KRUSINSKI | PROCESS BOOK

KRUSINSKI | PACKAGING | &CHEESE PACKAGING

CREATIVE BRIEF

Concept 1 | THE &CHEESE COMPANY | CHOSEN

This concept would introduce a new brand, the "&cheese" company, which presents the consumer with different pastas, &cheese. Going ahead with this idea would see variations based on which pasta the packaged contains, along with illustrations and information/history about the particular pasta. Initial ideas for this concept include a triangular, cheese-wedge style of box, and bright colors and designs inspired by pop art.

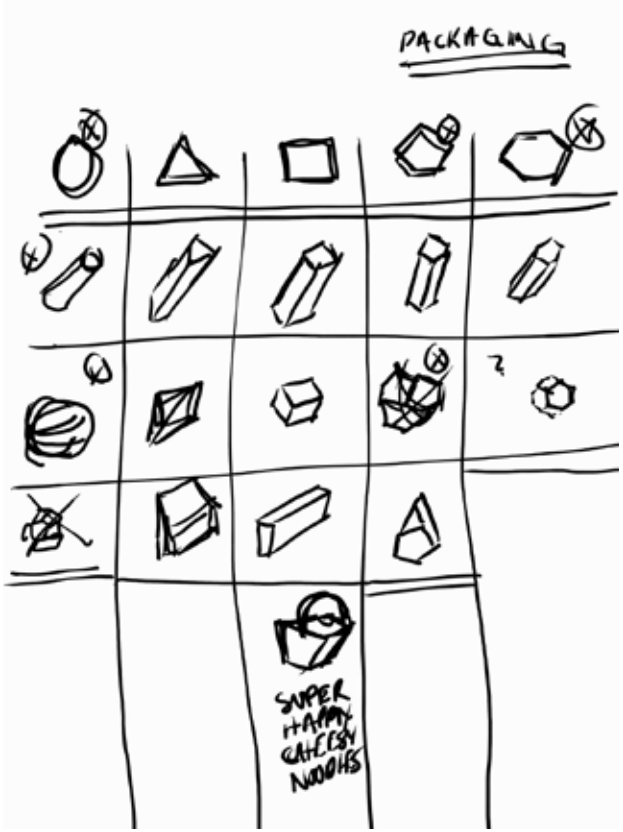
Concept 2 | SUPER HAPPY MAC & CHEESE

Marketed as a "tex-mex" type of solution for a cross between American and Chinese cuisine, by combining the aesthetic of Chinese takeout containers and lo mein noodles with the flavorings of traditional American macaroni and cheese. The overall appearance would be based around very large and bold type "SUPER HAPPY MAC & CHEESE" which plays off of a more stereotypical Japanese, kawaii sort of presentation.

Concept 3 | BOLD FLAVORS MAC & CHEESE

A line of mac & cheese based on bolder flavors for bolder tastes. Ideas include jalapeño and cheddar, extra sharp cheddar mac & cheese, and other potential flavors like horseradish or goat cheese, using dehydrated ingredients. This idea would be marketed to all adventurous eaters rather than focusing on men using "extreme" aesthetics and illustrations.

POP ART / SHAPES / VIBRANT COLORS / REPETITION / MOVEMENT / FLAT DESIGN / BOLD / DEPTH / OUTLINE / 2-COLOR / PATTERNS / PERSPECTIVE / DIMENSION / 3 QUARTER VIEW / BACKGROUND



EARLY PACKAGE SHAPE EXPLORATION

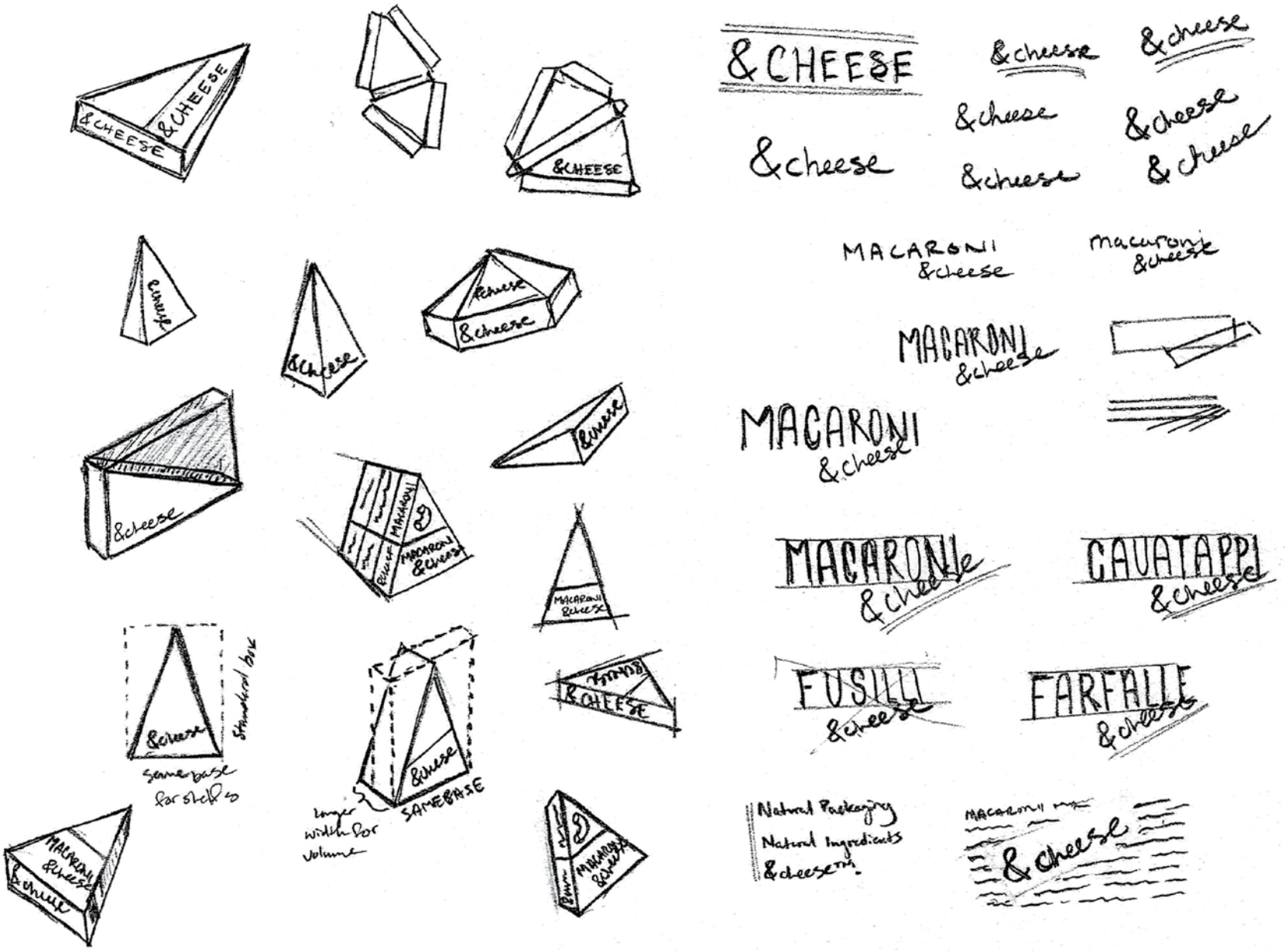
EARLY &CHEESE LOGO

OSWALD

montserrat

montserrat alternatives

COLOR & TYPEFACE CONSIDERATIONS


&CHEESE
&cheese
MACARONI
&cheese
MACARONI
&cheese
MACARONI
&cheese
MACARONI
&cheese
CAVATAPPI
&cheese
FUSILLI
&cheese
FARFALLE
&cheese
Natural Packaging
Natural Ingredients
&cheese™.
&CHEESE SKETCHES


MACARONI &cheese
COOKING INSTRUCTIONS
1 BOIL water.
2 DRAIN water and RETURN to pot.
3 ADD parmesan mix, margarine, milk, and cheese mix
STIR constantly for 7-8 minutes
MACARONI &cheese
Natural Packaging, Natural Ingredients, &cheese™
Nutrition Facts
Serving Size 2.5 OZ (68g)
About 1 cup prepared
Servings about 2.5
Amount Per Serving
Packaged
As Prepared
Calories 250 280
Fat Cal. 20 45
% Daily Value
Total Fat 2g* 3% 8%
Sat. Fat 1g 5% 13%
Trans Fat 0g
Cholest. 5mg 2% 3%
Sodium 530 mg 22% 23%
Total Carb. 47 g 16% 16%
Fiber 1g 4% 4%
Sugars 6g
Protein 9mg 14% 15%
Vitamin A 0% 2%
Vitamin C 0% 0%
Vitamin A 0% 2%
Vitamin A 0% 2%
* Amount in Box. When Prepared as directed, one serving contributes an additional 30 calories (25 Fat, Cal.), 3g Total Fat (1.5g Sat., 2g Sodium, 2g Total Carb. (2g Sugars), 1g Protein.
** Percent Daily Values are based on 2,000 calorie diet. Your daily values may be higher or lower depending on you calorie needs.
Calories 2,000 2,500
Total Fat Less than 65g 80g
Sat Fat Less than 20g 25g
Cholesterol Less than 300mg 300mg
Sodium Less than 2,400mg 2,400mg
Total Carbohydrate 300g 375g
Dietary Fiber 25g 30g
Protein 50g 65g
MACARONI
The invention of macaroni (What the Italians call pasta secca and which specifies dried—versus fresh pasta fresca—pasta) has been attributed to the Etruscans, the Chinese, the Greeks, and the Romans, as well as the Arabs. I will try to lay out the history of macaroni as best we know it. But first we must ask what macaroni and why it is important. The way the term macaroni is used by scholars is determined by the kind of wheat used to make it. The mystery over the origin of macaroni is clouded by the fact that food writers traditionally have failed to discuss and distinguish the varieties of wheat.
Macaroni is derived from the Greek (makaria), a kind of barley broth which was served to commemorate the dead.
MACARONI &cheese
MACARONI &cheese

