



Tacos 3

CHICKEN, VEGGIE

Cerveza 5

- PILSNER (BROOKLYN BREWERY)
- PALE ALE (BROOKLYN BREWERY)
- LAGER (BROOKLYN BREWERY)
- BROWN ALE (BROOKLYN BREWERY)

Bebidas 2.5

- BOTTLED STILL WATER
- BOTTLED SPARKING WATER
- MEXICAN COKE

Vino 7

- 2011 CABERNET (UPROOT, NAPA)
- 2012 GRENACHE (UPROOT, NAPA)
- 2011 SAUV BLANC (UPROOT, NAPA)

Main Courses 750

THESE ARE 2 HOUR CLASSES FOR UP TO 10 PEOPLE, AND
COME WITH CHOICE OF ANY 2 TACOS + 1 BEVERAGE PER PARTICIPANT

GATHERING CONSUMER INSIGHTS

We'll get into quick and inexpensive tactics to learn more about your consumer's motivators, behaviors and influences. We'll cover research planning, low-barrier research methods, interview structure and field-note capture.

MAKING SENSE OF DATA

Gathering information is only as helpful as the learnings that come from it. We'll discuss ways to surface common trends and points of tension in data, and move from large clusters of information to actionable insights that can drive more informed ideas and strategy.

INTRO TO SKETCHING

Sketching your ideas so you can record and communicate them is not the same skill as being able to draw a pretty picture. We'll learn some different styles of sketching, how they apply to the design process, and when they can help the most.

MOVING PAST THE OBVIOUS

Ideation is about getting to a solution that a) solves the problem b) brings something new and interesting to the world. This workshop is about tools and structure to move past obvious solutions to get to truly unique and needed concepts.

PROTOTYPING AND TESTING

Lots of people, teams and organizations have great ideas; this session is about how to get those ideas out into the world for testing. In this session you'll learn 3 about different types of prototypes all intended to test different parts of the concept.

SELLING AND STORYTELLING

What good is an idea, a concept or a business if no one knows about it? This session is about crafting stories used to move projects forward, gain buy-in from stakeholders or attain internal approval to make things happen.



37 E 1st STREET • NEW YORK • NY



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DESIGN TACO IS AN IDEA ACCELERATOR THAT'S DISGUISED AS AN INCREDIBLY DELICIOUS POP-UP TACO SHOP.

For one week, NYC creative community The Design Gym will be setting up a physical space in New York's Lower East Side to inspire people and organizations from all walks of life.

There are three main components to this unique mash-up space:

1. DAILY PRIVATE CLASSES
for organizations to bring up to
10 people for a private, 2-hour
workshop on topics ranging from
group facilitation to introduction
to sketching to storytelling for
businesses.

2. NIGHTLY PANELS & EVENTS
that curate topics and people
like you've never seen them
before, thinking across
industries, roles, and sizes
to start hitting topics from
different contexts.

3. WALK-IN HOURS
that allow the general public to stop in
over lunch, after work, or during the
weekend to crank on a side project, get
coaching on developing an idea, meet
some inspiring people, or just enjoy
some tacos and drinks.

THE DESIGN GYM

Overview

The Design Gym is an organization that helps some of the most forward thinking companies in the world push their creative capacity and build internal process for moving fresh ideas forward.

We do this through structuring internal workshops, leading teams on inspirational field trips, and coaching teams towards change making goals they've set out to achieve.

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