

Wed\_Oct 12\_11:00\_Ji Lee\_Facebook

At the 12<sup>th</sup> World Knowledge Forum in Seoul, Korea, Facebook Creative Director Ji Lee enthusiastically shared his personal experiences to send a message that “personal conviction and passion” can have a huge impact in everyday life. His personal projects, Bubble Project and New Museum, were not connected to his professional work; however, they eventually opened up a gateway for him to share his creativity with the world.

Mr. Lee pointed out that an average person spends about 29% of his or her day sleeping. This meant that there is about 70% of the time where we can “do whatever we want to do to have direct impact on how we live.” Furthermore, Mr. Lee divided the 70% into half: personal life and professional life.

“Most of us spend [professional] time working because we have to make money,” Mr. Lee continued. People need to make money in order to support their lives and families, but he also stressed that people work to “support their personal lifestyles.”

The irony, Mr. Lee stated, is that the professional life and the personal life do not cross paths. Mr. Lee believed that “there is a way these two worlds can come together,” where he called the convergence of the two worlds an “awesome spot.”

Before he took his creative talent to Facebook, he worked at a few advertising agencies where he explained the culture being very conservative. He was frustrated at the long process of creating a final product where many of them eventually “die at the testing process.”

“Whatever the final products appeared to be in public,” Mr. Lee succumbed, were “intellectually really boring and were visual pollution, just like the noise pollution.”

This frustration led Mr. Lee to embark on a project that would eventually put himself in the eyes of the media: Bubble Project. He simply went around New York City sticking empty speech bubbles on top of existing advertising posters. His objective was to bring out inner creativity from people to express themselves.

“What was funny about these ads,” Mr. Lee continued, “were often simple truths people decided to tell inside the bubble without the filters of advertisers, marketers, and researchers.” People basically “hijack these multimillion dollar advertising platforms to create their own messages,” which ranged from political comics, social psychology, movie reviews and cinematic philosophies.

Mr. Lee’s next project, New Museum, aimed to steer people to see things in a creative, different way. The main theme was to use the silhouette of the iconic-looking New Museum building in order to advertise the launch of the museum. Through many different means of advertising, he was able to implant the image of the silhouette in people’s visions “through the lens of the shape of the museum.”

Mr. Lee then proceeded to talk about the culture of his work at Facebook, one of the most influential companies in the world. “It is a very flat organization, with not many levels,” Mr. Lee pointed out. He also enthusiastically stated that everyone at Facebook “has an opportunity to impact the world, and the whole culture is driven toward that.”

“The characteristic of Facebook is being fearless,” Mr. Lee concluded, “which taps into the spirit of doing your project. The mottos of Facebook culture are ‘move fast and break things’ and ‘done is better than perfect.’”