



Dream ProjX: A Guide to Creative Freedom and Economic Independence for Designers, Inventors, and Innovators

Robson L Splane Jr, Katherine Splane

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Innovators profit by one another's betterment: the standards of innovation are heightened every time another quality design comes out. Sometimes, however, some of the best work struggles for lack of opportunity. By sharing of his own design firm's journey, Robson Splane IDSA, M.A., M.A., M.F.A. writes to help other designers—or inventors, or engineers, or scientists or sculptors—make sense of the choices they may not know are available to them. Throughout his years as a designer, one of Splane's most fundamental aims was always to realize opportunities where others saw barriers. Though there were ways in which he and his designers were able to do this as consulting firm, it was through Splane's creation of the business model now known as DreamProjX that the dream was most fully given force. Conceived in 1994, DreamProjX marked the shift from working by a design-for-hire pattern to designing products of their own initiative to be self-manufactured or licensed out. It was a way of work that would allow Splane Design Associates to realize both the economic independence of the royalty system and the creative independence of designing products they themselves could value and control. Through DreamProjX: A Guide to Creative Freedom and Economic Independence for Designers, Inventors, and Innovators, Splane speaks in depth on the workings of business model itself, the reasons why readers should—or shouldn't—invest themselves in the pursuit of it, and most importantly, the DreamProjX mindset that can help in the realization of one's broader goals and dreams.

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