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120
STORIES
INSIDE



**WE ALL
NEED
HEROES**

**STORIES OF THE
BRAVE & FOOLISH**

GAIN ENERGY

THINK DIFFERENT

FIND PERSPECTIVE

GET INSPIRED

SEE POSSIBILITIES

RE-INVENT

SPARK IDEAS

GET ENCOURAGED

How it came to be

For the record; I'm no author and neither am I an expert at the English language. So in advance — sorry about the grammar. I'm a newly graduated graphic design student from Sweden, who simply loves tales of the brave and foolish. When I'm not busy trying to take over the world with my projects, I spend time collecting inspiring stories I come across. After meeting and interviewing people during my studies in both the United States and Sweden, I've come to realize that we in general carry around some really interesting stories. If not a funny anecdote or urban legend, then a self-experienced story of great value. The problem with the latter is that these may never be retold and hence die out. Therefore, the idea behind **We All Need Heroes** was born. I believe in the power of sharing. Whether it's knowledge, creativity or a cold beer. And that's really what this book is all about — sharing. The idea was simply to retell these new and old stories while adding my own thoughts and pointers to increase their value.

The finished book is filled with a huge mix of inspirational and fun stories of people and their creative solutions from all around the world. It includes everything from successful business ideas to everyday inspiration and clever solutions. Ideas I wish I had introduced or been part of myself. Most of the stories can be applied to any line of business so the audience for this book is pretty much anyone looking for a fun and inspiring read. So, what's the purpose of **We All Need Heroes**? By showing the greatness of others I strengthen myself in my profession. These projects and people have encouraged me to follow my crazy dreams and pursue my chosen career. I give examples of possible moral, lessons to be learned from each story, but of course they're free for you to interpret. This book will have done its job if it affects you in a way that makes you improve one or two things about yourself or your life on Monday morning.

We all need heroes — these are some of mine.

– Simon Zingerman

The search for stories continues at
www.weallneedheroes.com

STAY UPDATED



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BIG THANKS TO

My supportive and lovely fiancée, friends and family. To all the creative people behind these stories. To those of you I had the great honor of meeting and interview. To teachers and guest lecturers.

CREOGRAPHY

In what category would you put a book which sole purpose is to retell stories of creative acts of individual people and companies? Since I couldn't find an answer to that question I'm coining the new term *creography*.

ABOUT THE WRITER

Simon Zingerman is a newly graduated graphic design student from Stockholm, Sweden. *We All Need Heroes* is the quite astonishing result of his thesis for his last year studying Media Design at *Luleå University of Technology*. As school finished Simon started up his own business *Skyborn Works*, with strong intention to finish and self-publish the book as his very first professional project. Although he spent many months writing this book Simon chooses not to label himself as an author. In his own words: “I’m simply a young and hungry entrepreneur retelling stories in a fun and exciting way, hoping that the result of my hard work in putting it all together will convert the skeptical into believers, make heroes out of cowards and turn dull entrepreneurs and directors into trendsetters”.

Simon is a graphic designer at heart and writing and designing this book has been a great learning process for him. Follow the unstoppable creative force at:

www.skybornworks.com.



SIMON ZINGERMAN

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SOURCES & INDEXES

The sources for the stories are displayed at the bottom of the left page of each story spread. The index of all the used names, products and companies, the creative library and the copyrights/agreements for the illustrations can be found on pages 246-255.

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Adventure

Art

Architecture

Biography

Cooking

Computers

Creography

Creō: the English word creativity comes from the Latin term creō “to create, make”.

-graphy (grā fē): a process or method of writing, recording, or representing (in a specified way): calligraphy, photography.

Economics

Erotica

Fantasy

Graphic Novels

History

Horror

Nature

Romance

Science Fiction

Sports

INTRODUCTION

WE ALL NEED HEROES

This book contains a collection of stories from all around the world. I've been gathering them by travelling, reading books/magazines, listening to teachers presenters/lecturers, making interviews, watching documentaries, eavesdropping on the train/bus and much more. This is a collection of three years of inspiration, made possible by my curiosity. From the beginning, I never had any intentions of writing this book, nor did I ever chase after these stories. They came to me, and I just kept writing them down. Now here we are with a book packed with 120 stories!

The stories are narrated, and as we all know, each time a story is told, a few changes are made to it. Thus, I cannot promise that all the stories are true, and that all the information is correct. It's important for you to know that these facts are not to be fully trusted, something that all stories have in common. This is pure entertainment with the goal of encouraging, inspiring and entertaining with hope of lighting a spark in your mind. A "feel-good" book with fairy tale movie endings. The focus is not set on who or which company, but on the act of bravery and/or foolishness itself.

