
	The Tuttle Club	
	London Social Media Café	
	Annual Report	
	March 2009	

The Tuttle Club

Letter from the Founder

[Insert cheesy photo
of Lloyd here, try
not to make him
look fat]

I'm very proud to present the first annual report for the Tuttle Club. We've met more than fifty times in a staggering two locations, every week for just over a year. We've drunk coffee together, laughed together, cried together, and then stuck around in the bar while the suckers who have day jobs have to go back to their desks.

I would like to salute those regulars who've unselfishly given up their Friday mornings, when they could have been sitting at home on their sofas, drinking coffee and watching twitter updates scroll by, to come out and meet with each other, sitting on sofas in pub or at the ICA, drinking coffee and making twitter updates scroll by.

There are too many people to thank here individually, and quite frankly, I can't remember most of their names (y'know, I usually think of them as Northern Bloke, Scary Hair Dude, Mobile Girl and Fuzzy Face Wotsisname, oh and that fella who keeps hugging everyone). All I can say is that it would be nothing without any of you.

Remember kid, we're all in it together.

A handwritten signature in black ink that reads "Lloyd". The letters are cursive and fluid, with a large loop on the 'y'.

Lloyd Davis
Tuttle Club Founder
March 2009

Foreword by Mike Atherton (@sizemore)

Tuttle changed the way I work.

Pre Tuttle I would reluctantly attend networking events, drag my feet in the direction of geek meet ups and usually come away with a handfull of business cards from people I would then avoid.

Because I don't see Tuttle as a networking or geek meet up and it seems that a fair few people share that view I always have fun there. I was sad to leave the Coach & Horses, but we outgrew the place which in itself was an achievement.

I was over the moon when the ICA approached us. That was a huge deal for me. In the year that the ICA was itself celebrating 60 years of offering space and conversation to London's creative community it was fantastic for them to see something of that in us. In retrospective the reason I took to Tuttle so strongly is because the members weren't there to look back on what they'd done but were way more interested in what was next. It's been the ability for a cool idea to form and then find the right mix of people to see it through to the end that keeps me coming back.

And right now I'm so busy I can't afford a day off or take on new work. Lucky then that the Tuttle has become part of my working week and I'm surrounded by people that I know and trust enough to pass work to when I can.

Right now I'm working on a TV show that started as a comic book idea in the Coach and Horses and has already seen me to LA to talk about shooting it with proper actors and everything. Working with Sleepydog on that and Amplified is something of a dream gig for me and when I read you talk about the stuff we did in Cannes I can see that the trajectory for all this began with the idea of Harry Tuttle. If we haven't succeeded in cutting through the tape and just getting the fucking job done then we've come as close as humanly possible.

Over the last year I've worked with a bunch of Tuttlers on numerous projects (you included) and got paid for some while others simply entailed happily messing around with cool stuff for free. Just a few weeks ago I got to interview the author James Frey in conjunction with an event he was appearing at at the ICA - it was great to be able to work with the ICA for the first time. I guess to do something similar at the Coach & Horse would have meant pulling a few pints :) so it really does feel like 'home' for the Tuttle minded.

It's been a blast Lloyd - even that time you dragged me to the heart of the Church of Scientology. Thanks for dreaming this up.

Or as Captain Kirk finally put it: "It was... fun. Oh, my.."

For those who haven't been paying attention: Tuttle in a nutshell

**** What is it? ****

The Tuttle Club is a loose association of people finding a way of working better together both online and off-

**** Who goes? ****

Most people have an interest in social media or online social networking - beyond that it's hard to categorise them.

**** What happens? ****

People come along, meet new people, drink coffee, talk, scheme, build new businesses, find clients, suppliers and collaborators. In short, they work hard at getting things done while having fun.

**** Why? ****

Is a very interesting question. There are (at least) as many reasons as there are Tuttlers. Mostly it boils down to a recognition that building rich relationships with real live people is a tremendously valuable activity.

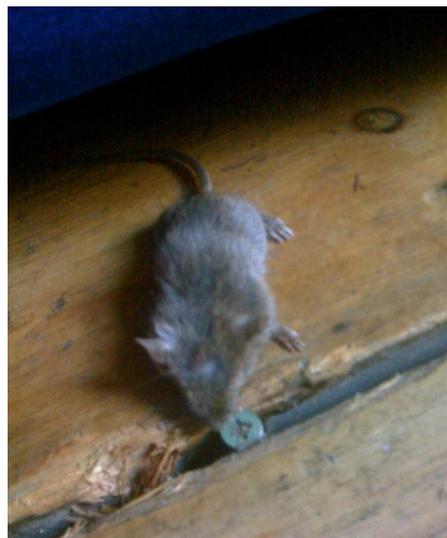
**** How can I help? ****

Come along. See what we're doing. Share your knowledge and your dreams. Come again and bring some friends.