CAVATAPPI &cheese

FARFALLE &cheese

FINAL MOCKUPS / &CHEESE PACKAGING

DESIGN DETAIL | PACKAGING | &CHEESE PACKAGING

SIDE DETAIL | PACKAGING | &CHEESE PACKAGING


MACARONI
The invention of macaroni (what the Italians call pasta secca and which specifies dried--versus fresh.
Calories 2,000 2,500
Total Fat Less than 65g 80g
Sat Fat Less than 20g 25g
Cholesterol Less than 300mg 300mg
Sodium Less than 2,400mg 2,400mg
Total Carbohydrate 300g 375g
Dietary Fiber 25g 30g
Protein 50g 65g


Chocolate Coffee St
towpath'n Pale ale 5.50%abv
2$/flight
CHOOSE FROM OUR AMAZING SELECTION

R. Shea Brewing

1662 Merriman Rd,
Akron, OH 44313

CREATIVE BRIEF

CLIENT

R. Shea Brewing

TARGET AUDIENCE

Both young, drinking age people, as well as older customers.

SITUATIONAL ANALYSIS

The R. Shea Brewery is an up-and-coming microbrewery located in Cuyahoga Falls. Gaining an immediate following with the traditional bar-goers in the area, with a unique rustic wood lain style, combined with modern metal aesthetic. Unfortunately, such a strong presence is met with very rudimentary menus. Their main drink menu exists as a piece of computer paper printed at the top of every week. The goal will be to create a unique menu and set of additional items that highlight the bar's aesthetic as well as provide a memorable user experience.

DELIVERABLES

- Main drink menu
- Food menu
- Coasters
- Pint Glasses

MANDATORIES

- Logo
- Name of brewery

COMPETITORS

Akron is home to many other microbreweries such as the Ohio Brewery, Hopping Frog, and Thirsty Dog that could compete. Other bars such as those down the road from R. Shea in the Valley Some Restaurants in general could compete, but many in the area either don't carry microbrew beer or they are currently featuring R. Shea's beer

THE BAR

COLORS

PANTONE 7599 C

PANTONE 7569 C

PANTONE 7546 C

PANTONE 7546 C

BLACK

WHITE

SELECTED

The strongest visual elements of the R. Shea Brewery are the wooden and metal materials used consistently through every section of the bar. In light of this, the menus should mainly reflect and accent this modern aesthetic, leading to the choice of using only black and white for the content of R. Shea's menus and other items.

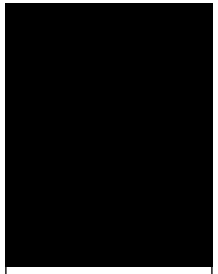
R. SHEA BREWING

Following the use of the Archer typeface in the brewery's logo, the typeface Copse was chosen as a substitute. Oswald was chosen to pair as a thinner, lighter contrast to the otherwise bold Copse typeface. These typefaces combine bold rustic and sleek modern aesthetics, in a similar fashion to R. Shea's wooden/metal combinations.

MATERIALS


METAL


WOOD


CHALKBOARD

These are the materials used throughout the bar. By using some similar elements in the menus, and crafting the menus themselves with them, a unique ordering experience can be created. Such an aesthetic would undoubtedly belong to and be recognized as the R. Shea Brewery's.

