

# Cassidy Day



ASSOCIATE CREATIVE DIRECTOR

one north  
A TEKsystems Company



# The Human Element

Craft in the Age of AI

Cassidy Day

ASSOCIATE CREATIVE DIRECTOR





CHICAGO  
CO-OP  
CLAY

# Pottery Studio





Designer  
by day

ceramicist by night







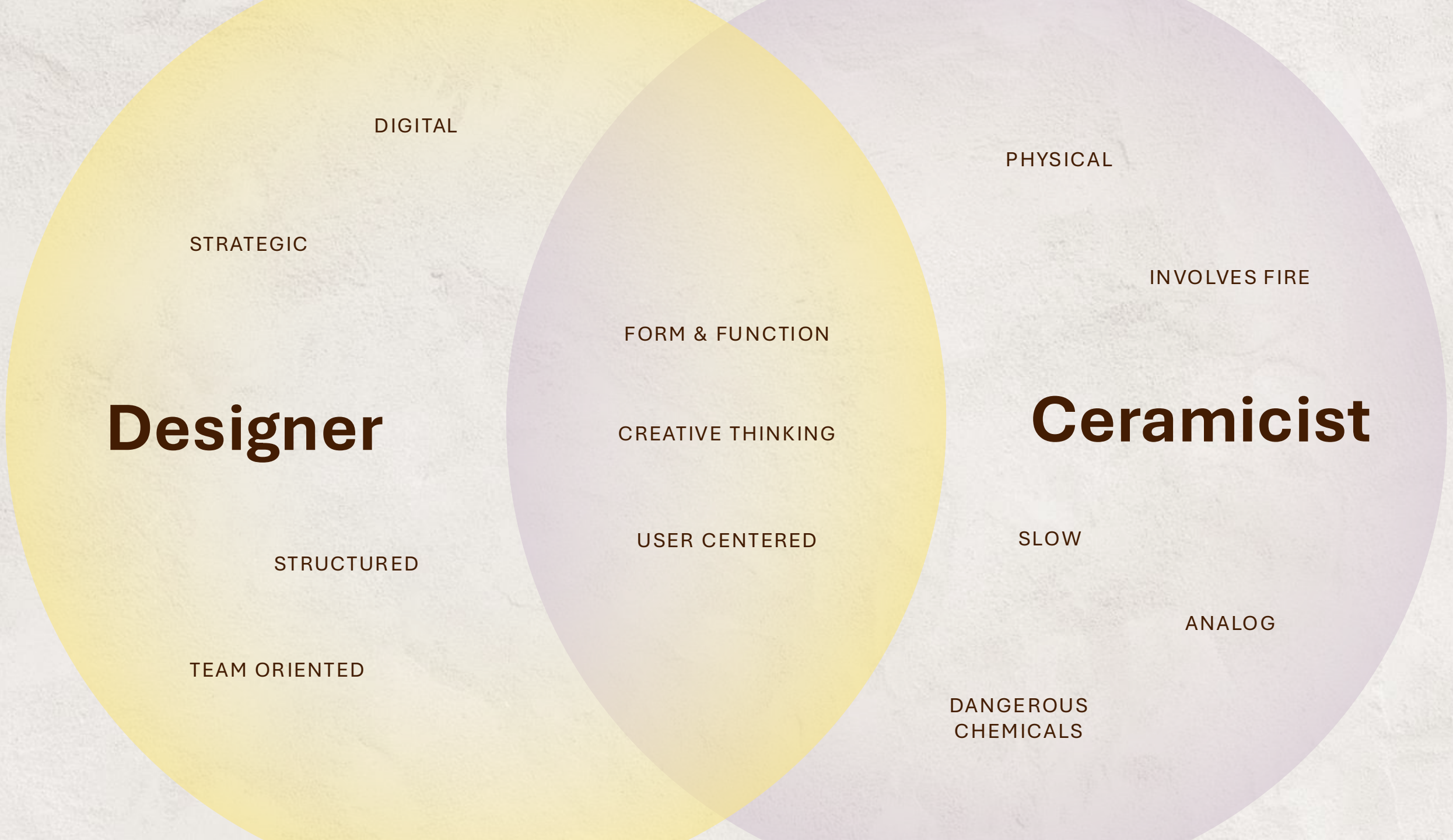


Microsoft





**“process-joy”**



DIGITAL

PHYSICAL

STRATEGIC

INVOLVES FIRE

FORM & FUNCTION

**Designer**

CREATIVE THINKING

**Ceramicist**

USER CENTERED

SLOW

STRUCTURED

ANALOG

TEAM ORIENTED

DANGEROUS  
CHEMICALS

A large, solid yellow circle is centered on a light grey, textured background. The word "Craft" is written in a bold, dark brown, sans-serif font in the center of the yellow circle.