Figure 1: *Everyone's welcome at Tuttle, even if you're a mouse.*

**** Can I come? ****

Yes.



*Or
dead. Or a dead mouse.*

photo: (signature) or flickr

Introduction.

This report serves a number of functions:

- o To tell the story of how we got started;
- o To unpack, a little, some of the thinking behind what we're doing;
- o To explain what we think we've done in the last year;
- o To celebrate the fact that we're still doing stuff after a whole year;
- o To explore what we might do next.

Disclaimer:

This report is written from the point of view of Lloyd Davis, the founder (so-called because he found it). Lloyd found Tuttle while he was wandering around the nascent London social media scene, traipsing from coffee shop to cocktail bar during the summer of 2007.

If there are any rules to Tuttle, it's sure that one near the top is "don't take yourself too seriously". If you find something outrageous and unacceptable in this report, we're sorry you feel that way and would suggest you take a more careful look at that rule. Nothing about Tuttle is so serious that you need to be upset about it, if you really, really take offense at anything here then Lloyd takes full personal responsibility and will be happy to buy you a coffee and talk the whole thing over with you.

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About Year Zero

It's a year now since we started meeting regularly on Friday mornings. However there was a mess of conversation and starting and stumbling along the way before we got there.

In the summer of 2007, a whole bunch of people from the blogosphere started having "coffee mornings". The first I was aware of was Russell Davies who had something for planners at the Breakfast Club, but then Hugh MacLeod did one to talk about the Blue Monster and Mike Butcher did a couple, then Toby Moores started the Creative Coffee Club and Saul Kline did Open Coffee. So I, and several others, would roam the West End, ending up in a different coffee shop almost every morning (I exaggerate, but only a little) until one day sitting here in the Breakfast Club - a Butcher's Brunch, I seem to remember, I had a conversation with Helen Keegan about a dedicated space that would house a mix of social, educational and work activities and she gave me a nudge (well, more a kick up the arse really) to make it happen.

So we talked about it. A lot. And I blogged about it and set up a Facebook group which garnered 200 members in a few days.

Yikes!

I met Charlie Gower at one of Russell's do's and he became one of my chief co-conspirators. We devised the notion of prototyping something small, manageable and portable - a traveling circus - to test the idea and see how it worked.

And then I zipped over to Berlin to attend Web2.0 and I talked about it a lot more - in the Web2Open unconference and with several Germans who were inspired by what I said and I was also lucky enough to meet with Rod Beckstrom, author of *The Starfish* and *The Spider*, who encouraged me again to "make it happen".

So when I returned to London I knew I had to do something to make it happen. I hired a church hall at the Bloomsbury Baptist Church and told people we'd have a prototyping meeting, so bring a mug and some coffee and cake and maybe a cushion and we'll prototype the social café bit right here. And so we did. About 20 people turned up and we started off sitting in a circle each talking about what we thought was important and then we broke into smaller discussion groups. And I slowly realised that these people really wanted to be part of this thing. It wasn't something they'd been told to come to by their boss, they were there because they wanted it to happen and they wanted to contribute.



Figure 2: *First gathering November 2007*

Photo: jamie.coomber on flickr

Blimey!

They were talking about property law and governance and incorporation and all sorts of grown-up stuff. I felt sick.

Afterwards, I went for coffee with Dean Whitbread and Janet Parkinson and Dean recorded an interview with me. I was excited and encouraged, but well, a bit scared to be honest. In my head, all I could hear was "Now you've done it! you've gone and raised expectations, you daft 'nana, now you'll have to do some more." Well, I talked some more, I went out and told people what we'd done and I blogged about it and stuff.

And then it was Christmas and everyone faded away, included me. But when we were all back, Mike Butcher wrote on his personal blog that he'd like to see the idea resurrected via a flashmob in Soho. So I jumped in and made a sign-up page on the wiki and by the end of the week we had between 20 and 30 people sitting round the table back in the Breakfast Club, sipping coffee and looking to me to tell them what the hell they were supposed to do.