Copse

R. SHEA BREWING

Cuyahoga Valley Microbrew

Proxima Nova

Copse

R. SHEA BREWING

Microbrewery of Akron, Ohio

Oswald

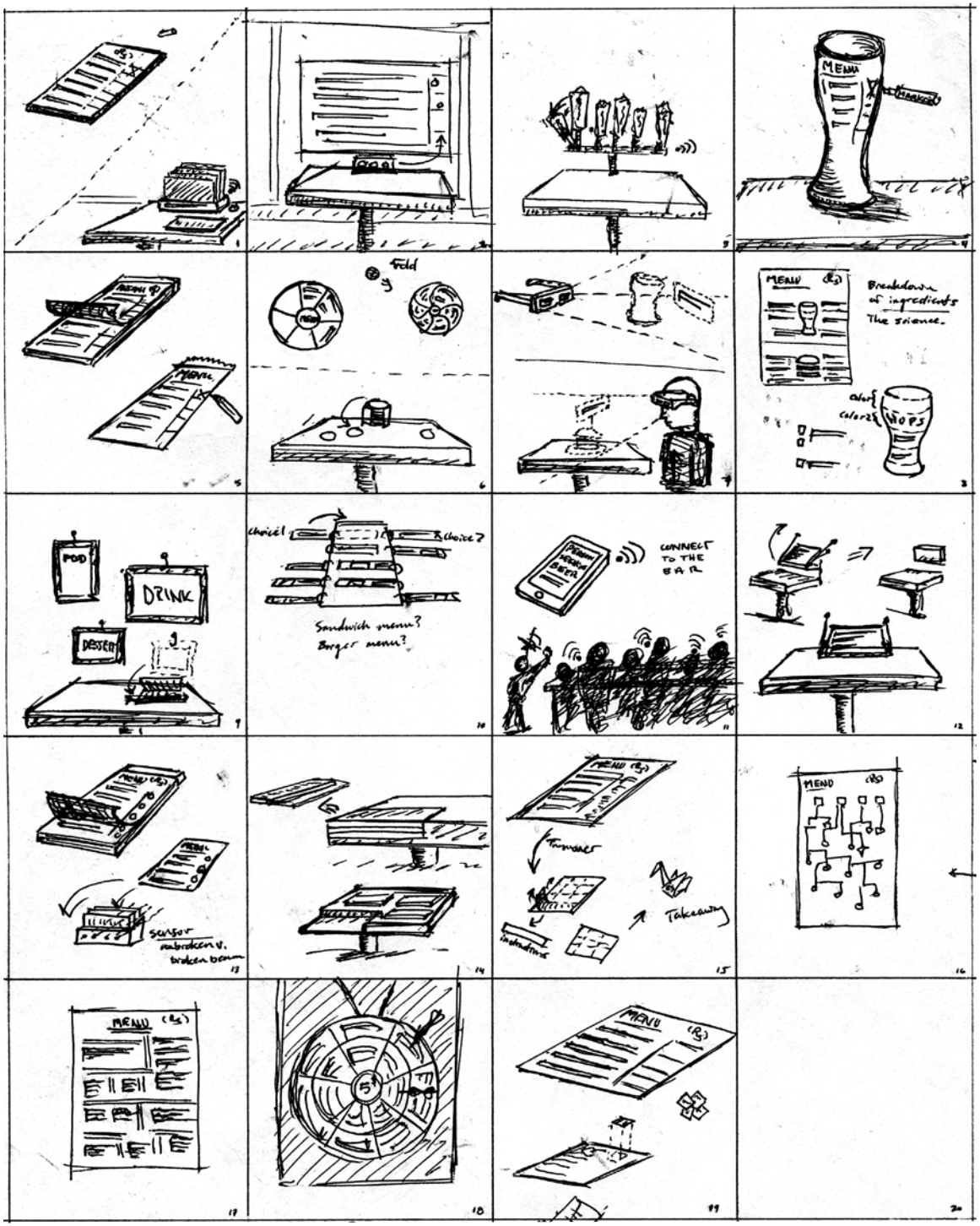
SELECTED

Copse

R. SHEA BREWING

Cuyahoga Valley Microbrew

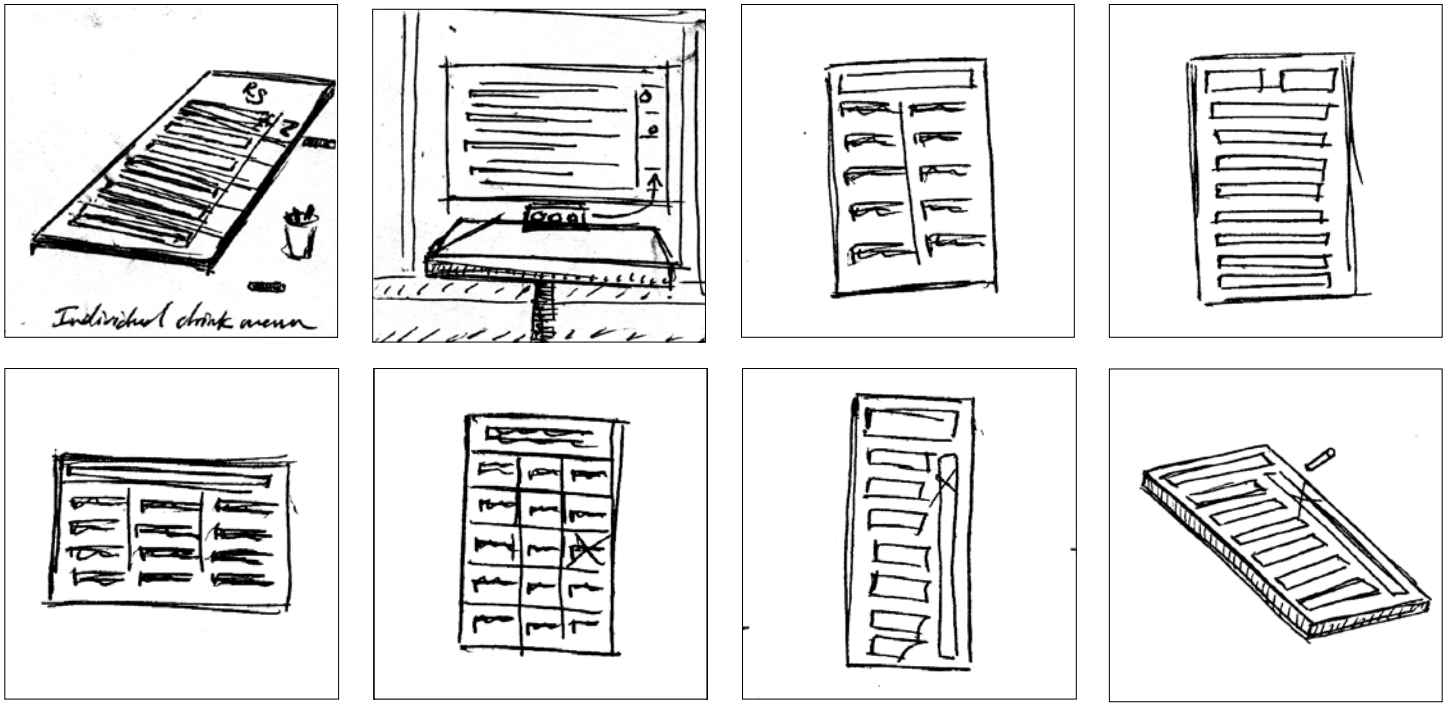
Josefin Slab



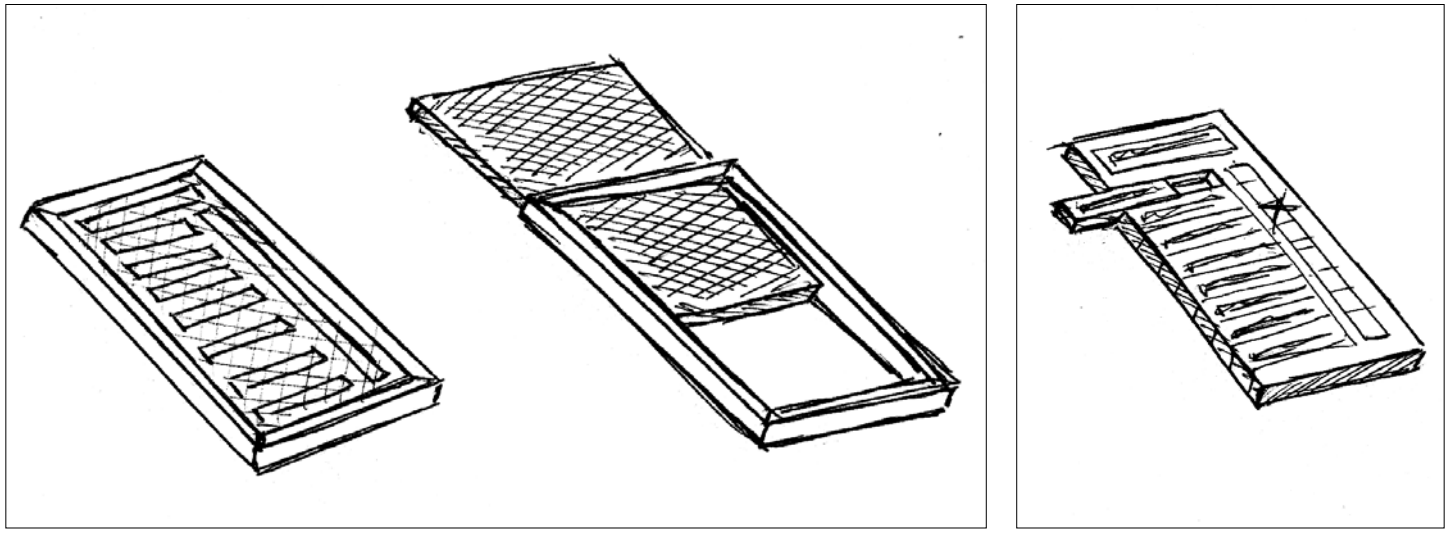
Menu Ideas

1.) Blackboard menu
2.) Magnetic wall - drink menus
3.) Beer taps at the tables.
4.) Menu etched onto glass (drink menu)
5.) ~~Tearaway~~ menus
6.) Coaster menus
7.) Hololens virtual menu.
8.) Food and drink anatomy
9.) Menu imitates art, mobile companion?
10.) Make your own menu
11.) ~~Tinder~~ Man/Woman seeking Beer mobile app. Person seeking Beer
12.) Drop down wall menu
13.) Punch card menus, sensors
14.) Wooden ~~menus~~, part of table
15.) Menu, disposable, origami
16.) Taste chart, taste and ingredient flow chart.
17.) Detailed analyses of the beers menu, a lot of thought goes into it.
18.) Flat rate dart board, appetizers
19.) Metal sheet menus, magnets
20.) No menu

INITIAL SKETCHES



DEVELOPED SKETCHES




5¹ PINT OF OUR FINEST HANDCRAFTED BEER
10¹ FILL YOUR GROWLER WITH ANY DRAFT
2¹ CHOOSE FROM OUR AMAZING SELECTION
DUNKELWEIZEN
WEIZENBOCK
PEACHY
Peppermint Milk Stout
Polymer
towpath'n Pale ale
Chocolate Coffee Stout
RUBBER CITY RED 4.5%
UNCOMMON BLONDE 5.0%
EAST COAST Amarillo IPA 6.0%
WEST COAST CITRA IPA 6.0%
the perkins-williams IPA 5.25%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SEAT # COLOR
ABV IBU QTY (#) PNT GROWL FLT
DUNKLEWEIZEN 5.25 13
This is a darker version of our hefeweizen due to the crystal and chocolate malts. Dunkel=dark. Weizen=wheat...a dark wheat
WEIZENBOCK 8.25 17
This is an amped-up version of the Dunkelweizen using more malt along with Munich malts to make it richer. Weizen = Wheat. Bock = Strong.
PEACHY 5 14
There is nothing better than a peached-wheat beer on a hot day. This is surprisingly good! With it's light body and crisp finish, you will be asking for another.
PEPPERMINT MILK STOUT 5.5 28
A holiday seasonal, this peppermint milk stout uses a simple, classic recipe with a unique blend of mints to complement the sweetness of the 'milk stout' style of beer.
POLYMER ESPRESSO MILK STOUT 7 28
A caramel espresso stout featuring Akron's Heirloom Dog espresso.
TOWPATH'N PALE ALE 5.5 44
Just a good, pale ale. It quenches your thirst while not being overly bitter. This recipe was one of the originals and features the Simcoe hop.
CHOCOLATE COFFEE STOUT 6.5 65
The base to this beer is loaded with 7.5% chocolate malt and features Akron-based Pearl Coffee Company's 'Olive Chocolate Surprise' - cold brewed coffee.
RUBBER CITY RED 4.5 34
This ale represents over two years of recipe development. I wanted the amber color, with plenty of toasty maltiness and enough hops to offset along with a tiny bit of roasted flavor.
UNCOMMON BLONDE 5 14
This is for that person you dragged to the craft beer bar who doesn't like craft beer.
EAST COAST AMARILLO IPA 6 77
This beer is the Ying to the Citra's Yang. Mosa-hopped with Amarillo and utilizing darker crystal malts, this beer will be one of your favorites.
WEST COAST CIRA IPA 6 72
For this beer, I load up nearly a pound of Citra hops per keg. This Citra IPA has a great malty backbone that balances the soft bitterness of the hop. Yum!
THE PERKINS-WILLIAMS IPA 5.25 32
Another 'first time prime' recipe, this recipe is smooth and crisp. It's a go-to beer if you want something exceptionally clean, without a ton of flavor. So drink all day every day.
IPL = Italia Pale Lager


