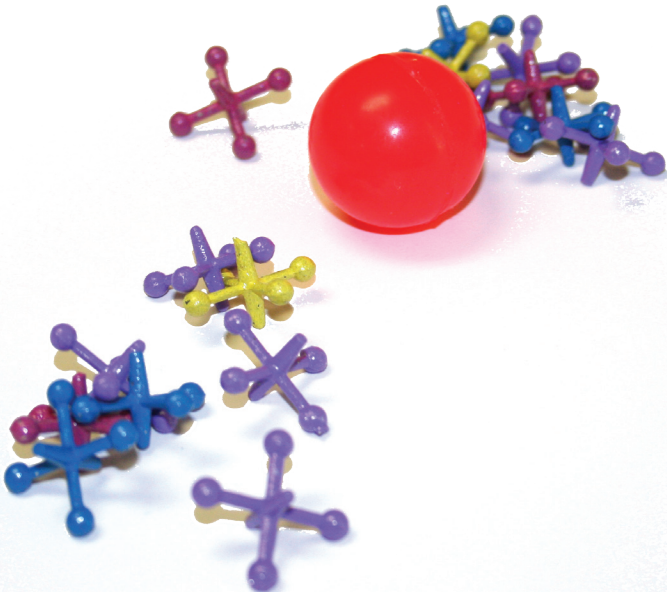


# AMBIDEXTROUS

Stanford University's Journal of Design  
Issue Five, Falling In 2006

<b>EVENTS</b>	6
<b>POINT OF VIEW</b>	
<b>Design Is Elementary</b>	8
<i>Louis Rosenberg</i>	
<b>The Pickup Truck: A Designer's Best Friend</b>	9
<i>Michael Helms</i>	
<b>STARTER</b>	
<b>Creating a Healthy America, One Hamburger at a Time</b>	10
<i>Angie Heile</i>	
<b>PROFILE</b>	
<b>How Jason Bitner Found His Life's Purpose in the Trash</b>	12
<i>Wendy Ju</i>	
<b>Playing with Fire</b>	14
<i>Tania Treis</i>	
<b>FIRST HAND</b>	
<b>Picking up Insights...and Bugs</b>	16
<i>Genevieve Bell &amp; Brian David Johnson</i>	
<b>HIGH CONCEPT</b>	
<b>Toward a Broader View of Design</b>	18
<i>Wendy Ju</i>	
<b>Stickybot: A Natural Wall Climber</b>	20
<i>Sangbae Kim</i>	
<b>INTERVIEW</b>	
<b>Bernie Roth</b>	22
<b>Hartmut Esslinger</b>	24
<b>FUNCTIONAL DISSECTION</b>	
<b>Turntables</b>	26





**INTERVIEW**  
28 Michael Barry

**PROFILE**  
30 Talking Flames and *The Boy Mechanic*  
*Scott Doorley*

**THINKING**  
33 The Art and Design of the Liquid Pick-Me-Up  
*C. Jessie Imbach*

**PROFILE**  
36 Preserving Craft in Industrial Times  
*Phoebe Kuo*

**THINKING**  
39 The Yin and Yang of Chopsticks  
*Hsiao-Yun Chu*

41 **Make: Believe**  
*Erica Ann Robles*

43 **The Online Pick Up**  
*Nicole B. Ellison*

**MATERIAL & REVIEW**  
45 A Brief History of Tape  
*Jonathan Edelman*

47 **Forces of Attraction**  
*Becky Currano*

49 **Who's at Fault when Products Fall Short?**  
*Wendy Ju*

**COMIC**  
51 Confessions of an End User  
*Jorge Cham*

**OBJECT OBITUARY**  
52 My Detachable Ear  
*Larry Leifer*

