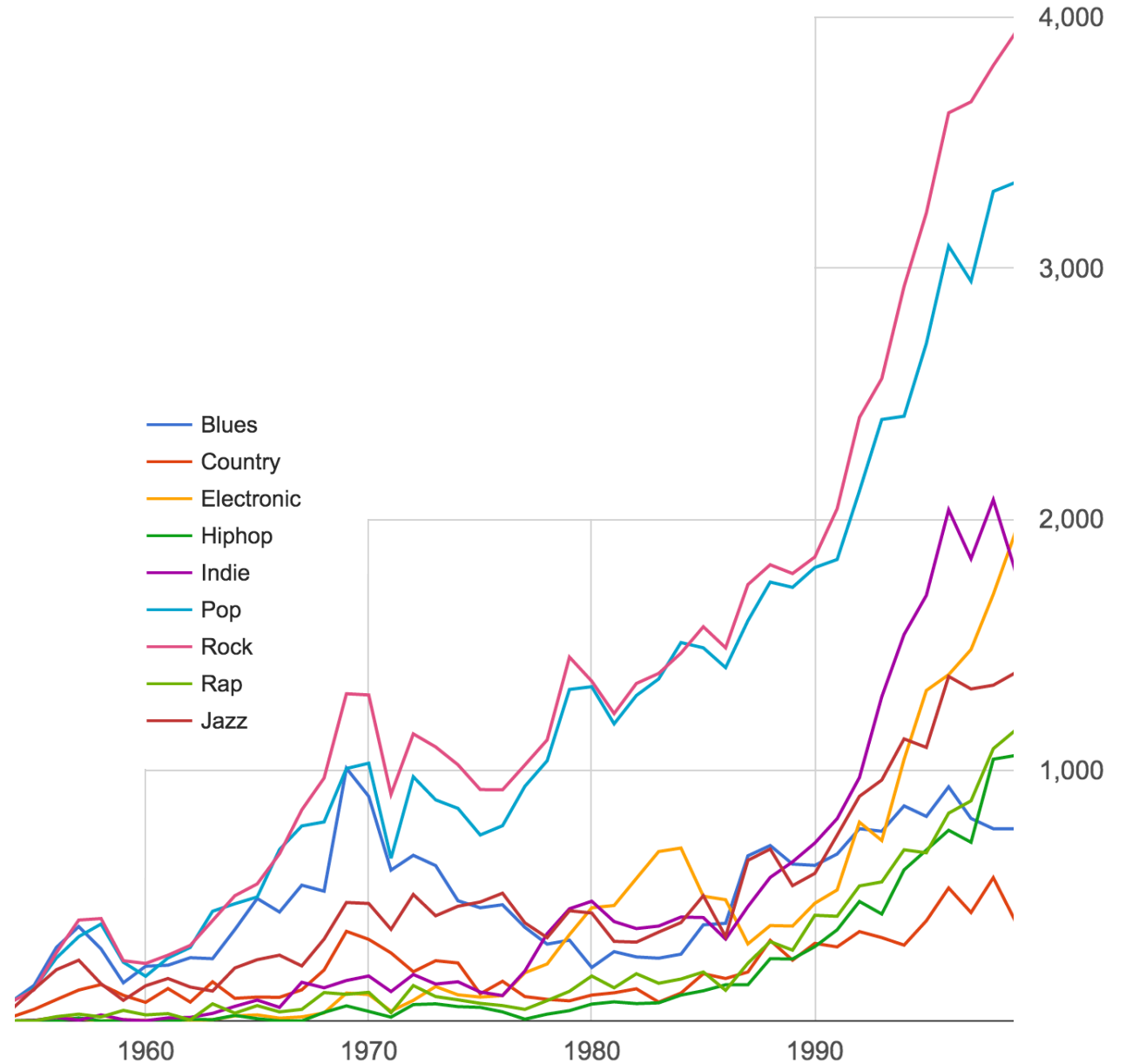
Emergence and death of genres over time

Student data visualization project

Analyzed the number of popular songs vs. year per genre

Columbia University's LAB ROSA's Million Song Dataset

<https://shouvikmani.github.io/Million-Song-Dataset-Visualization/index.html>



Improvisation in music

2000s: Music sharing becomes popular

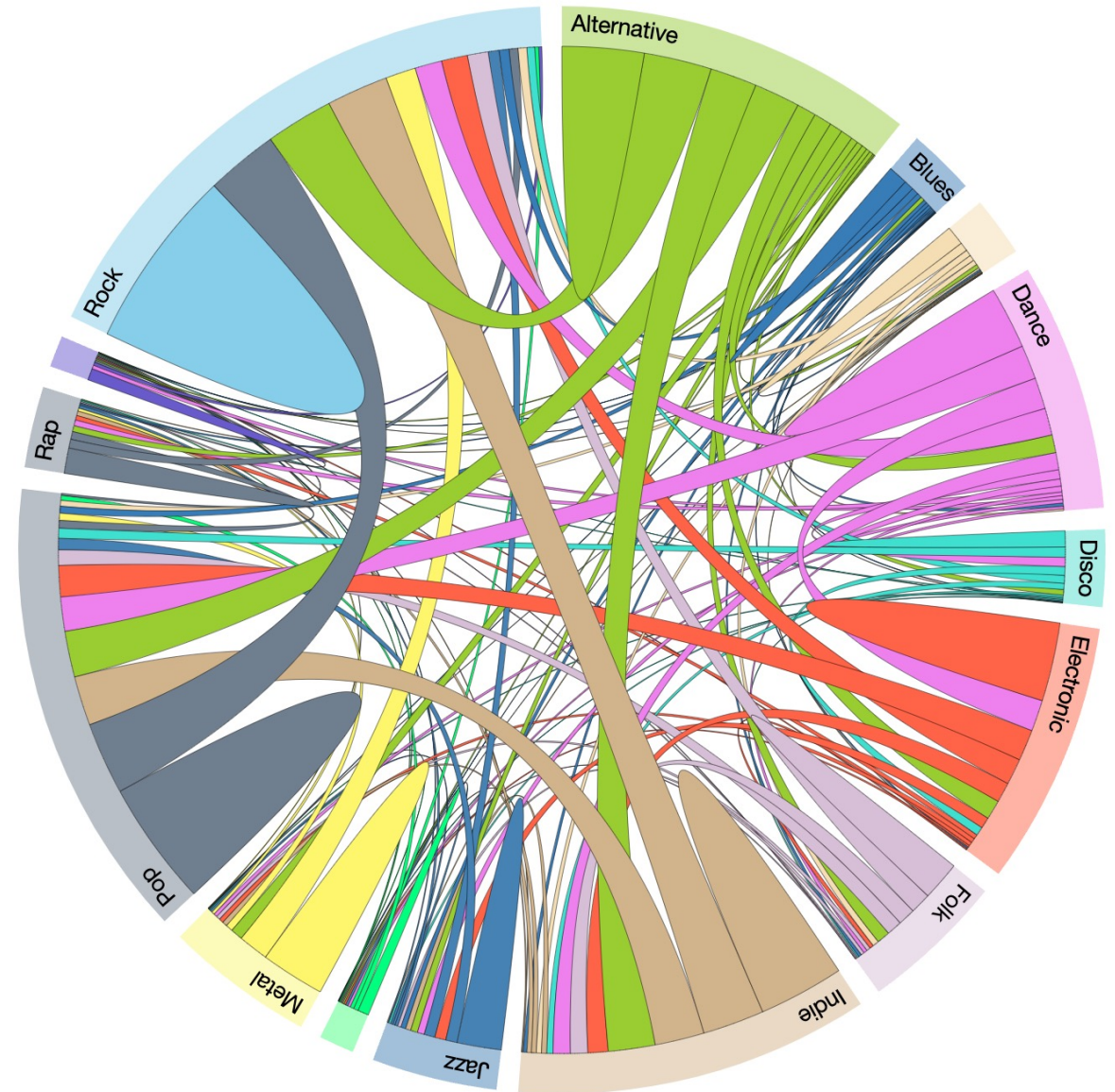
Indie bands continue to rise even more because music sharing becomes popular.

Rap, Metal, Electronic and Dance continue to gain popularity.

Blues continue to die.

1990s-2000s had the same trend in compatibility. The fusion genres that emerged before continue to rise.

<https://shouvikmani.github.io/Million-Song-Dataset-Visualization/index.html>



Improvisation in Music

Key takeaways

Improvisation often leads to incredible innovation.

Without a foundation, improvisation can be chaos.

It takes practice to be spontaneous.

Playing with others allows improvisors to take bigger risks.

Taking risks blurs boundaries in genre and style, which leads to an explosion in quality and diversity.