Lots of people came and sat there and looked like "So you've got us here, we're ready, what's all this about? Why am I here? What do you want from me? What am I going to get out of this?" So I told them. I explained what little I'd worked out and what I still didn't know and above all it was not about something you were going to get something out of without putting something significant in first.

We went to the pub for lunch, and everyone was saying what a good thing it was, how they didn't understand it either, but that it seemed like something that needed to be repeated. So I wondered aloud, as I passed from group to group, how we might do that, but without pissing the owners of the space off. You see, the Breakfast Club's business model is, well, Breakfasts - they like to sell £10-£15 covers, food, drink and everything and to do it quickly and with little fuss. Who wants thirty geeks sitting around holding onto their one cup of coffee for three hours and whining because the wifi doesn't work so well? And as I sat in the corner asking the question for the umpteenth time - "How can we do this without pissing people off", Lee Thomas turned round and said "Well I've just been putting wifi into the Coach & Horses and they've got that room upstairs that doesn't get used during the day. I can ask the landlord if you like." So he did. And we were off.

Founding principles

An important aspect of Tuttle is that it operates as an experimental prototype. Many of the decisions about form and content have been based on my experience of group and organisational dynamics throughout my career. I wanted to see if I could create a group from scratch that incorporated several principles, including the principle that nothing was sacred and that the form and purpose of the group would emerge and evolve.

Diversity & Inclusion

Everyone is welcome at Tuttle. No, really, everyone. Yes, even PR people, IF THEY BEHAVE! :) Seriously, I still get queries regularly from people wondering whether they can or should come, whether they'll fit in. I hope that we make it clear that most conversations will be about the application of social media and online social networking, that most people will either already be working in this area or else have a strong desire to learn more about it. I think that's sufficient qualification.

A result of this is that we have a marvellously diverse group of people from different industries and disciplines. If we categorise people by occupation we have social media tarts, of course, but we also have writers, musicians, artists, film-makers, civil servants, other public servants, social



Figure 3: *Early days at the Coach & Horses*

Photo: /Sizemore/ on flickr

entrepreneurs, community managers, PRs, print, tv and radio journalists, industry analysts, vanilla flavour management consultants, photographers, web-heads, developers, VCs, academics and no doubt others who will be offended that I've forgotten them.

Come along, you may find that you don't feel you fit in, but we will not turn you away, unless of course, you do something illegal that the rest of us wouldn't do or start throwing furniture or putting chewing gum in girls' hair or something.

Comfort with uncertainty

We don't know how all of this will turn out. We've never known, to be honest, but at times when we had to make a decision (like moving location to the ICA for example) I was happy to hold the uncertainty on the group's behalf and say that while I didn't know what was going to happen next, I was sure it would be OK and that I would do everything in my power to ensure that it was OK. It's been important for me to establish from the start that I didn't have all the answers.

I believe this has encouraged people to make their own decisions or at least come up with thoughtful alternatives to how things were going and I'm sure we've been a more creative group as a result.

Freedom & Distributed Power

Half-jokingly, at the top of the sign-up list it says "Who's 'in charge'?" I've always tried to steer away from vesting ultimate authority in me, preferring that the grown-up people who come to Tuttle feel as free as possible to make their own decisions about what they do there and to try on the idea that we don't really need someone to be in charge, nearly as much as we generally think.

There have been two Friday's when I've been unable to attend due to work commitments. I'm fairly sure that these meetups were pretty much the same as any other, not because I left strict instructions on what was to happen or because I rang up every five minutes to check they were OK, but because I let people know that I wouldn't be there and encouraged several of the more regular members to make an effort with saying hello to new people (which is my primary function now anyway).

Building rich connections

With the formation of the group, I saw an opportunity to test out (in an informal way) my hypothesis that face to face social networking is a useful and powerful complement to online social networking. It was also an opportunity to see to what extent building rich relationships between smart and well-connected people could deliver any forms of economic value. I'm pretty sure we've proved that hypothesis over and over again.

Minimal Promotion

Rather than spending time and money on "building a brand" or describing in detail what we stood for and what we wanted to do, I chose to have the group "do cool stuff" and then wait for the group itself to talk about what they were doing sufficiently for other people to see that this "cool stuff" was something that they might like to join in with.

In addition to blogging and video communities like Seismic and Phreadz, Twitter has been our most effective means of communication.