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10$ FILL YOUR GROWLER WITH ANY DRAFT
2$/Flight CHOOSE FROM OUR AMAZING SELECTION
CHECK # YOUR MARK
ABV IBU PINT [MARK] G/8WL FLT
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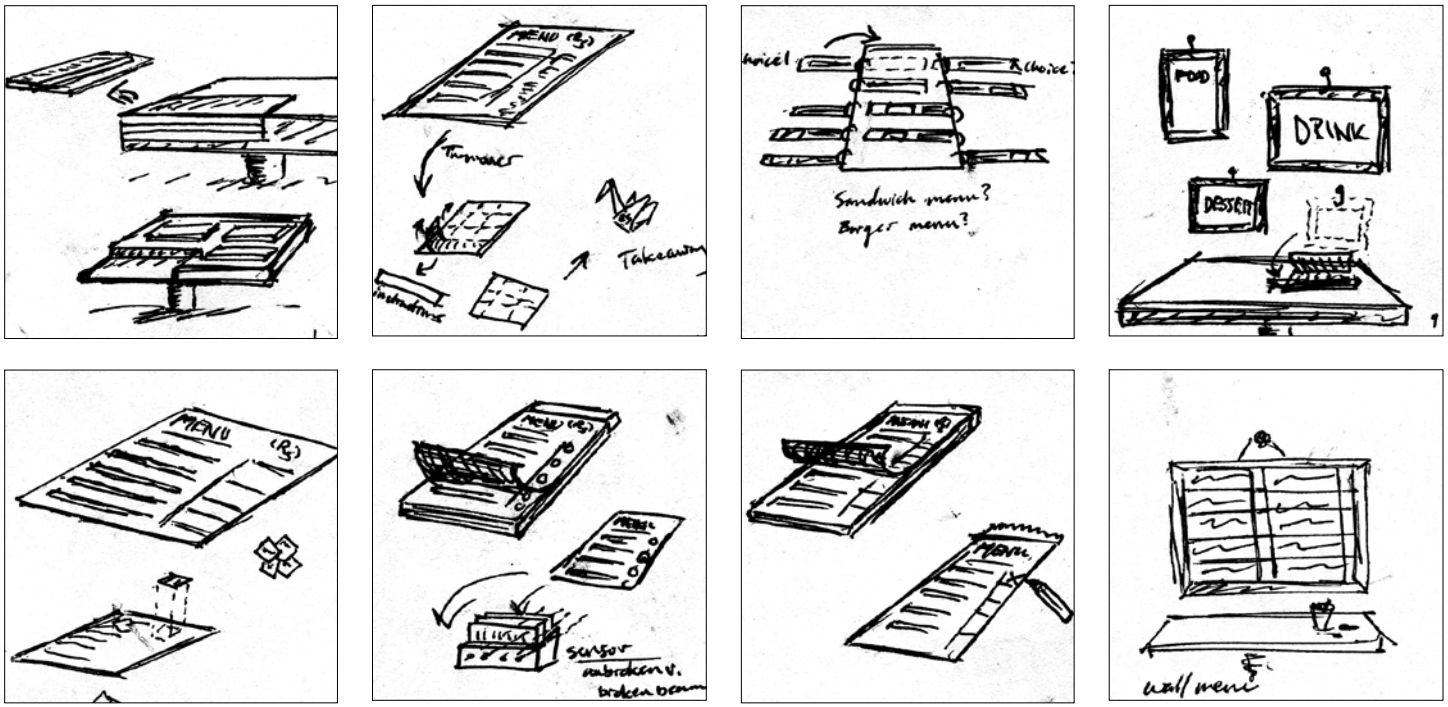
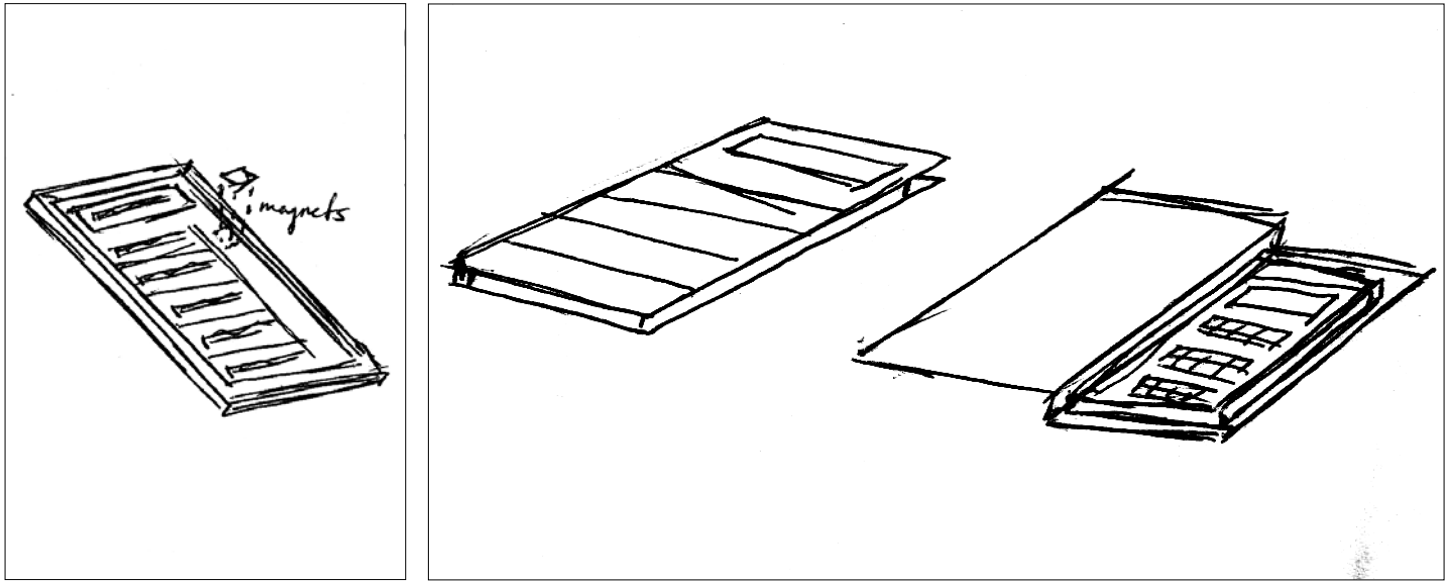
INITIAL SKETCHES



DEVELOPED SKETCHES




RS
R. SHEA
EATS
SANDWICHES
NACHOS
TUBULAR
RS
R. SHEA
EATS
SANDWICHES
NACHOS
TUBULAR


HOW OLD
Bladder

SF
MOMA

The Snøhetta Renovation

Illustration by Bryan Christie Design

A Modern Art Update

by Rene Chun

After a three-year renovation, the San Francisco Museum of Modern Art reopens in May, and the result looks like a slab of glacial ice floating down Third Street. It's headed for icon status, and not solely because of the new facade. Craig Dykers, cofounder of Snøhetta, the architecture firm behind the reboot, stresses that this isn't just a museum for the traditional patron: "We wanted to open the door to people who have little knowledge of modern art," he says, "and provide refinement and focus for longtime art enthusiasts." In other words, this is more than an art repository. It's a beautifully designed experience, a template for other museums—a mix of flamboyance and subtlety, reverence and playfulness, right down to the perfectly seamless tour guide app. Some of the upgrades, exemplified by the shimmering exterior, smack you in the face. Other technological innovations, like the sensors that monitor the living wall, are subtle, or hidden. Take a sneak peek before the lines start forming.

A Grander Staircase

SFMOMA's original staircase was a multilayered tower that blocked some of the light from the oculus above. The redesigned staircase allows natural light to flood the space. Four steel columns—two sunk in the basement and another pair under the second floor—keep vertical loads in check, while 19 tons of steel behind the maple walls brace the steps against immense lateral forces.

WIRED

POPULAR SCIENCE

IDEAS & DISCOVERIES

Clarendon was considered at first to deviate from the magazine's original sans serif masthead. This slab serif affords bold page presence important for people to notice your magazine.

IDEAS & DISCOVERIES

Butler was a choice born from the idea to move ID into a more upscale realm of scientific magazine. It harkens back to Wired magazine's Ambroise typeface, but ultimately was more reminiscent of fashion magazines.

IDEAS & DISCOVERIES

Caslon has been a prolific typeface throughout history, it was considered for that fact. An attempt to link science and history to the magazine's content.

IDEAS & DISCOVERIES

Proxima Nova was meant to keep the magazine modern. A sans serif that would be more commonly associated with today's scientific discoveries.

IDEAS & DISCOVERIES

SELECTED

Acumin Pro was chosen for both its boldness as a header, allowing for a larger, more visible and recognizable masthead. It also works well at lighter weights as the article headlines. Ultimately this typeface was the most versatile and represents the modern, scientific style of this magazine.

COVER HEADLINES
& DEPARTMENT

Clarendon URW

Clarendon was chosen for the headlines on the cover and for department headlines such as the table of contents, and the name of the department page. This typeface serves as contrast to the thinner Acumin and Franklin Gothic used in the body of the articles.

