

An ODDiTORiUM:

The CuRiOuS, RiSKY & CREATIVE WORLD *of*

Pearlfisher.

Two decades of ideas, experiments, and failures
according to Jonathan Ford, creative partner.

Surprise your *əɪdoəd*.

Let little ideas make the
biggest impact.

Say NO.
It's the biggest
aphrodisiac.

Rsk everythng.
(except your reputatⁱon).

EnCOURAGE a
challenging attitude.

Invest in the
irrational, quirky
& rwong.

roof

Invent your
own traditions,
especially those
that blow the *off*.

Collaborate: for better,
or worse!

Create, embrace,
andforcechange
on yourself.

Love fear, step to the edge
& then let g *o*.