



*** FYI**
WHILE EVERY EFFORT HAS BEEN MADE
TO CREATE AN ACCURATE REPRE-
SENTATION OF NAPKINISMS IN PDF
FORMAT, A MUCH GREATER EFFORT
WENT INTO CRAFTING A PRINTED
PIECE THAT COULD ONLY BE FULLY
APPRECIATED, LET ALONE READABLE,
IN THE FLESH. AS SUCH, IF YOU'RE
SEARCHING FOR BLIND EMBOSSED
GOOSEBUMPERY, INK THAT DOESN'T
SMELL LIKE THE ANNALS OF THE
INTERNET, AND A SLEW OF HIDDEN
SECRETS THAT WILL FORCE YOU
TO RECONSIDER THE TRAJECTORY OF
YOU LIFE, BUY A COPY ALREADY.

IF STARING AT A GLOWING SCREEN
ALL DAY IS YOUR GOAL IN LIFE,
HYPERLINK ALL THE WAY OVER TO
NAPKINISMS.COM TO GET ALL 2.0

EITHER WAY, THANKS FOR READING
THIS ENTIRE BLOCK OF BANTER.

WAX



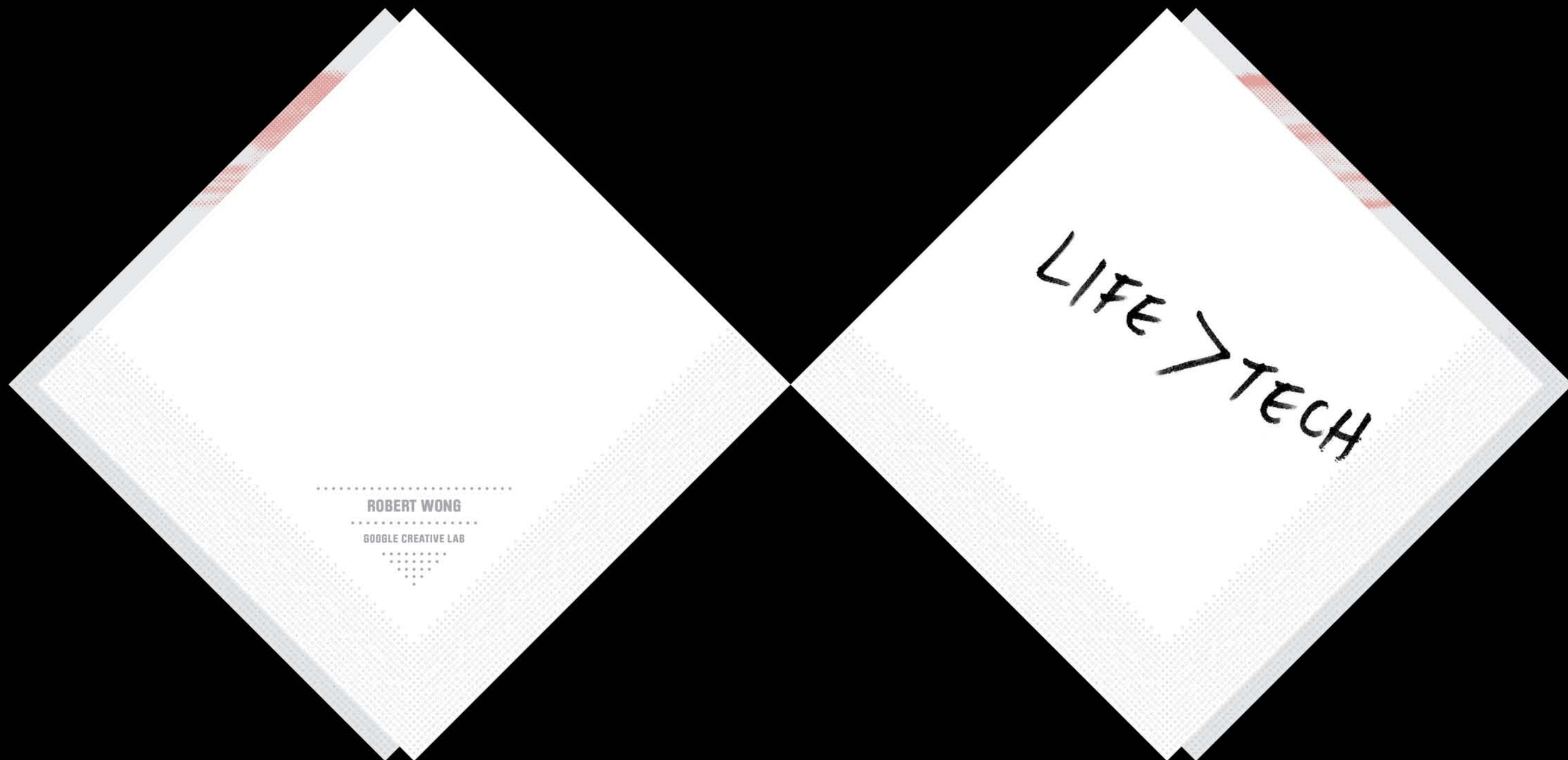
The napkin. A lowly servant of messy mouths.