ARTICLE HEADLINES
& MISCELLANEOUS

ACUMIN PRO

Acumin provides the articles with the ability to maintain longer headlines while remaining bold, and large without drawing too much attention while reading the articles. At a smaller size, this typeface also serves as additional text, such as the letter to the readers and subheadlines in article labels.

ARTICLE TEXT

Franklin Gothic

FRANKLIN GOTHIC proves to be a reliable typeface for body copy, legible at small type sizes and multiple tracking lengths, allowing for better rag control.

COLORS

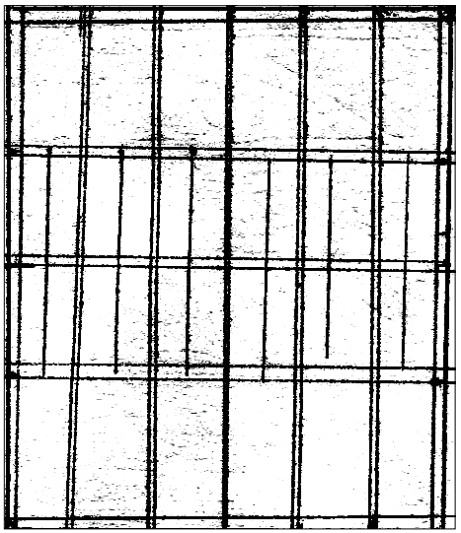
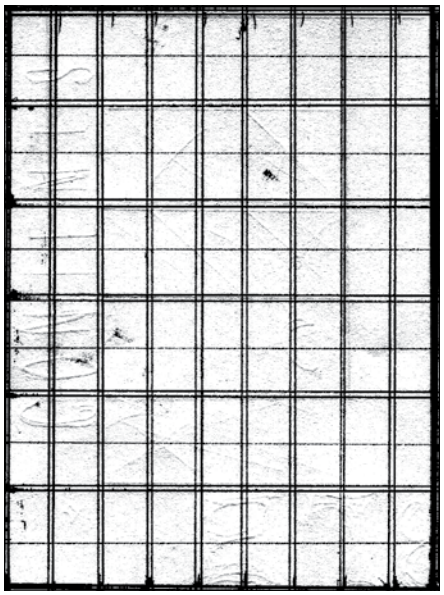
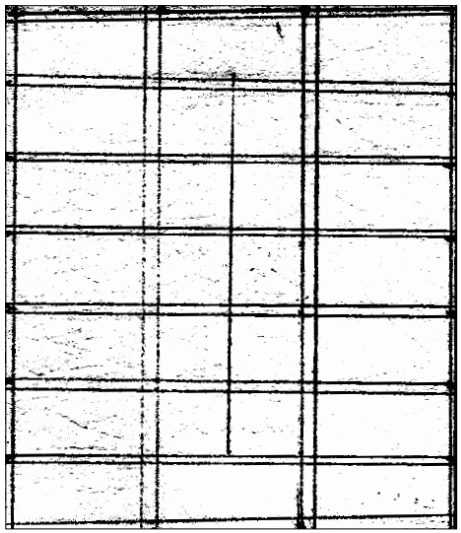
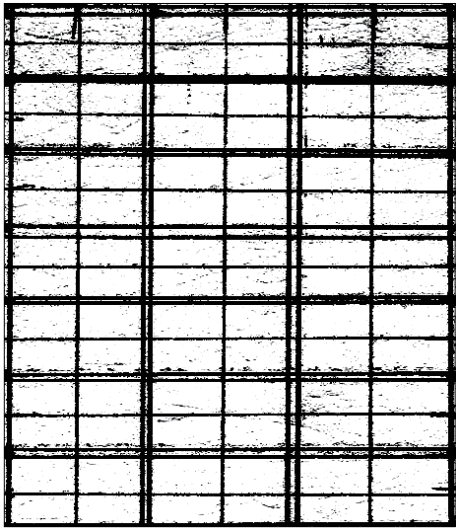
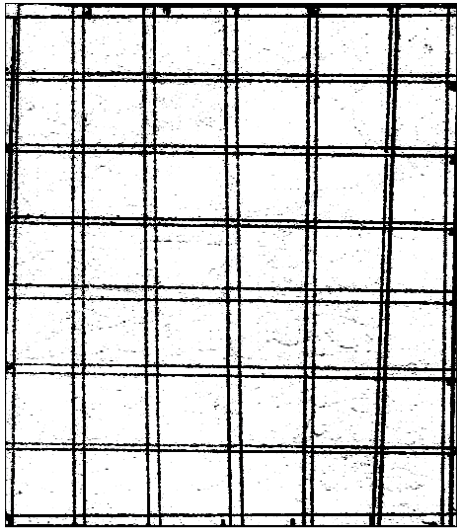
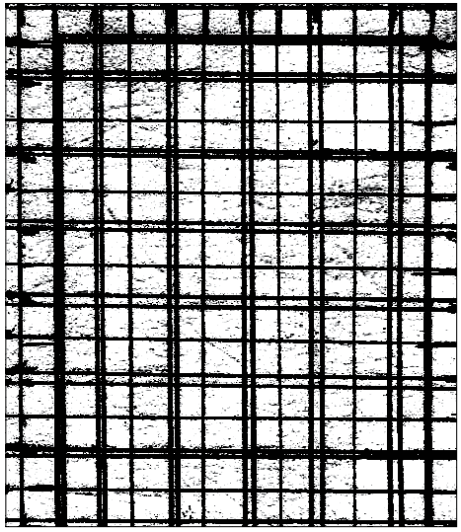
BLACK

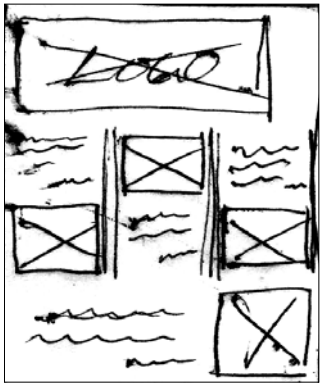
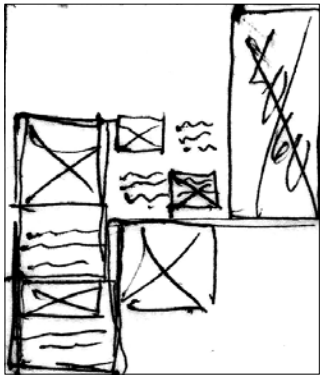
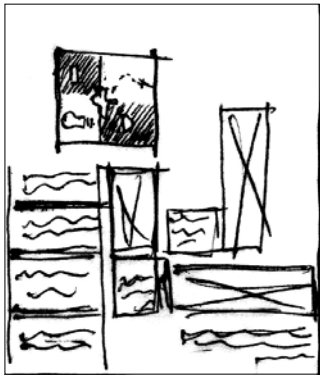
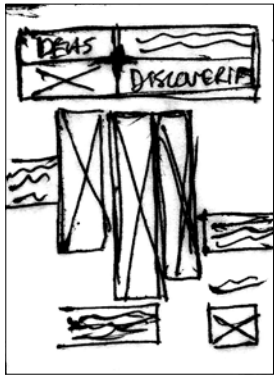
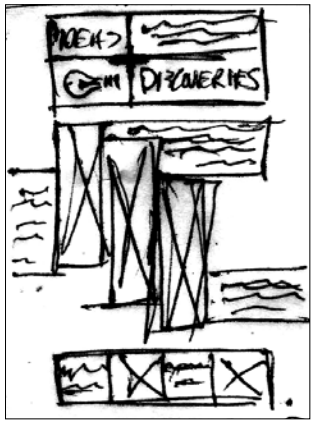
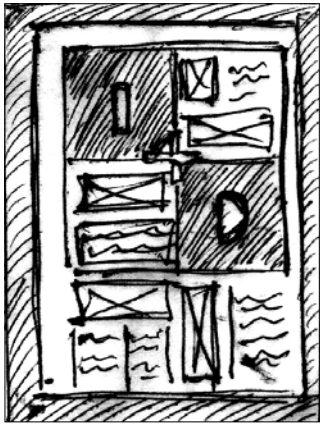
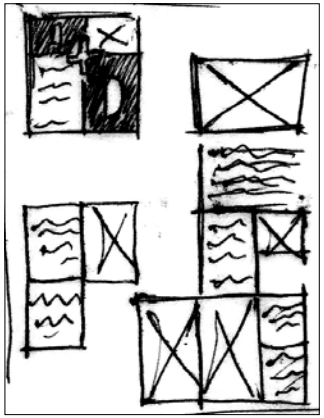
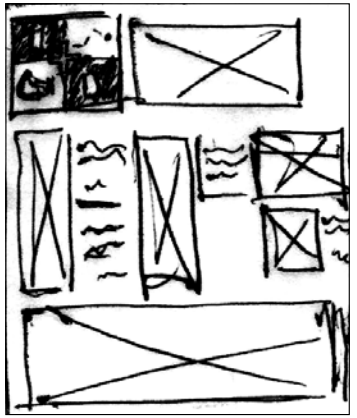
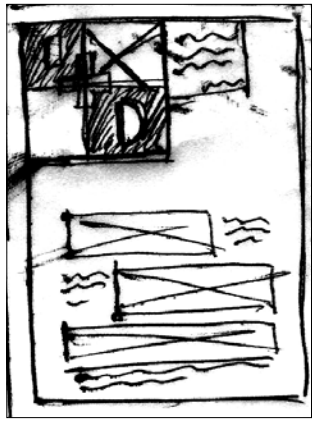
WHITE

PANTONE 711 C—90%

PANTONE 348 C—90%

The main color of the magazine will rotate each issue.