No matter if you are an entrepreneur, part of a working team, a student or someone thinking of starting a business – I hope this book will be of inspiration to you. The stories might be told about a completely different line of business than the one you're in, but the main idea behind them and the essence of finding new ways to tackle problems – are universal.

The idea for you as a reader is to pretty much never know what to expect. What determines what kind of experience you get from your reading depends only on yourself, where you are in life and what your needs consist of right now. This allows the book to always be up-to-date. You can pick it up at any time, and hopefully, a story you didn't care for earlier may now lead to action on your part. To draw an analogy: A music band you never thought you'd be listening to five years ago, is perhaps today one of your favourites.

The projects and people portrayed in the book have encouraged me to follow my crazy dreams and do what I want careerwise. This book will have done its job if it affects you in a way that makes you improve one or two things about yourself or your life on Monday morning.

We all need heroes – these are some of mine.

SIMON ZINGERMAN
SKYBORN WORKS

Note: My intention with this book is to charge people with energy, not to advance falsehoods. I want to clarify that my goal is not to defame individuals or companies in any way. Enjoy your reading!

The search for stories continues at
www.weallneedheroes.com

THE DIGITAL STORY LATEST NEWS



To read the latest story, use this QR-code

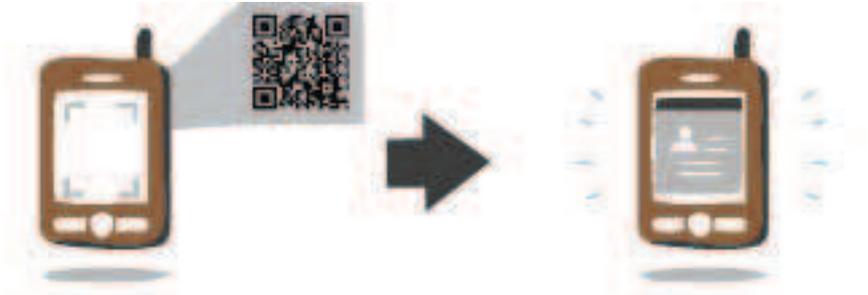


I wanted to create a book that never gets outdated. In a way most of the stories found here are timeless. But I know I'll always come across inspiring stories that are new to me (old as fresh), and I want to share these as well. So I thought I'd implement something digital within my analog product, simply by using a *QR-code*. This code lets you keep track of the latest story uploaded on the site. I'll be able to control the re-direction for the future. So, if you're the comfortable type – be sure to open the book and scan the code from time to time to keep updated.

THE DIGITAL STORY

INSTRUCTIONS

Download a *QR-reader* application for your smartphone/tablet.
They're free, check out: *QR Reader*, *QR Droid*, *QR Scanner*.



Scan code

Read story!

ABSURD YET TRUE STUCK IN LIMBO

REFUGEE AIRPORT FRANCE
THE TERMINAL 17 YEARS

Mehran Karimi Nasseri, also known as *Sir, Alfred Mehran*, is an Iranian refugee who lived in the departure lounge of Terminal 1 in Paris *Charles de Gaulle Airport* between the years 1988 and 2006.

Due to protesting against the Shah in 1977, Nasseri was imprisoned, tortured, and later expelled from his country. He then applied for asylum in many European countries without luck. When he decided to go to the United Kingdom, he claimed that he had been mugged and that his shoulder bag was stolen while waiting at the train platform to go to *Charles de Gaulle Airport* and take a flight to *Heathrow Airport*. Nasseri managed to board the plane but when he arrived at Heathrow without the necessary documentation, Heathrow officials sent him back to *Charles de Gaulle*. Nasseri was unable to prove his identity and his refugee status to the French officials and so he was moved to the *Zone d'attente* (waiting zone), a holding area for travelers without papers. He was initially arrested by the French, but then released as his entry into the airport was legal. Although Nasseri had no country of origin to be returned to, and so began his residency at Terminal 1. With his cart and bags, he almost looked like a traveler, so people either didn't notice him or ignored him as if he were a homeless person. Normally Nasseri wouldn't speak with anyone. He kept his luggage by his side and spent his time reading, writing in his diary, or studying economics. He received food and newspapers from employees of the airport. He also received mail to the address "Sir Alfred, Terminal 1, Charles de Gaulle". Newspaper and television reporters from around the world visited him for interviews. In England and Germany a book about Nasseri was released. In 1999 he was granted refugee status by the French authorities and would have been able to leave the airport for the first time but he refused to sign the necessary papers, claiming that his real name was *Sir Alfred* and therefore wasn't allowed to leave. Theoretically this meant Nasseri could have left the terminal at any time.

