



The 'WHERE's WALDO?' True Calling's
Clues Contest - January, 2008

JJ Abrams & The Magic Mystery Box Video, as produced and distributed by
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green - highlights the most pivotal clues
yellow - highlights the heart of the clue

In this fun, informal, low-tech, engaging & edutaining 18+ minute presentation, there were *Forty-Nine* (49) True Calling Clues!

- TC Clue 1 18+ minutes divided into four **interlinked, interrelated and interdependent themes** - his Grandfather, making Lost, scenes from the mystery box, special effects
- TC Clue 2** What is it about mystery that I'm drawn to...?
I **started to wonder** about it..?
Why do I do any of what I do?
- TC Clue 3 **I loved** - my grandfather mystery; boxes, construction/deconstruction, technology, storytelling, magic, what's inside the box
- TC Clue 4 the **amazing** thing it was... mindblowingly, inspired, gifted - appreciative words used 47 times throughout: 'what you appreciate appreciates' Marci Shimoff
- TC Clue 5 **incredible curiosity, obsessed/obsession, fanatic** - boxes, box making, book binding, print and print screening, technology, elements of a whole thing



- TC Clue 6 got him interested in **odd crafts** (woke up/made him aware/plugged him in to his interest); the kind of guy who took things apart and got him interested in how things work and in odd crafts - sold surplus parts, opened 'em up and revealed the inner workings - showed how and why they worked
- TC Clue 7 the ultimate **deconstructor**
- TC Clue 8 **many take for granted** (it was an incredible gift to give a kid)
- TC Clue 9 it's a **beautiful thing** - to see how things work; the engineering of paper; the scoring, printing, where glued; always taking apart boxes, love boxes
- TC Clue 10 **patron** - amazingly encouraged me, generous, humoured my obsessions, let me make things
- TC Clue 11 he was always supplying me with **tools** to make stuff
- TC Clue 12 So **generous**...
- TC Clue 13 **To make things** - it was sort of the dream
- TC Clue 14 **Dream** - it was sort of the dream; which was my dream
- TC Clue 15 **OBSESSIONS** - like w magic
- TC Clue 16 **crappy but magical** place - it was amazing, it was inspiring, it was nuts



- TC Clue 17 'Why have I not opened this, and why have I kept it?' Tannen's mystery magic box - bought decades ago - never opened - in office. There's some reason I haven't opened...
- TC Clue 18 there's a key in this, something I have never seen or discussed before - a giant question mark
- TC Clue 19 it represents - I haven't opened the box because it represents my grandfather...
- TC Clue 20 what I LOVE - it represents infinite possibility, hope, potential - that's what's I love about this box *and what it is I do in whatever it is that I do*
- TC Clue 21 *what it is I do in whatever it is that I do*
- TC Clue 22 I find myself drawn to infinite possibility and that sense of potential
- TC Clue 23 I realized that mystery is the catalyst for imagination (and the capacity to create and to dream)
- TC Clue 24 Not the most groundbreaking idea, but when I started thinking that maybe there are times when mystery is more important than knowledge...I started getting interested in this...
- TC Clue 25 when I started thinking that maybe there are times when mystery is more important than knowledge...I started getting interested in this...
- TC Clue 26 When I started thinking about lost and the stuff that we do I started to realize that, oh my god, mystery boxes are everywhere...!



- TC Clue 27 **Not a lot of time** - no time to develop it - I'm sure you're all familiar with all those kind of people who tell you what you can't do, and what you should change, and there was no time for that which was amazing...
- TC Clue 28 **We could do anything** in the creative process, the technology is mind blowingly enabling and inspiring to me
- TC Clue 29** I realized that **the blank page is a magic box...** What are stories but mystery boxes - Mystery box linked to mystery box linked to mystery box - there's this thing with mystery boxes that **I started feeling really compelled** -
- TC Clue 30** **It's the teaser, you're drawn into it...** Look inside yourself and figure out what's inside you - ultimately the mystery box is you
- TC Clue 31 **it needs** (blank page) to be filled with something fantastic (see below for Clue relationship/guide)
- TC Clue 32 **I often want** to fill the pages with the same kind of spirit and thought and emotion as (what I love)
- TC Clue 33 **with the same kind of spirit**, thought and emotion as what I love
- TC Clue 34 **it challenges me** (his Apple computer/technology and the blank screen/page) - it basically says 'what are you going to write worthy of me?' I feel this... I'm compelled...
- TC Clue 35** *And sometimes I say 'You know today, dude, I'm out... I got nothing.'*



- TC Clue 36 **the withholding of information intentionally is much more engaging** - you love it because you don't hear it
- TC Clue 37 **what you think you're getting and what you're really getting...** ET example - you think it's about an alien but it's not, it's about divorce and a kid effected by it who can't find his way; Die Hard example - about a guy on the verge on divorce; Jaws example - really about a guy who's dealing with his place in the world, masculinity, with his family, how he's going to make it work in this new town
- TC Clue 38 **1/2 hour investment in character before you get what you're expecting...** the investment in character is what is really inside the box, its why when people do sequels or rip of genres they rip off the wrong things - instead of ripping off the shark or the monster, rip off the characters, **rip off the stuff that matters**
- TC Clue 39 **the moment the light's go down is often the best part...** what's a bigger mystery than a movie theatre - you're filled with excited anticipation...
- TC Clue 40 **With a great movie (mystery box after mystery box) you're along for the ride cause you're willing to give yourself to it...**
- TC Clue 41 **Come full circle** - the inspiration that I get from the technology is now using the stuff that I do to inspire people about the capacity of the technology - You know? It was nuts!!!



- TC Clue 42 Nothing to do with anything... Point was that they were doing things that were using these mystery boxes to do things, and I realized that what my grandfather did for me when I was a kid everyone has access to now - you don't need my grandfather though you wish you had...
- TC Clue 43 The most incredible sort of mystery I think is the question, 'What comes next?'
- TC Clue 44 It is now democratized... The creation of media stuff is everywhere. What I was begging for when I was a kid is now ubiquitous.
- TC Clue 45 There's this sense of opportunity out there... When I think of the filmmakers out there who would have been - and who were - silenced in the past... Now I can say go make your movie - there's nothing stopping you...
- TC Clue 46 No community is best served when only the elite (the 'legit' people) have control...
- TC Clue 47 My dream (to be involved in larger confluence of passionate pursuits [obsessions] and with like inspired [obsessed] people, using well-crafted myster...)
- TC Clue 48 Thought back to the times when I was using the super8 camera and I realized that that hand (holding the gun to Tom Cruise's nose) didn't have to be Eddie Marsden's... Playing two roles, for no more money!
- TC Clue 49 You don't need the greatest technology to do what you want to do...