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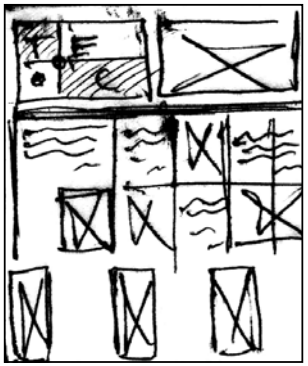

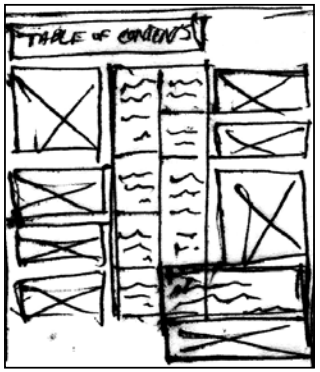
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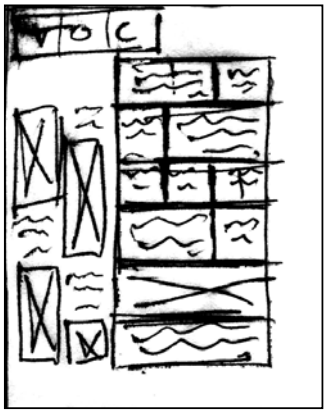
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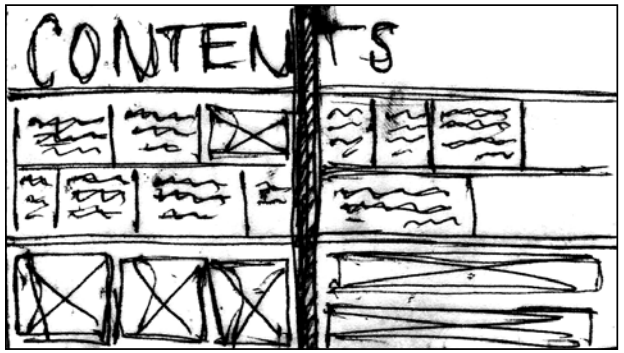
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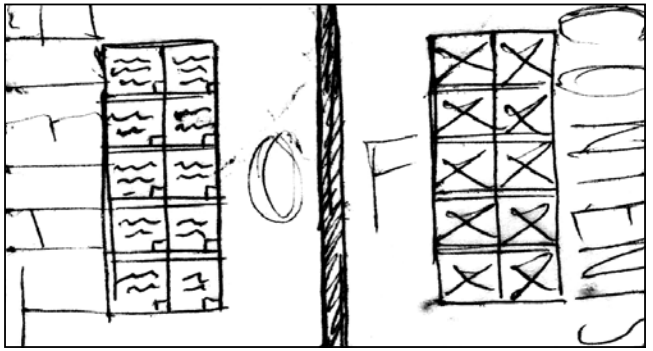

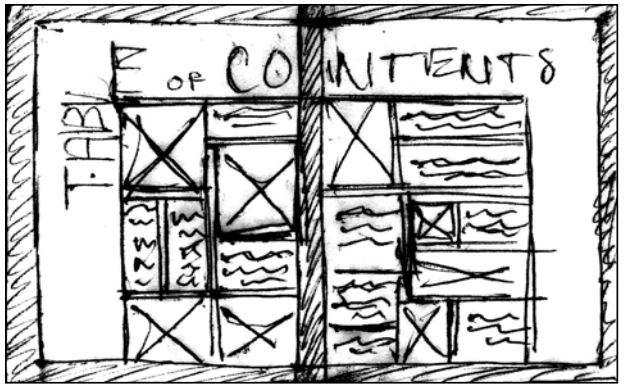
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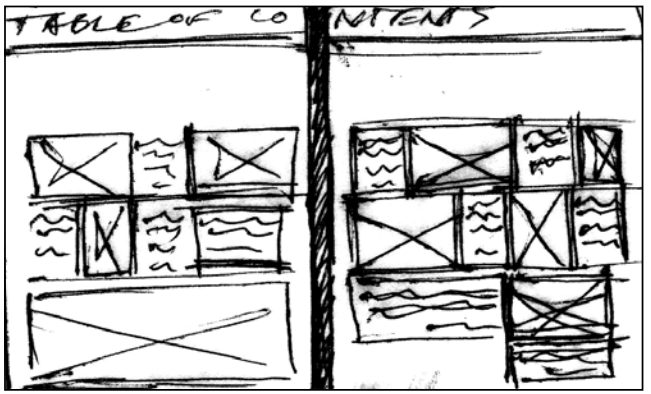
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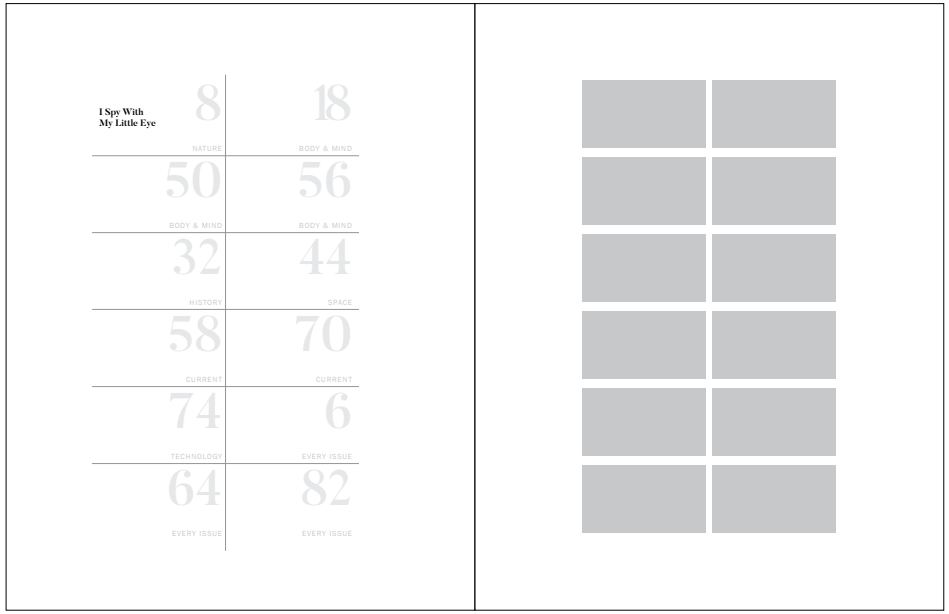
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"An investment in knowledge pays the best interest."
-Benjamin Franklin
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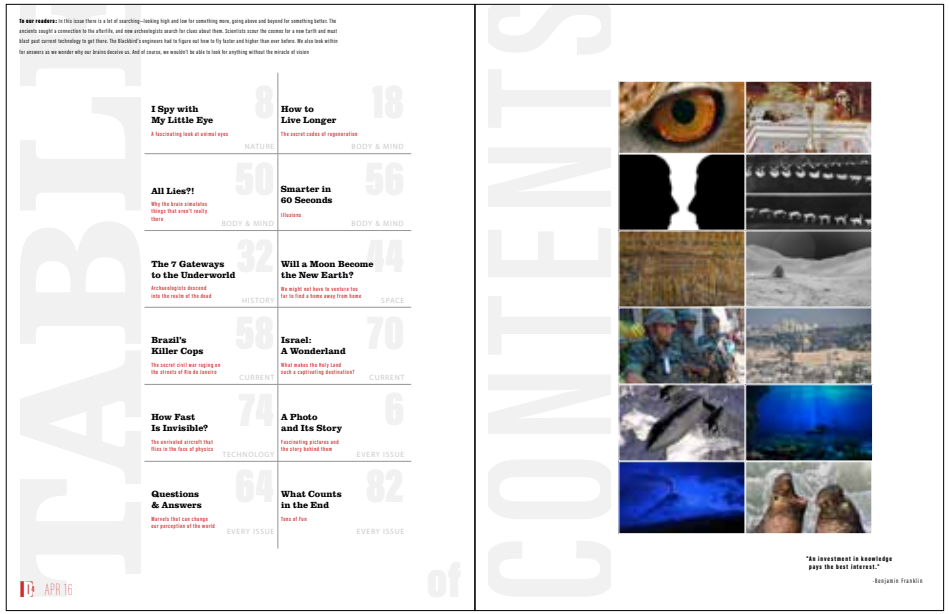
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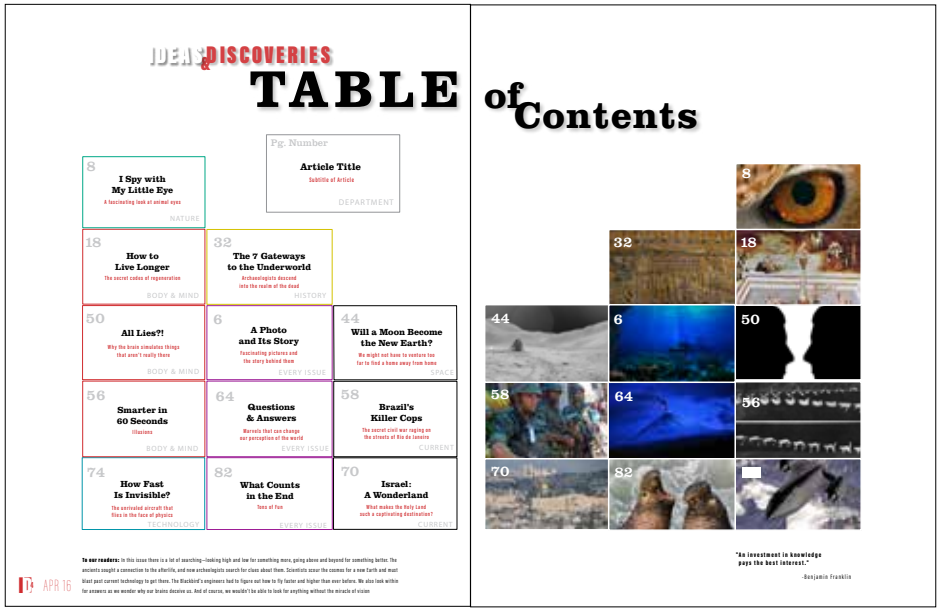
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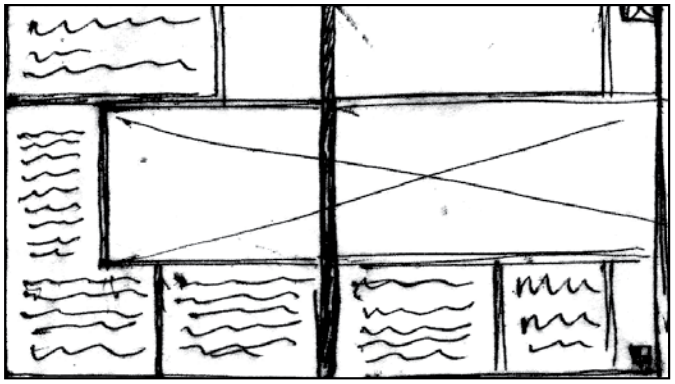