But in the right hands, this simple square can absorb an idea that educates, inspires or even changes the world – we call them Napkinisms.

WAX asked some of our favourite creative heavyweights to share a Napkinism with us. And now we're sharing them with you.

STEFAN SAGMEISTER
SAGMEISTER & WALSH





ROBERT WONG

GOOGLE CREATIVE LAB

LIFE > TECH



IAN GRAIS

RETHINK

.....
LANCE MARTIN
.....

UNION
.....
.....

WRITE DOWN YOUR "NOCTURNAL EMISSIONS!"

There are a bunch of environmental & physiological reasons why good ideas come at night. Things like dopamine release, distraction, magic etc. But when that subconscious mind kicks in and connects the dots on all your daytime thinking, always write it down!



☆ This is the true creative spirit beating down your boring frontal cortex!
Lance.



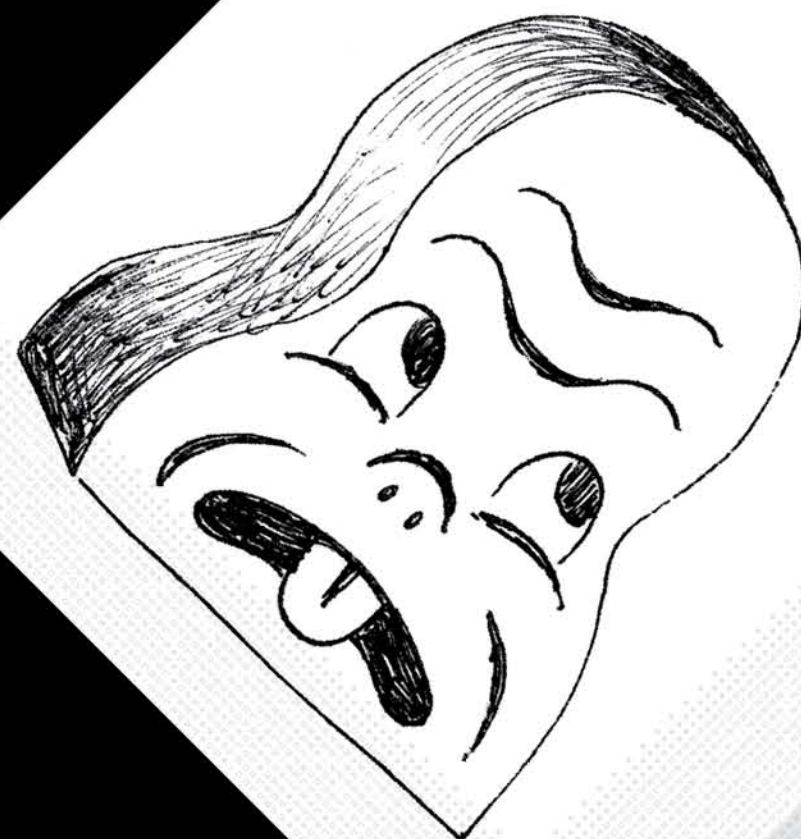
JOHN FINKELSTEIN

PROXIMITY

When I am stuck
Creatively, I almost
always play some
Van Halen. ~~FFF~~
works everything. ~~FFF~~
😊
Jon Finkelstein
Proximity.

.....
GARY TAXALI

.....
ILLUSTRATOR



Taxali

ANGUS TUCKER

JOHN ST.

Just because
someone is offended
doesn't mean
it's offensive.

