

FOR IMMEDIATE RELEASE / CALL FOR APPLICATIONS

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**NYC-BASED CONSULTING FIRM REWARDS CREATIVITY
WITH \$1,000 FINISHING GRANT**

Summer Stipend Applications Accepted Starting on June 18

New York City, June 14, 2012 — Every year, the [Macktez Summer Stipend](#) inspires creative people to take a great idea and transform it into a finished product. From a [waste-free floor lamp](#) constructed from its own packing material to a [computer app that creates stunning data visualizations](#) of worldwide news coverage, the Macktez Summer Stipend brings imaginative projects to the finish line.

Macktez, a New York City-based consulting firm, with offices in New York, San Francisco and London, is accepting applications from June 18 through July 27, 2012. The Stipend application is located online at macktez.com/stipend.

Now in its eighth year, the Macktez Summer Stipend helps creative people -- whether they are artists, cultural anthropologists or hobbyists -- by providing the funding needed to realize their creative vision. This year Macktez has doubled its commitment to the stipend recipient from \$500 to \$1,000.

With a decisive focus on its vision and goals, Macktez grew from a firm with six steady clients in 1996 to one that now serves more than 150 clients in cities around the globe. The Summer Stipend intends to help applicants focus on their vision and goals with a unique workbook-style application. The application is a step-by-step guide to help applicants clarify their vision and avoid distractions to reach their goal.

"At Macktez we believe that taking small, steady steps toward one's goals is the surest way to achieve them," said Noah Landow, Macktez founder and president. "Clearing away distraction and focusing on the end result takes creative inspiration from simmering idea to sizzling invention."

Macktez Summer Stipend applications are considered based upon the following criteria: originality, relevance, and conviction. Finalists will be selected by an esteemed panel of judges that hail from the art world, architecture and academia. This year's panelists are: Roanne Adams, Dean Crutchfield, David Israel, Bethany Koby, Santiago Matheus, Douglas Morris and Jeffrey Zeldman.

Roanne Adams, owner of [RoAndCo Studio](#), was named one of "NYC's outstanding, up and coming design professionals" by New York *Times Magazine*. **Dean Crutchfield**, a regular contributor to [Forbes](#), is a self-described rainmaker and storyteller that defines brand and innovation strategies. **David Israel** serves as executive creative director of [AR New York](#) and teaches graduate students at the Yale School of Art. **Bethany Koby** is a London-based designer, activist and educator who co-founded [Technology Will Save Us](#), a haberdashery for technology and education. **Santiago Matheus** is co-founder and managing director of [Method Design Lab](#), an accelerator that takes a design-centric, user experience driven approach to innovation. **Douglas Morris** is a principal of [Poulin + Morris](#), an award-winning design firm that has created campaigns for ABC News, Ann Taylor and Goldman Sachs. **Jeffrey Zeldman**, crowned "King of Web Standards" by *Business Week*, is an entrepreneur, web luminary and influential author who co-hosts [The Big Web Show](#).

[Macktez](#) consults with businesses to help them stay on course on the road to productivity, while enabling them to steer clear of obstacles along the way. With long-term vision, thorough planning, finely tuned focus and steadfast support, Macktez identifies the right tools -- from cloud services to post-it notes -- to get things done. Macktez proudly offers clients a smart, skilled and committed team of specialists experienced in the art of problem solving. More info can be found on Twitter [@Macktez](#) and on [Facebook](#).