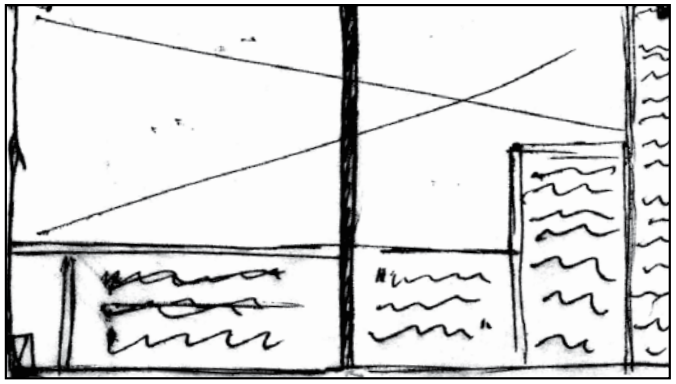

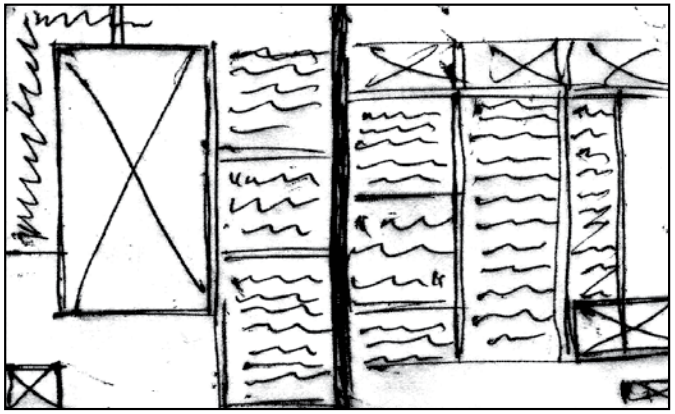

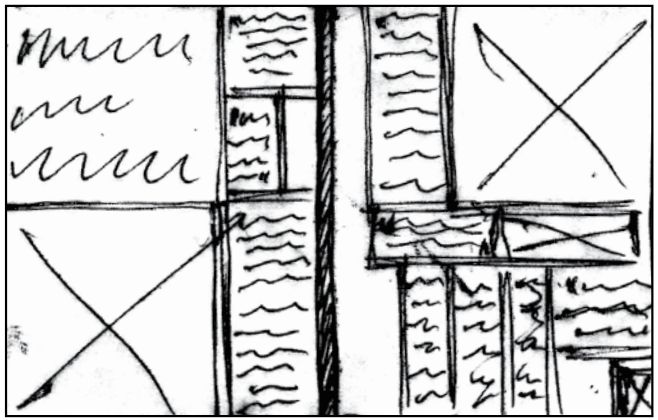

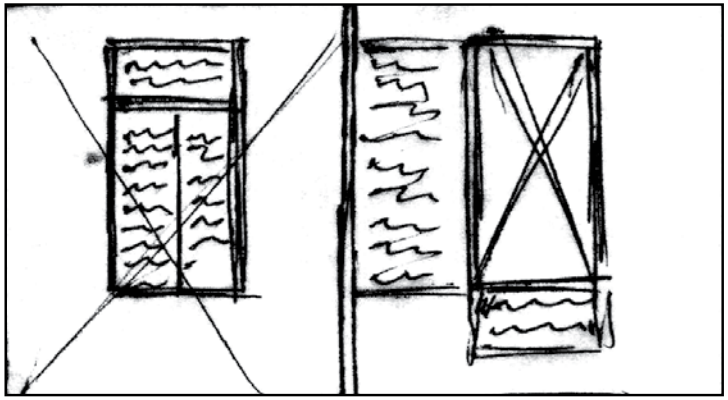

HOW TO LIVE LONGER

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HOW OLD IS MY BODY REALLY?

The regeneration machine inside us faces a major challenge each day: Our body depends on the complex interplay of all its parts in order to survive—for that reason, most of its functions cannot be dispensed with for even a second. At the same time, the cells of the associated organs and body parts must constantly be renewed. This is why most repair processes occure with the engine running

hormones and the operating mode of his metabolism is programmed to exit peak performance so order can be restored. Such capabilities make research into the body's rescue and repair mechanisms one of modern medicine's most exciting fieldsand it's no longer being confined to high-performance sports ...

How does the human regeneration machine work?

Most folks won't run a marathon in their lives. Despite this, the body's internal maintenance programs are always active. And for good reason: Lethal dangers lurk just beyond the skin. Example: the many threats that are posed by viruses and bacteria.

"THE AGING PROCESS CANNOT BE STOPPED ALTOGETHER. BUT THERE ARE MANY OPPORTUNITIES TO SLOW IT DOWN."

PROF. DR CHRISTOPH BAMBERGER

An ordinary doorbell is covered with enough disease-causing microbes to kill thousands of people-were it not for the body's immune system. This defensive task force produces antibodies and destroys invaders, thereby ensuring we are provided with nonstop maintenance service. Almost all repairs are carried out while the engine is running, so to speak. Organs are replaced over the course of years without any of their functions being compromised.(See the diagram on the next page.) From a biological perspective, the constant turnover of our cells means human bodies are never more than 10 years old. So then why is it that a 50-year-old no longer has the body of a 10-year-old? That comes down to the fact that even though cellular regeneration does not stop for as long as the body is alive, the amount of our cells decreases as we age. So aging is a reduction of the total number of our cells. For researchers studying regeneration it boils down to this: Slowing down the rate of cell degradation may result in extension of a person's life expectancy. In any case, life expectancy is by no means set in stone. Nowadays the average life expectancy in the U.S. is 79 years. So in the space of just 20 generations our life span has almost tripled. And this is why more than a few researchers predict there will be a doubling of life expectancy by the end of this century. It's a bold declaration, but as endocrinologist Christoph Bamberger explains: "Of course the aging process cannot be stopped altogether. But there are many opportunities to slow it down." So what are these opportunities? On the next pages experts explain the four codes of regeneration and the latest developments in the field of decelerating the aging process.

HOW TO LIVE LONGER

Stress, wear and tear, exhaustion—every second of every day our bodies are battling against anything that threatens to disrupt their ease tial balance. But what can we do to maximize the body's capacity to heal itself? And how many years of life do we stand to gain by taking these measures? Here experts explain the latest developments in regeneration research.

