

# *The Quicksand Way*

**Good work relative to the context of that effort; and at all costs possible.**

*Self-belief and no fear.*

**Break from notions that seem stereotyped and traditional, stop being overwhelmed, lose respect for the outside.**

**A search, however  
slow, painful and  
expensive, for  
originality &  
authenticity in  
projects, process and  
outcomes.**

*Exploration & Fulfillment of  
Human experience is the focus  
for all projects and processes*

Extremely selective with the people we work with: they have to be special, and no compromises on the people we have, no fear in being small till we have the right people, no fear in losing projects for lack of the right people. *There is an attitude at Quicksand*, and there is a level of competence, honesty and integrity that one must have.. you are not here if you can't make that cut.

**Self-driven, community projects - explore the concepts that you feel for, if you dont have any, then work on having something to say, *if you dont have something to say, you are not welcome here.***

**Use your disciplines and the larger discipline of design to give back to the place we are from, work in our context, that is the only one we can meaning with.**

*Explore India, travel, visit homes,  
meet people..understand this country,  
because it is the fountainhead of all  
our creative work.*

**Talk less, do more.  
Confidence, not  
cockiness. Pride, not  
vanity. Good work, not  
bullshit.**

Do stuff together..make action teams for diff things - clean the office, decorate it, handle the accounts, manage the vendors, organise the books, make a workshop, manage the ideation... **this is our place together, nobody owns it, we all work for it...** lets make quicksand an entity on its own..larger than each one of us..because it really is,,,thats why we started this place.. to work together to do good work and escape the illusions that we all know exist

**Dont underestimate / belittle the other persons competencies or knowledge of stuff..everyone thinks of everything.**

**Explain to clients the process of design, educate them about the complexities and values that we have, why things take time,,why its to their advantage that we follow our processes..*make them better consumers of design.***

**Be extremely selective in the projects  
we take:**

**We are not  
Creative  
Whores.**

Even if we are creative at times and whores at times.

**Find your calling in life,  
and find a way to get there  
in Quicksand... its very  
possible if you have the  
motivation, honesty and  
open communication to  
speak your heart with  
everyone.**

**TALK & LISTEN... heart to heart  
talking, telling everyone what you  
see wrong about them, what you  
admire, respect. Listen to the little  
things and actions because there are  
larger things behind them.**

**A culture of critique... ASK questions, dont accept things the way they are... rip apart someones work, make them cry, break them down... ask for more... critique will save us from mediocrity..keep high standards and dont fall below.**

**Remove titles for people..we dont need a managing director, or a creative director on the visiting cards**

*Share the decision making process with more people. Let more people handle the key decisions in rotation.*

**Try your hand at different disciplines..understand different mediums..learn the tools/ software as well as you can**

**Become T-shaped: have extreme depth in your chosen discipline and extreme width in the larger creative domain.**

**Include users in all the design work you do... it is dangerous to insulate yourself with the books**

**Come on time  
to the studio,  
follow the  
rules, be  
disciplined,  
*grow up.***

**Go on small vacations often..give yourselves time to think about where all this is going, where you are going, see the most beautiful places together. Live together for a week.**

**Train your body before your mind. Get in shape. Run together. Play team sports.**

**Watch films together and talk about them seriously, as many times as you can...they will inform you and take you to places that you would never go otherwise.**

**Less is more...**

**Respect  
yourself, give  
yourself a  
chance, make  
something of  
yourself.**

Push.

Push.

Push.