Improvisation in Architecture



Traditional definition of improvisation in architecture

Limited and focused

Interior design

Building adaptation

Remodeling and adaptation



Improvisation in architecture: Two giants



Zaha Hadid



Frank Gehry



Zaha Hadid

Sketching to find a new way

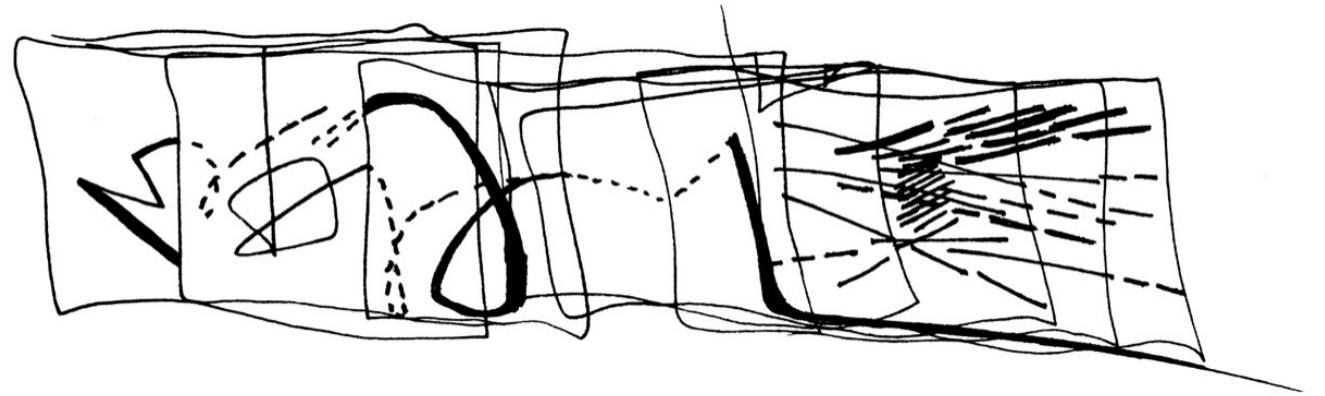
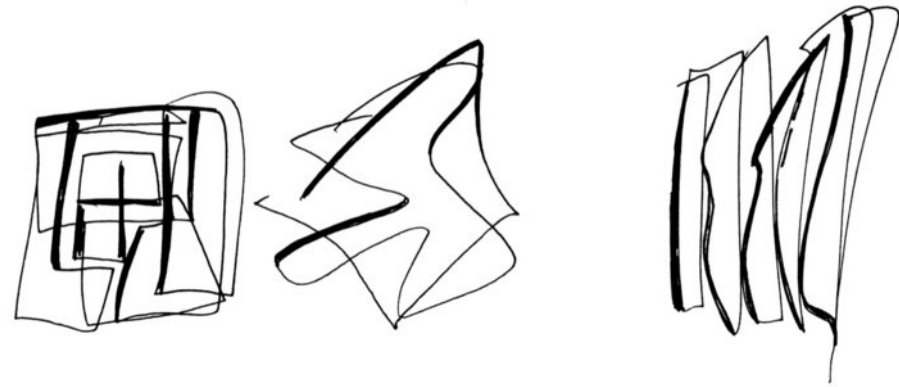
Very gestural