A typical introduction to Tuttle goes like this: on Friday morning, someone tweets: "Only just arrived at tuttle and I've already met five new and interesting people". Soon afterwards, one of their followers pops up saying "Hey! @dude! wtf is a tuttle?"

and our friend obliges with an explanation. A week or so later the inquisitive one invariably turns up on our doorstep begging to be let in, having already let her friends know that she's coming to tuttle and perhaps that they should come too.

Complementing Online Social Networking

I wanted something that mirrored some of the characteristics of social media and online social networking. I wanted people to know that it's a platform for them to do other things, that it's open and inclusive, that individuals have freedom to make serendipitous connections and to make a variety of types of connection depending on what they wanted to get out of it all. This means that people should be allowed to sit on their own and work sometimes - you should make it work for you in whatever way suits you.

Structure

I've been a fan of minimal structure in facilitation for some time. Johnnie Moore introduced me to the Open Space Technology principle of as little structure as is needed to make something happen (or whatever it is). In my view, there are plenty of events and networking sessions around that tell you what to do, when, with whom or when to talk, when to listen and to whom. It's not that this sort of direction is a bad thing, it's just that given the strenuous efforts many people make to introduce more structure to "help the audience feel more at ease" I wanted to see whether a smart group of grown-ups could actually manage to do it by themselves.

Stability & Ritual

We do the same thing at the same time every week in the same place. I don't think of this as constraining structure, it's more about a stabilising ritual. When I was formulating the concept, some of the cool kids were running coffee mornings. They would announce them on their blog: "We're going to meet at 10:30 on Wednesday next week at Coffee Republic on Regent Street." It was fine and it was clear that this sort of coffee morning concept worked, but erm...was it 10.30 or 11.30? Oh God, is it tomorrow? And was it Coffee Republic or Starbucks???

I exaggerate for effect, but it did seem to me that something nice would be more like "same bat time, same bat channel". We also sought out quirky sorts of ritual. When at the Coach & Horses, it added to the slightly secret society vibe that you had to cross the threshold of the bar in order to get upstairs to the room. At first you had to come into the ICA through the back door, but now they've started letting us in through the front. Dang! We're going to have to find some other form of ritual friction.



Figure 4: Standing room only at the ICA

photo: whatleydude on flickr

What we've actually done

Regular social media cafés have been held every week since the beginning of March 2008. We started out in the upstairs room of the Coach & Horses in Greek Street. The way in was through the bar. The landlord had a target for how much cash we should raise weekly, with a preference for us getting sponsorship whenever possible. Given that we'd just started up, I was actually very pleased with how many sponsors we were able to find in the first few months to pay for coffee for a bunch of geeks with little to show in terms of tangible benefit.

In the first year, we were sponsored by Qype, Spinvox, bookrabbit, Adify, Polywonk, Sleepydog (several times), Bicester Village, Skyfire, GotYourPriceCheck, Mippin, SNSAC. Thank you again to all of them for helping to keep us going.

Highlights

I consider the main achievement is that more than half a dozen people (and sometimes an order of magnitude greater than half a dozen) have come together "just to chat" every week for a year. But people want to know about other things, tangible things, outcomes, outputs and stuff. I hesitate at this point, simply because we haven't set out to make stuff, rather to encourage stuff that would have happened sooner or later anyway, but needed a helping hand. So here are some things we've helped with.

As a result of meeting, chatting and sniffing of their respective rear-ends, Mike Atherton and Dan Light hatched a plan to do something different in Cannes. They co-opted the presentational loveliness of Gia Milinovich, thus bringing together three stonking intellects who shared a love of film and great individual experience of promoting film in different ways. They used seismic.com to gather questions for interviews with George Lucas, Steven Spielberg, Harrison Ford and Cate Blanchett as part of the promotion junket.

As an experiment in what sorts of other things we could do, I arranged a more thematic session - based on The Future of Work - at OneAlfredPlace. Eighty or so people came to talk in an adapted Open Space on a whole bunch of subject. This helped to build many relationships within the group and formed the basis of other discussions and sessions at 2gether08, Steve Moore's festival of ideas in the summer of 2008.

Toby Moores created Amplified which brings together several networks, including Tuttle, in a barcamp/open space hybrid to talk about stuff that needs to be talked about and then amplified, through the use of social media and online social networks. Tuttle folk are among the most amplified people in London and both groups have benefited from each other's existence.

