

Grocery Store Challenge

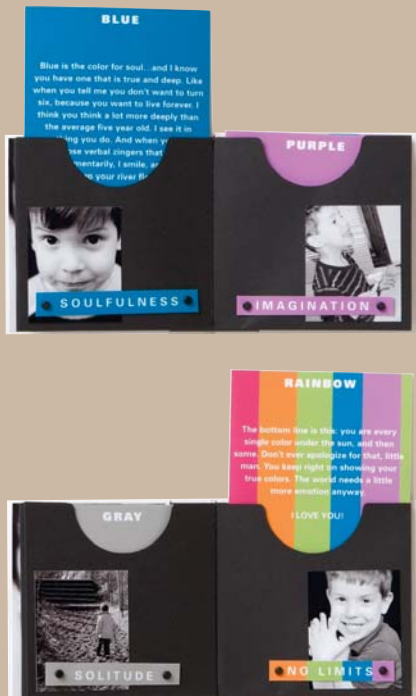


by Lin Sorenson



Our editorial group loves to talk about inspiration. And they're brilliant at seeing the design possibilities in everything. So when we were planning this issue, we started with the assumption that inspiration is everywhere. But one of the more astute members asked, "Is it, really? What about all the normal, boring things we do every day. Is there inspiration in that?" This was followed by a barrage of candidates for "most boring" thing, and with surprising speed, grocery shopping climbed to the top. There's no escaping the grocery store. So "the test" emerged: If we could find something truly inspirational the next time we trudged purposefully into the store, list in hand, we could actually claim it was true.

Our challenge to you: instead of absently wheeling your cart from aisle to aisle, focused on crossing things off your list, stop and look up. Zoom out. Use your other senses. Try to look at the world this way at least once a day. And as you can see, it doesn't even have to be in a particularly unique place. Isn't that cool?



Cathy Zielske

Reason for visit I was shopping for one meal—a recipe from the latest *Martha Stewart's Everyday Food*. Single meal trips to the grocery store are pretty common for me. The reason? I have issues with meal planning.

Store Rainbow Foods

The list pears, mandarin oranges, potatoes, deli ham, broccoli, heavy cream, butter, bread, milk, tissues

Inspiration object Jones Soda. I opted for a completely literal translation of the label design for my album cover, and I copied the bright colors of the soda for the journaling pages. The "true colors" album theme was also inspired by the bright, beautiful colors.

materials 4 x 4 mini album (Making Memories) • photo paper (Ilford) • mini brads • Univers font