More feeling than thinking

Exploratory in nature

Prolific

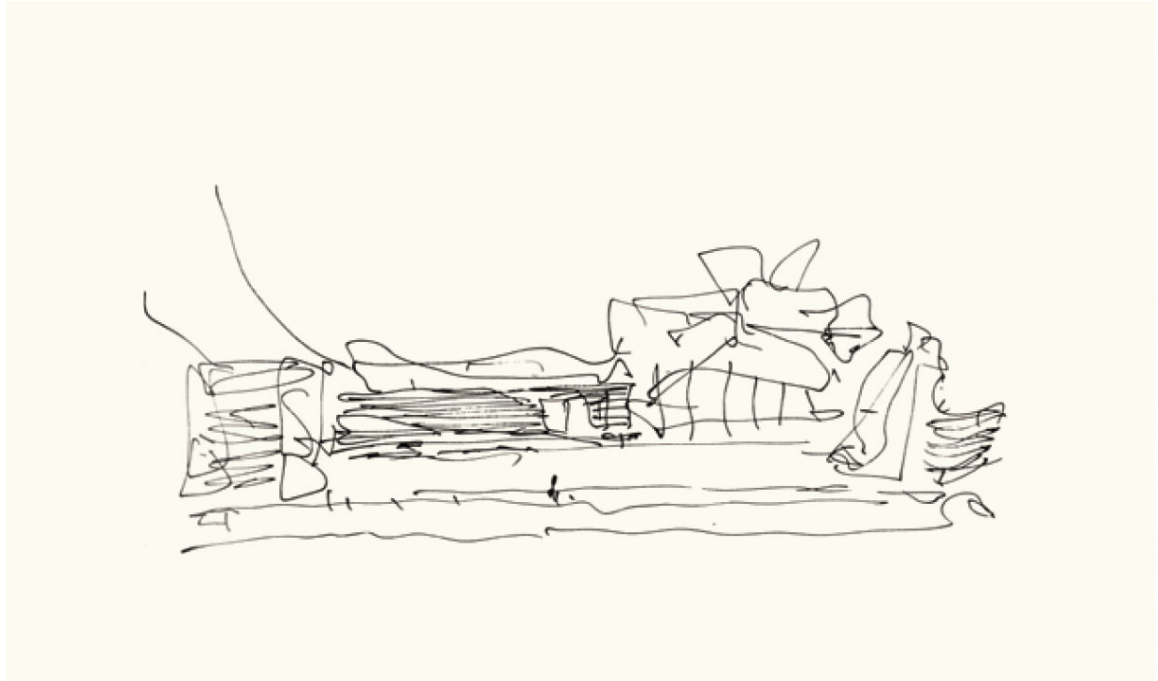
Sometimes they become paintings



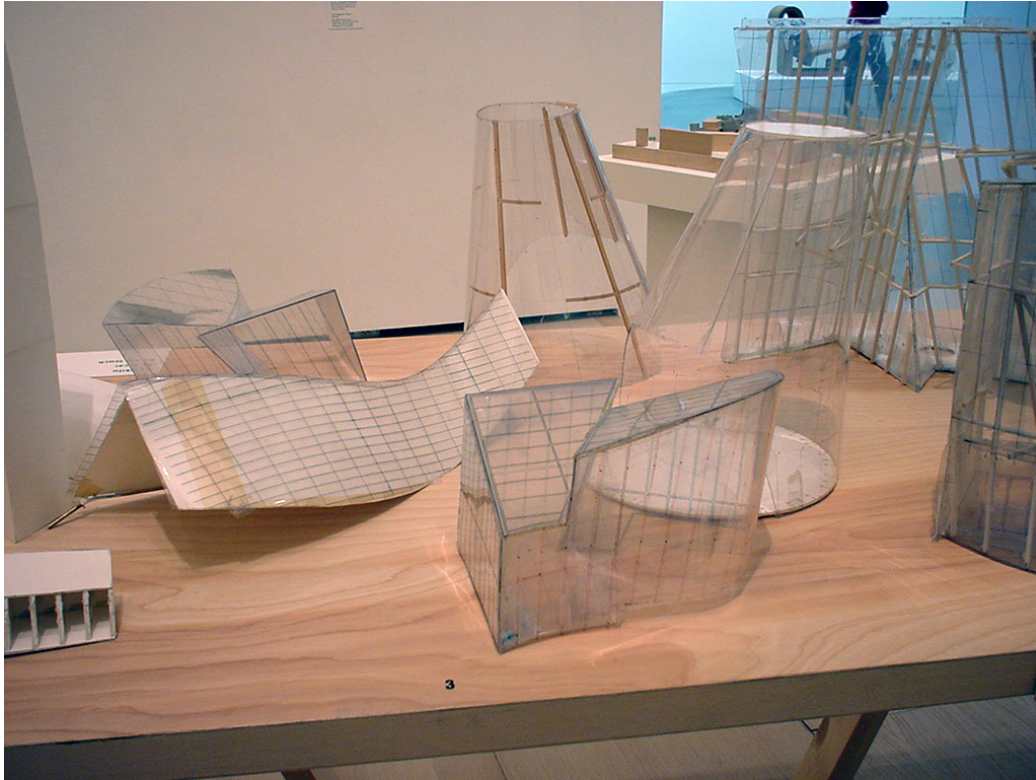
Zaha Hadid



Frank Gehry



Experimental work needs focus



Experimental work needs focus

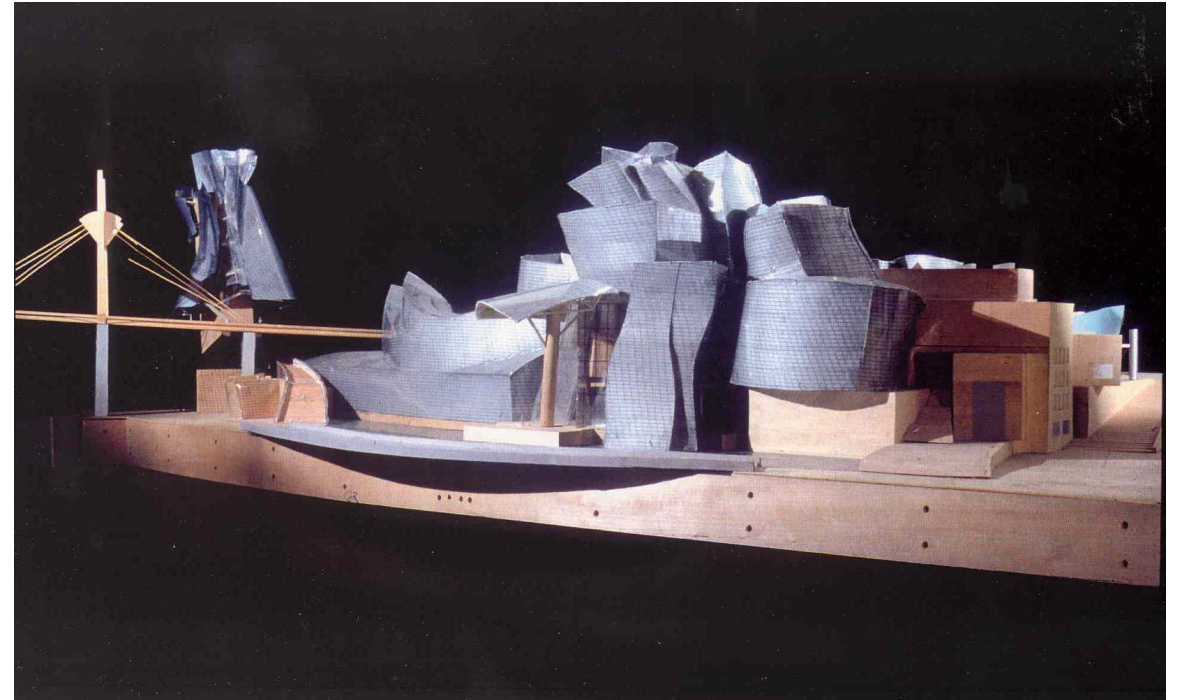
Frank Gehry thinks about users first.

He might start with a sketch to push the boundaries.

When he's aligning to a site or location, he thinks about use first.

He then blends that use case with the sketch.

The building begins to take shape.



Improvisation in Architecture

Key takeaways

Eventually, the outcome really matters: users, use case, site, location, etc.

Sometimes, a sketch is just a sketch.

Architecture is always in service of and in reaction to something else in the world.

The creative process is meant to be stretched.



What It Takes to Improvise

Bringing it all together



~~Our real discoveries come from
chaos, from going to the place that
looks wrong and stupid and foolish.~~



Chuck Palahniuk

AUTHOR OF FIGHT CLUB AND 19 OTHER NOVELS

Improvisation is an expression
of what it means to be human.



Kelly Leonard

EXECUTIVE DIRECTOR OF INSIGHTS AND APPLIED IMPROVISATION, THE SECOND CITY

We learn from our dead
ends by finding a new way
– together.



amazon



NETFLIX



NOKIA



P&G



What can we learn from improvisation?

Getting started

To be a great improviser, you need to establish some rules.

Good improvisation allows us to find new territory quickly.

Improvising can lead to incredible connection with your audience/team.

It makes us better communicators.

It creates the opportunity for psychological safety, and that can lead to better relationships.

Improvisation can reinforce and build community within your teams and organizations—**because it has more to do with listening and observing than creating.**





If we become experts at finding threads and taking risks, those threads will become our safety net.



Making connections during The Assembly



Ryan Schulz

MANAGING DIRECTOR OF DESIGN, ONE NORTH

Tips for listening to today's sessions

Key tips

Please be present.

Look for sparks and big ideas.

Identify blockers, but don't dwell on them.

Share ideas with people you don't know.

Yes, and...



A scenic landscape featuring a range of mountains in the background and a field of low-lying vegetation in the foreground. The entire image is overlaid with a semi-transparent gradient that transitions from a dark blue at the top to a light green at the bottom. The text "Enjoy your trip." is centered in the lower half of the image in a white, sans-serif font.

Enjoy your trip.