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1 "The challenge here is to do Monsanto in a way that doesn't fall into the trope of slick food photography."

"We can do not-slick. We can definitely do that."

2 "Maybe we can illustrate a scene of a utopian world where happy people feast on oversize vegetables."



3 "Or distill the idea into a single piece of glowing, perfect corn using terrible stock photography."



4 "Or take the glowing corn and put it into a 3D-generated setting that suggests it's the food of the future."



5 "These could all work."

"I know. I guess we have to take a step back and ask ourselves, which one is the dumbest?"