Ilicco Elia is Head of Mobile at Reuters. He met Mike Atherton, Christian Payne and Phil Campbell at Tuttle and brought them in to experiment with reporting social-media-style on press briefings held at Reuters by the Prime Minister, the Leader of the Opposition and most recently, the President of the World Bank.

The Financial Bit

So, about the money. Currently the default model is that we don't pay for the space at the ICA but that there is a cash bar. From time to time, we are sponsored, which means that a tab is put behind the bar and so coffee and cakes are free to our friends until the money runs out. In practice the amount we ask is based on our experience from the first few weeks and so the tab only runs out just before 12 noon. As I keep an eye on how much we are spending in the time available, I am ready to adjust the amount we ask for in sponsorship to cover any increase in numbers attending.

The Tuttle coffers currently contain £330 from a mixture of donations and sponsorship. Thanks to everyone who's given. The bulk of that money was originally given to help us incorporate when we needed to. That looks likely again. Clearly if that happens, then we'll need to keep more accurate and timely records.

However, we know that regardless of where we've done it every week we've spent between £100 and £200 - say that averages out at £150 pw then in 50 tuttle meetups we've turned over about £7,500 that's not too unrespectable for something that only happens for a few hours each week. We also know that we're now consistently putting at least £200 per week through the tills of the ICA Bar (especially when we're sponsored and people don't hug their coffee for quite so long).

I want to keep Friday mornings free to access even if we can't have "free" (sponsored) coffee every week.



Figure 5: Tuttle screening of *Brazil*,
December 2008

photo: cowbite on flickr

Testimonials

I asked on twitter and on our mailing list for things I could quote people on about their experience of coming to Tuttle. This is what I got:

"I moved to London, Tuttle found me, and more than two thirds of the great things that happened to me in London started from conversations at Tuttle. It's a really great community that doesn't fall prey to commercial pressure in any way which, conversely, enables people to actually communicate deeply about their lives, professions and business in a way that lets people discover what they really have to offer, and really need. Thanks, Lloyd!"

Vinay Gupta - hexayurt.com

"I'm not a frequent visitor, but I know Tuttle is there, bubbling away hospitable, ready to offer a refresher whenever I need it ... and setting the style for geeky goodness" David Wilcox - socialreporter.com

"I'm not the kind of person who builds working relationships in the blink of an eye; I like to hang out a bit, get to know someone, talk about ideas, books, music, then see where it goes. As with most of my networking, I've never met a client through Tuttle, but I have met collaborators and a "supplier". That's the way I like it: I hate meeting people with a view to taking their money off them. It's a skillful and complicated business to make a social gathering like Tuttle seem so simple and straightforward. I hope it keeps going for a long time to come, because I don't work fast."

David Jennings - alchemi.co.uk

"My first Tuttle was over six months ago, my second and third more recently at the ICA, and in that time I've seen it grow substantially. This shouldn't surprise me: it's a great way to meet up with other people who have an interest in social media, in a friendly, relaxing environment. What I find most useful and intriguing about Tuttle is the opportunity to meet people who want to know how it can help them do business better. They have asked very tough questions that in turn help me think long and hard about what I'm trying to achieve on behalf of my clients. To describe it to other people I'd have to say it's the best way to start a Friday morning when recovering from Thursday night while still doing your job properly." - Brendan Cooper, brendancooper.com

"...apart from getting totally lost trying to find the Tuttle Club, it was well worth the adventure to stumble across this little gem. The gathering was bustling, alive, vivacious and extremely open to collaborating on many levels. The warmth and spirit of the people has me think fondly of the social media scene in London and inspires me to return and schedule my trips around the event." - Maria Sipka - linquia.com

"I first met Mike Atherton on Seesmic of all places; I was playing around and having fun, generally doing what I do and thus, emails were sent, introductions were made and of course Tweets followed.

Through the inestimable @sizemore I was introduced to Lloyd Davis.. and through him I found the Tuttle. Not really realising what it was for or what

'the plan' was, I jumped in with both feet (nothing new there then!). Reasons being that so far, via these new-found and rather interesting friend(s) of mine I would no doubt meet more equally interesting folk and generally learn something along the way.

A small room above a small pub in Soho was where we first met. The corner by the window became my home, fixing mobile phones and giving out advice; all the while quietly telling those that wanted to know that SpinVox had arrived.

Not a week went by without a new meeting or a new group 'discovering' us. Sometimes standing room only, sometimes only a handful of us turning up. It felt a bit like 'Social Media Anonymous' at times. The 'Hi I'm X and I do Y but I really want to know more about Z' intros were (and still are) in abundance. 'The Tuttle', as we fondly refer to it as, grew in attendance and stature.