Nasseri was reportedly the inspiration behind the 2004 movie *The Terminal*. Unlike Tom Hanks' character in the movie, from around 1994,

ABSURD YET TRUE

Nasseri didn't live in the duty-free transit area but simply in the departure hall, in the circular boutiques and restaurants passage on the lowest floor. *DreamWorks*, the company behind *The Terminal*, paid Nasseri for the use of his story. However, he couldn't access checks reportedly sent to his lawyer because he didn't have a bank account.

Nasseri's stay at the airport ended in July 2006 when he was hospitalized. Towards the end of January 2007, he left the hospital and was looked after by the airport's branch of the *French Red Cross*. He was lodged in a hotel close to the airport for a few weeks and on March 6 of 2007, he transferred to an *Emmaus* charity reception centre in Paris. As of 2008, he continues to live in a Paris shelter. Nasseri's strange and unbelievable destiny became a legend during his 17 years at the airport.

POSSIBLE MORAL

I like to use stories like this one as a tool to spark new ideas of mine. Stories of absurd events in life get my creative juices flowing and have so far given birth to some of my best ideas. Nasseri's fate makes me reflect upon life and ask: "What would I do if I got stranded at an airport?". I believe that there must be something good to be gained by putting yourself in a fake scenario and using your creativity to, in this case, make the best of a horrendous situation. I think it's also a great thing to try and find inspiration in unexpected places. Furthermore I believe that this story can serve as an eye-opener about how you can feel alienated and lonely despite being surrounded by throngs of humans.

STATISTICS OF STORY



60% ENTERTAINING
 10% INTELLIGENT
 70% DISTURBED / CRAZY
 20% MORAL VALUE
 50% HAPPY READING
 30% RISKY / ILLEGAL

MORE INFO? SEARCH THIS!

Alfred Mehran
 The terminal man
 Karimi Nasseri

ABSURD YET TRUE SWIMMING FOR NATURE

BIG RIVER MAN RIVERS AMAZON
ENDURANCE POLLUTION

Long-distance swimmer Martin Strel has become the world's most unlikely philanthropist – he's out to save the world's dirtiest rivers. Martin comes from Slovenia and he taught himself to swim in a nearby stream when he was six years old and became a professional long distance swimmer in 1978. Nowadays, he's not so fit and is considered the world's heaviest elite endurance swimmer. With this in mind, it comes as a big surprise that it's in Martin's latest years he's achieved his most impressive swimming goals. He has swum the Mississippi, the Danube and the Yangtze rivers. Why? To bring attention to how polluted they are. In February 2007, Martin began an insane attempt to be the first person ever to swim the entire length of the world's most dangerous river, the mighty Amazon. He faced piranhas, bull sharks and pirates when he swam the 3,272-mile stretch in 66 days. This amazing achievement was filmed and the movie-documentary, which became a big success, was released in 2009 with the title *Big River Man*.

Our world has a lot of water, but only 1-3 percent of it suffices as drinking water. This is one of the greatest problems of today: Drinking water is sparse and Martin points out that we have to take better care of it because no one should have to buy drinking water from the grocery store. He's trying to change this. In China, India and Egypt water pollution is serious to the point that people are dying from it. In fact, more people die from dirty water than from war. Martin sees himself as a teacher or an adviser on clean water. In New York he held motivational speeches on the importance of keeping the Manhattan Island clean and to get the Hudson and Harlem Rivers in better shape. Martin's next step is to make another film that focuses on pollution. He says there is still much to do when it comes to cleaning up drinking water and that's what he's intending to do.

ABSURD YET TRUE



POSSIBLE MORAL

Martin Strel's driving force should be an inspiration to us all. Using your talent, hobby or profession in a way that makes you contribute with something good to this world is truly the way to go. After his Amazon swim, Martin held a speech about simplicity: "My Name is Martin. You can see I'm not Lance Armstrong. I'm a little fat and a little old. I like to drink a little. I'm a simple man. There are many people like me. I hope they see this swim and realize they can do impossible things, even save the world. I hope people remember this rainforest is our friend and stop destroying it. Now I'm very tired I just swam Amazon... Please excuse me".

STATISTICS OF STORY



70% ENTERTAINING
60% INTELLIGENT
25% DISTURBED / CRAZY
80% MORAL VALUE
90% HAPPY READING
70% RISKY / ILLEGAL

MORE INFO? SEARCH THIS!

Martin Strel
Big river man
Amazon swim

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