SEAN ADAMS

ADAMSMORIOKA

APRIL 100
COMMENT'S CLEVER
NONE MARKING
about

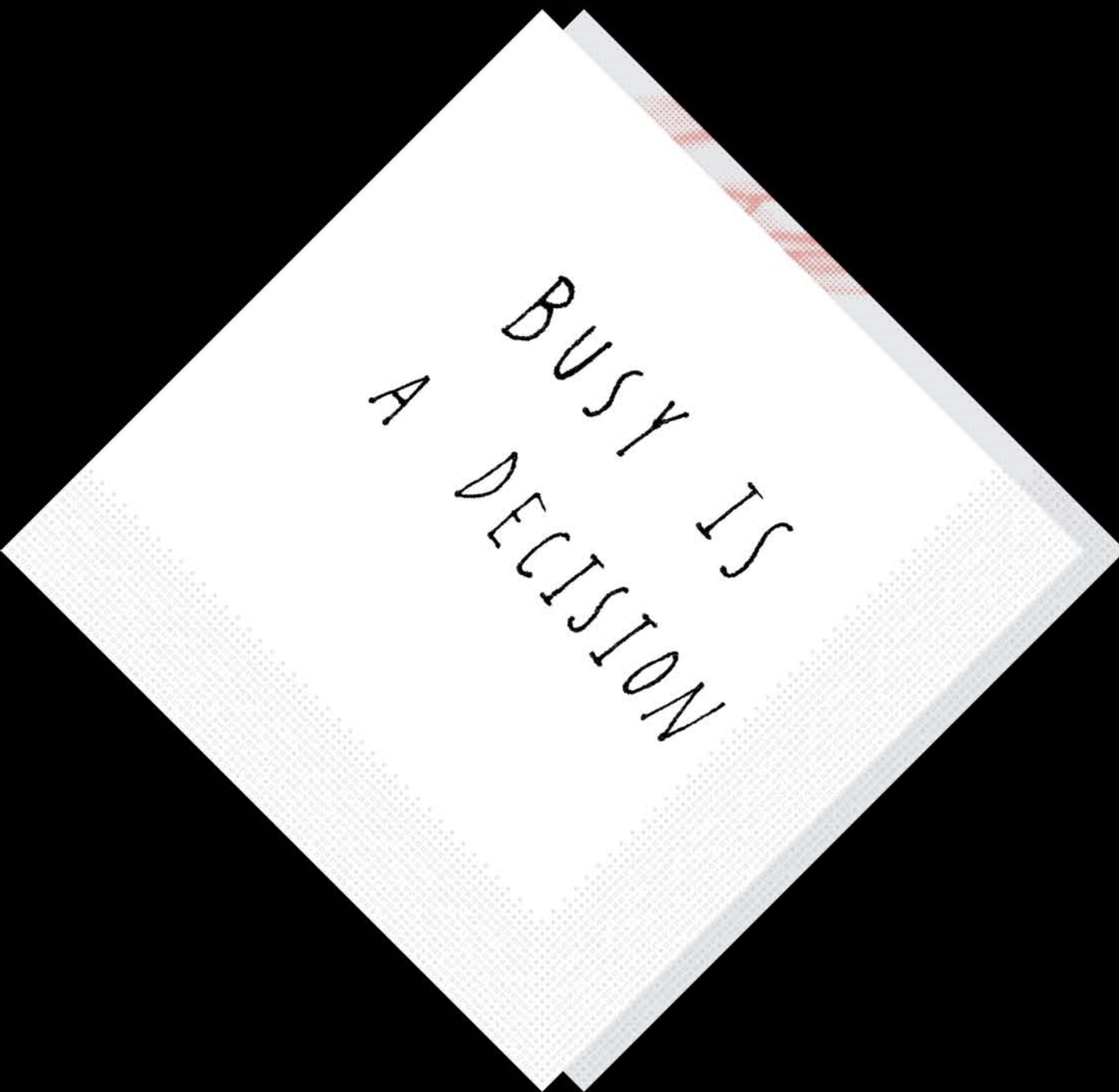
Sean Adams



DEBBIE MILLMAN

STERLING BRANDS

BUSY IS
A
DECISION



PETER IGNAZI

BBDO

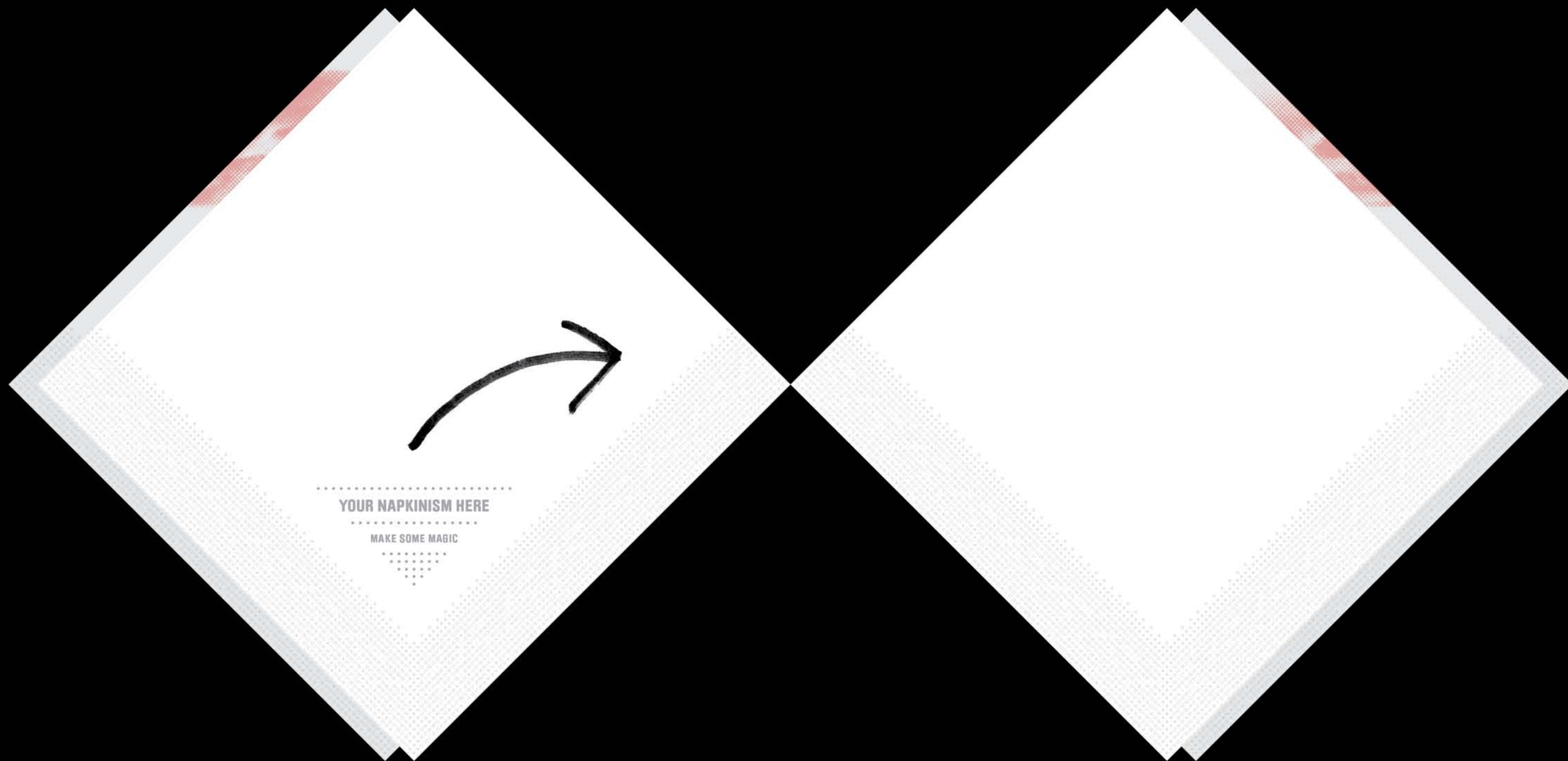
Skyline of Hamilton, Ontario
as seen from the Jolley Cut

Find Inspiration. Peter Ignazi

JAMES VICTORE

JAMES VICTORE INC.

FOR
LIFE
2010
New York
Sketches



RICH PAUPITT / BIOLOGICAL
FATHER

Wayward Arts is an inspirational monthly magazine showcasing the pure unfiltered spirit of Canadian graphic design. Each month a prominent Canadian design studio will design a new issue filled with innovative design, featuring specialty printing and finishing techniques.

WAYWARDARTS.CA

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Flash Reproductions is a printing company that likes a challenge. We also like a beautiful finished product. We're always looking to combine the two, and will work tirelessly with you to do just that.

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FLASH

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Susan Corbeil / scorbeil@unisource.ca

So there you have it. The humble napkin
has spoken, sealing its legacy as the home of
inspired thought and the occasional “huh?”.

Check out Napkinisms.com to take in even
more greatness and maybe, if you're feeling
stimulated, add a little of your own.



yo
WAX
yo.



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NAPKINISMS.COM