TIM'S HEART is racing at more than 170 beats per minute. Every cell is running at full tilt. The level of inflammation in his blood has risen significantly, his joints have swollen, and every muscle is cramping up. The reason: Throughout the past four-and-a-half hours the 26-year-old's body has lost more than 3 quarts of waterthe majority of its energy reserves and nearly 5% of its weight. It seems as if Tim's body has suddenly grown deathly ill-almost as though it is in the final stage of life-in the space of a single afternoon. But what has taken place?Tim ran a marathon and has therefore depleted his last reserves. In fact, his body actually needs to collapse now. However, no sooner does the young man sink to the ground on a patch of grass just beyond the finish line than one of life's most fascinating processes begins: regeneration. After just a few seconds his circulation is stabilized. His body's own first-aid kit releases

Issue Oceanic
The Anatomy of Youth
1994

Which Fuel Do My Cellular Motors Need?

OUR DIETS ARE the linchpin of the regeneration process. Experts estimate around one-third of our health care costs are incurred as a result of nutritionrelated illnesses. These conditions include diseases of the metabolism, heart, and musculoskeletal system. That means: Diet is what determines how long we take to recover from an infection, how fast we age, and how healthy we feel. "With the right nutrition, you can add up to 20 years to your lifetime," reveals nutrition scientist Michael Ristow of the Swiss Federal Institute of Technology. But what constitutes a suitable diet? Currently there are countless examples of how certain foods can activate the body's selfhealing mechanisms. Researchers at the University of Minnesota have proved that consuming three apples a day can reduce the risk of a heart attack by 14%. Another study has shown that the omega-3 fatty acids found in fish slow the aging process of our blood vessels. But why is fruit so crucial in the body's aging process? It's essential to note: Among the main enemies of our regeneration are free radicalsmutated molecules that are whizing through our bodies. These particles can trigger chemical chain reactions that lead to irreversible cell damage. Says sports physician Hans-Wilhelm Muller-Wohlfahrt: "Free radicals are behind 80% of all serious diseases and are responsible for the leading ideasandtdiscoveries.com causes of death-heart disease, cancer, Alzheimer's." If you want to prolong your life, combating these free radicals should be one of your top priorities. "The problem is that our bodies have very few weapons to deploy against these dangerous metabolic devastators. The solution: fruit and vegetables-they're able to form antioxidants. And antioxidants are free radical hunters that spread out through the body by way of the metabolic functions," says Professor Doctor Jurgen Lademann of Charita teaching hospital in Berlin.

How Do I Turn My Psyche Into a Fortress?

THE PSYCHE IS one of the most underestimated factors that influence regeneration. For a long time the medical profession did not recognize that our feelings play a very significant role in the physical regeneration and aging processes. But that is precisely the case. Still, what makes stress so dangerous? Answer: Allostasis, a phenomenon that neuroscience researcher Bruce McEwen was the first to observe, is compensation for physical wear and tear. It's primarily the stress hormone cortisol that increases our allostatic load. The consequence: significantly accelerated aging of skin, muscles, and bone tissue. By implication this means reducing stress is one of the most effective anti-aging strategies known to us. But how can an affected individual break out of the stress trap? The problem is, many people don't take the idea of stress as a medical problem seriously. "Even moderate stress can be absolutely deadly in the long term," says Carolyn Aldwin, director of Oregon State University's Center for Healthy Aging Research. In addition to the establishment and maintenance of social connections (which are proven to relieve stress and lengthen life by several years), relaxation exercises are an effective way to avoid the stress trap: yoga, tai chi, meditation, etc. The reason: Telomeres-structures at the end of chromosomes that determine a cell's age-decrease in length more slowly and thus slow the aging process.

"WITH THE RIGHT NUTRITION, YOU CAN ADD UPTO 20 YEARS TO YOUR LIFETIME."

MICHAEL RISTOW

Is It Possible To Outrun Death?

RESEARCHERS AT Iowa State University have discovered that you can prolong your life through movement. In fact, it doesn't matter whether you run for 10 minutes or half an hour-the most important thing is that you reach a speed of at least 5.5 miles per hour. The reward? Three extra years of life. But how is that possible? We need to move to maintain a healthy metabolism. For example, if you are not moving much, then you are not using much of the sugar (glucose) in your blood. That is problematic because the pancreas increases the production of insulin when the blood glucose levels rise. The consequence: Our cells get used to the insulin-and become resistant. Over time the cells no longer respond in a normal way to the action of insulin. It's a condition that doctors classify as diabetes. But moving regularly not only keeps glucose levels on an even level-it also increases muscle mass. And that, in turn, leads to a markedly higher life expectancy: An international team of researchers found that weak muscles can nearly double our risk of dying. Even overweight people have a longer life expectancy if their muscles are developed. Two studies recently published in British Medical Journal have shown that muscular strength is an accurate predictor of mortalityeven after adjusting for other factors like heart health. For those with strong muscles, cardiovascular disease and cancer occur less often or later in life; their posture is better and they fall less.

How Can I Detoxify My Brain Overnight?

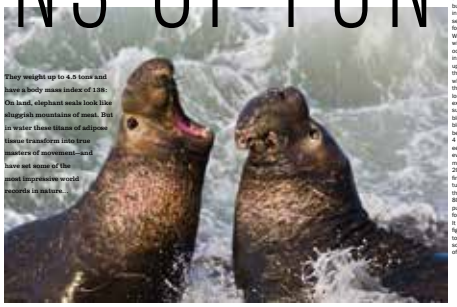
AS SOON AS we start failing to make proper use of the regenerative tool of sleep, the consequences for health can be severe. In fact, researchers at the University of Chicago have proved: Those who sleep for less than seven hours per night are three times more likely to come down with a cold as those who sleep for a longer period. What's more, a long-term study by the BBC-in which 1 million people were surveyed about their sleep habits-discovered that:

People who sleep for six hours or less per night have a 12% higher risk of dying-on average this equates to 2 0 fewer years of life!

But why is the nightly rest period so important for our bodies? When we sleep, something strange occurs in our brains: "A special glandular system pumps so much fluid into the brain that the organ's volume almost doubles," says Maiken Nedergaard, a neuroscientist at the University of Copenhagen. The skull would likely burst were it not for an ingenious trick: "During sleep neurons shrink by up to 60 percent." This process is essential to survival. Thanks to this flushing action, we detoxify our brains each night-helping prevent Alzheimer's and Parkinson's. In fact, this procedure is only one of many. The reason: When in a waking state, the body's maintenance program is running on standby. But during sleep the body launches an offensiveroot of its functions are channeled into regeneration mode: Heart rate decreases, blood pressure drops, muscles relax. Growth hormones (like somatotropin) are circulated. Receptors in the kidneys become increasingly fueled by the enzyme renin, which augments the organs' detoxification function. Damaged cells are disposed of through the blood and lymph system. In this way up to 50 million cells are renewedper second. Even functions such as wound healing and the regeneration of the immune system are basically limited to the deep sleep phases.

What Really Counts in the End

TONS OF FUN



FOR DECADES, researchers have been extremely puzzled How is it possible that these animals have managed to survive to the present day Again and again they observe the elephant seal bulls lying lethargically on the sand, almot crushed by their own weight. Even with the greatest effort, it takes minutes before the meat mountains, which weigh several tons each, are in motion. Heaving their corpulent body around is so demanding that the up to 20-foot-long bulls sometimes fall asleep on the spot, even right in the middle of their turf wars. So how can such a seemingly lazy barrel of blab successfully hundt for food? Let alone be one of evolution's success stories? When researchers had equipped the first animals with transmitters and tracked them through the ocean with radar, they initially thought that their instruments must be defective: 300, 1500, 3,000, up to 7,550 feet—indeed, elephant seals dive deeper than practically any other mammal. Only the sperm whales and Cuvier's beaked whales can keep up. So that their lungs do not burst during their two-hour-long diving excursions in the deep sea, elephant seals expel all of their breathing air before they dive and subsist only on the oxygen that's contained in their blood. And remember: That's twice the volume of blood of most other mammals. At the same time the behemoths let their heart rate drop from 90 to just 4 beats per minute. Squid, octopuses, sharks, crabs, eels—a bull consumes around 110 pounds of feed every day. These animals will search for food for nine months at a time, and in the process they travel up to 20,000 miles with the help of their very powerful tail fins. No other mammal is so persevering. Even sea turtles and most whales can only achieve about half that distance. In all, the world's biggest seals spend 80% of their lives in the open ocean. Only for mating purposes do the bulls leave their favorite element for three months and haul their 4-ton bodies ashore. It goes without saying that they don't cut a very fine figure there. Regardless, a single bull can father up to 100 elephant seals in this time. Yet there are still some who would say that these big bellowing lumps of fat are lazy...

What Really Counts in the End

TONS OF FUN

They weight up to 4.5 tons and have a body mass index of 138: On land, elephant seals look like sluggish mountains of meat. But in water these titans of adipose tissue transform into true masters of movement—and have set some of the most impressive world records in nature...

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