**Craft**

# **Craft**

The skills  
and tools of  
your trade

# **Craft**

**The human blend  
of care, creativity,  
and curiosity**

A close-up photograph of a hand reaching out towards a field of tall, golden-brown grasses. The scene is set during sunset or sunrise, with a warm, golden light illuminating the scene. The hand is positioned in the upper left corner, with fingers slightly curled as if about to touch the grass. The grasses are in sharp focus, with some blades reaching towards the camera. The background is a soft, out-of-focus landscape of more grasses and a hazy sky. The overall mood is serene and contemplative.

# The Human Element



# Industrial Revolution

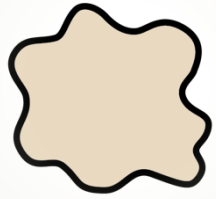


# Arts & Crafts Movement

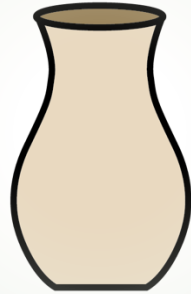




# The Clay Journey



Wet Clay



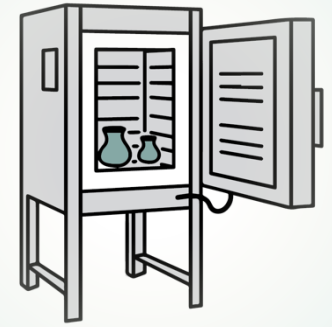
Formed Clay



Bisque Firing



Glazing



Glaze Firing

Because unlike automation...

*Craft takes time*



“Garlic is divine... Too lazy  
to peel fresh? You don't  
deserve to eat garlic.”

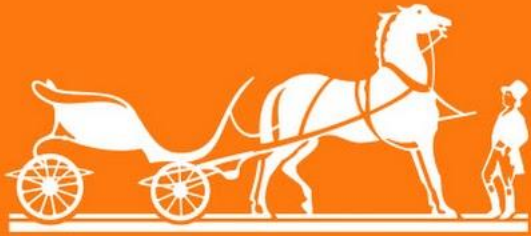
**Anthony Bourdain**

Kitchen Confidential: Adventures in the Culinary Underbelly



When we give creative time

Craft stands out



HERMÈS  
PARIS







Search



Account Cart

WOMEN MEN HOME, OUTDOOR AND EQUESTRIAN JEWELRY AND WATCHES FRAGRANCES AND MAKE-UP GIFTS AND PETIT H SPECIAL EDITIONS AND SERVICES ABOUT HERMÈS



