

BOSTON BREWERY FOSTERS TEAMWORK WITH CUSTOM PUZZLE

Looking for a fun way to build team spirit in your company? Boston Beer Company built a special team building exercise around a custom puzzle.

"In a sales team, everybody has to carry his own weight," said Kate Rogers, southeast sales manager for Boston Beer Co.

"Everyone is an important piece of the puzzle, so it's a great metaphor for teamwork."

Brewer of Samuel Adams Lager, the Boston Beer Company is

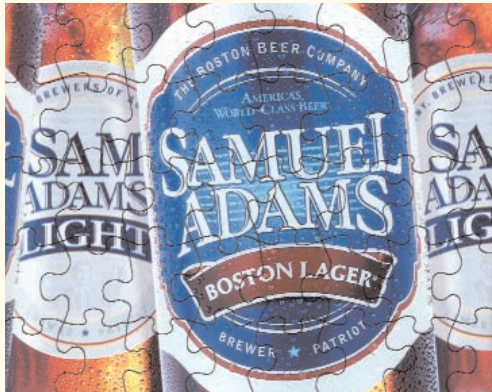
the largest in-house craft brewer in the United States. They asked Jim to create a custom puzzle emblazoned with bottles of Sam Adams Boston Lager and Sam

Adams Light. "I was amazed at the quality," said graphic designer Jeff Fanfan. "The craftsmanship and the glossy finish look very classy."

Jim created an 11 x 14" custom puzzle complete with forty pieces—one to represent each sales rep in the division. "My

sales division team could really relate to it," Kate said. During their national sales meeting in Bermuda, the team worked on the puzzle together. When they left, each of them took a

piece of the puzzle with them to demonstrate their commitment to the team. They carry it around with them as a reminder every day.

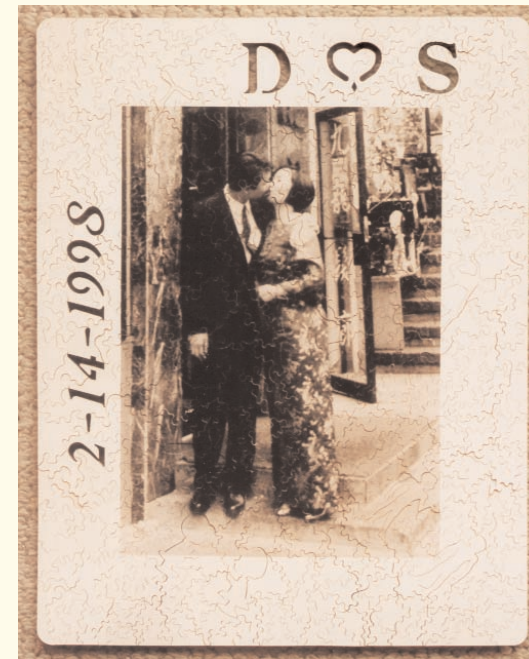


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Fresh Ayer News SPRING 2003

ROMANTIC ANNIVERSARY PUZZLE CAPTURES A PERFECT MOMENT



*A*s a special gift to his wife, Danny Tam turned a romantic photo from their wedding into a custom puzzle. On Danny and Sarah's wedding day, photographer Melissa Mermin captured a touching moment between the couple as they

(Continued on inside cover)

ANNIVERSARY PUZZLE (Continued from cover)

kissed outside of their wedding reception at the China Pearl Restaurant in Boston's Chinatown.

The black and white picture conjures up visions of old-world romance. "It's one of our favorite wedding pictures," Danny said.

He had been searching for the perfect gift to commemorate their fifth wedding anniversary. Traditional and modern wedding anniversary gift lists suggest



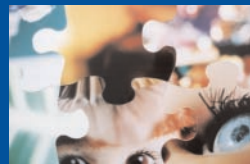
Sarah's Wedding Day (detail)

wood is the material of choice for a fifth anniversary. This inspired him to present his bride with a custom-crafted wooden puzzle.

Jim produced an 11x14" rectangular puzzle from the wedding photo, creating a special memento for the couple to enjoy for years to come. Using his innovative water-jet cutting machine, Jim further personalized the puzzle by adding drop-out lettering of the couple's wedding date along with the inscription "D ♥ S". Sarah was delighted with the unique gift: "It's absolutely fabulous — a wonderment of puzzling creativity." The couple has made a game out of putting the visually challenging puzzle together, adding one new piece every day.



A young photo student turned the concept of custom puzzles on its head by making a blank puzzle into a "canvas" to display a photo collage. You may remember from our newsletter last spring that Caroline (Charlie) Windsor created a unique photo montage using a J.C. Ayer & Company puzzle. A senior at Falmouth College of Arts in Cornwall, England, Charlie chose to display her photography on a puzzle for her graduation exhibition. As a child, Charlie had endured a lengthy hospitalization, during which time she found solace in her favorite toys. "The puzzle exhibit is a metaphor for the loneliness that a child feels when they're in the hospital," Charlie explained.



PHOTOGRAPHY STUDENT'S WORK OF ART: GIANT PUZZLE EXPLORES CHILDHOOD MEMORIES

Charlie had been looking for an object related to childhood that she could display her photography with. She explored several ideas, but felt that a jigsaw puzzle would be the most aesthetically pleasing. "It's very striking, especially on that scale," Charlie said. "A jigsaw puzzle appealed to me because it tied in with the idea of childhood and piecing together a memory that's made up of lots of different things."

Unlike traditional J.C. Ayer puzzles, this one was created without any image on it so that Charlie could incorporate her own photographs in a collage. Jim delivered the four-by-five foot puzzle as a "blank canvas" cut into 56 individual pieces. Then Charlie began the elaborate process of personalizing the puzzle with her own images. First, she culled through more than 360 images that she had shot of cherished toys and dolls from her childhood. Charlie also incorporated colorful conceptual images into the collage. "The abstract photographs convey a certain feeling or



atmosphere as opposed to images of specific objects." She put the puzzle together, and numbered each piece so that she could see which pieces belonged next to one another. After she had selected her photographs, she affixed a photograph to each puzzle piece, and cut around the edges to fit each photo to the individually shaped puzzle pieces. "It's a collective of objects and atmospheres, which recreated a memory for me," Charlie said. "A lot of the images were of dolls that I had as a child that I loved quite dearly. Every child has their favorite toy, and sometimes children use these things to comfort

themselves if they're feeling lonely. I combined these photos with colorful atmospheric images to convey this feeling to the viewer."

Her exhibit at the university was a great success. "A lot of people were surprised to see a jigsaw puzzle in a photo exhibition because they're used to seeing photos in frames on walls," Charlie said. "The response was very positive." The photo puzzle collage has generated interest from several galleries, and was exhibited at the Washington Oriel Gallery in Cardiff in December. The collage brought about an innovative concept: making art galleries more interactive for children. "This could be a way for children to interact with art more and reproduce artistic images within a puzzle."

