

GIVING NATURE - : The Inspiration Behind the Project. Initially inspired by a grad school project conceived by Michael Bierut—a prolific, talented designer, writer, and teacher—Elle and a group of friends decided to launch a social media version of the project in 2014.

For years, Michael Bierut led graduate graphic design students at the Yale School of Art in a workshop that he called “The 100 Day Project.” The premise for the class was simple: each student chose one action to repeat every day for 100 days. For example, one student made a poster in under a minute every day for 100 days; another danced in public every day and made a video; another student, Rachel Berger, picked a paint chip out of a bag and responded to it in writing for 100 days.

In 2014, Elle and her friends banded together and decided to share their projects on Instagram, tagging images with #The100DayProject. People of all ages joined in, and it was incredible! Those who participated were empowered by the accountability of doing the project alongside others in a very public way on Instagram.

Now, the 100-Day Project is back with Elle at the helm, asking anyone who will answer: What could you do with 100 days of making? Who should participate? Anyone. Anyone who is hungry to jump-start their creative practice, who is curious about being part of a community that celebrates process, and those who are busy with work and family commitments, but searching for a bite-sized way to play creatively.

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Idea & design by Cristina Tomas and Estel Alcaraz

cristinatomas.com | estelalcaraz.com