## MAKING WAVES

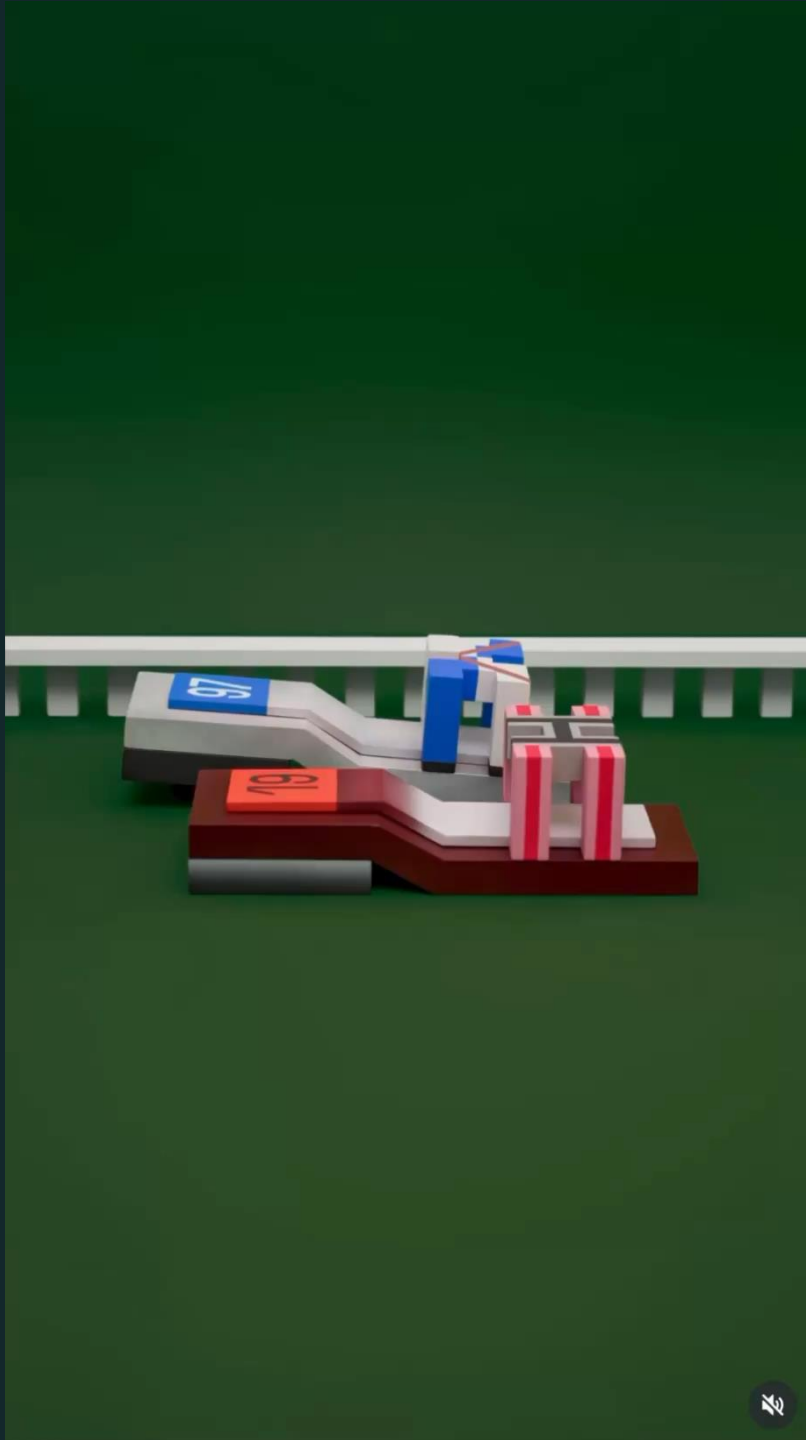
Summoned by the call of the open sea, the Hermès spirit inspires new tales where fantasy and whimsy flow together like water.

[ANSWER THE CALL](#)





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2



2

When given the time to make something stand out

Craft is a luxury

A woman with her hair in a bun, wearing a black t-shirt and a denim apron, is kneeling in a workshop. She is focused on working on a light-colored ceramic piece. The workshop is filled with various tools, materials, and finished items. A window in the background provides natural light. The text "Craft evolves" is overlaid in a white, cursive font across the center of the image.

Craft evolves

## OUR DECISIONS

What is **worth making**?

How we want to be **perceived**?

How important is it to **stand out**?

Innovation isn't  
the death of craft.

Innovation isn't  
the death of craft.

It's an invitation to  
examine **how we create**  
and **why we create**  
anything at all.

# Thank you.

One North is a digital experience agency that combines curiosity, scale, and agility to shape the future.

As part of TEKsystems, a leading provider of business and technology services, we offer boutique solutions to solve complex problems. Our multidisciplinary teams of strategists, designers, and technologists excel in research and discovery, experience strategy, design, experience management, and technology implementation. Whether clients are establishing a vision for an experience or optimizing an existing one, we help businesses understand their audiences, design experiences, maximize technology, and bring their digital ideas to life. The world's most successful companies rely on us to forge the future through electrifying work that sparks innovation and drives results.

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