Finding new digs wasn't easy, but when the chance came to re-locate to The ICA, we jumped at the chance. I caught myself the other day exclaiming to someone that 'the ICA has now become a veritable 'hotbed' of all things social media'. I put that down to the sheer popularity and 'themes' (if you will) of the Tuttle Club and those that attend.

I love The Tuttle because I can work there, socialise, arrange meetings, learn, teach, converse and laugh all at the same time. The Tuttle Club is one of my favourite places in London, and I'm not quite sure what I'd do without it. " James Whatley - Spinvox.com



Figure 6: Tuttle goes to Texas - on the UK Digital Mission stand at SXSWi, March 2009

photo: phillie casablanca on flickr

Where next ?

It's my aim this year to move towards doing Tuttle things all the time. That doesn't necessarily mean that I will do different things but I'm interested in exploring how I can do the things that I'm good at but in collaboration with a large, diverse, well-connected network of smart people.

I think it's important to hold on to what we've already got with the Friday morning meetups. Anything we do should build on that foundation, not replace it. The simplest way this is happening is the way that Tuttle Clubs and Social Media cafés are springing up in other cities. We currently have spawned regular meetups in Brighton, Birmingham, Manchester, Newcastle, Cardiff, Los Angeles, Oxford and Reading with ones planned in Wolverhampton, Boston and err.. somewhere in Cornwall. Oh and we even took the Tuttle to SXSWi so we've done Tuttle in Texas.

My experience so far has been that working on Tuttle has raised my profile considerably and made it easier for me to sell whatever it is that I happen to be selling. 99% of people who've been to Tuttle will understand that there's also a huge potential for good work being done by various combinations of members of the network (indeed many collaborations are already taking place, people come together at Tuttle and get stuff done).

So now we'll start doing and making things together, that we can sell, together. Initially, we are developing some consulting offerings, analytical and thought leadership publications and masterclass/workshop events. At the same time, we'll be looking for new places to do what we love doing while continuing the well-established Friday morning meetups.

You will see more about this over the next few weeks, because in true Tuttle style, we are starting to do these things organically, talking about them, trying things out, checking in with the people we admire about whether something is a good idea or just a bunch of hot air.

Afterword - Steve Lawson @solobasssteve

I'm a musician. And as such, have spent most of my working life around musicians and music 'industry' types, both of whom have a very definite way of thinking about who they are, what they do, why it's important and how they are going to make millions out of it.

So in my 10 years of avoiding anything that felt like 'business', while still making a living from music, I've often looked to geeks for inspiration, given that the tools I was using to try and make that career sustainable were computer tools, not 'music industry' ones.

What's this got to do with the Tuttle report? Well, what you've just read is about as succinct and poetic an exposition of how what's currently called 'social media' is changing how we create, innovate, network, resource, collaborate and make money from whatever part of the world we operate in, as I've ever come across. The ethos of Tuttle that Lloyd spells out so eloquently is what those areas of work euphemistically referred to as 'the creative sector' have been desperately in need of for years.

The lack of agenda, the desire to share, the room to innovate, the fun, the friendship, the caffeine. All vital elements in getting creative for the sake of making the world a better place. Not in any 'worthy' sense, but just because so many of the old models of business and creativity were built on sustaining myths. Myths of status, of importance, of fame, of business-yness. All of them Bollocks.

Tuttle has been a source of constant inspiration this last year. Most of my favourite people walking the planet today are to be found in the ICA on a Friday morning. I kid you not. I've 'given away' more great ideas this year than at any time in my life, but have received twice as much in return. I've been encouraged, cheered on, supported, consoled and, yes, hired more by this group of people than by any other. I've also had the privilege of connecting these amazing people with the large number of friends around the globe who've been looking for this kind of gathering for as long as I have.

Each such encounter has started the same way. 'What are you up to, then?' An open ended question that has lead to all kinds of plans. To consulting work, to speaking at conferences, to charitable campaigns and exploration of 'the tools of tomorrow' - closed beta test experiments with the most amazing techie minds I've ever come across.

As a proof of concept, Friday mornings are a shining testament to the power of curiosity. It all seems to have started with a 'I wonder what would happen if...' type question, and here we are, planning and scheming ways to push technology as far as we can into the world of usefulness.

The future of Tuttle is as exciting as it is uncertain. But the uncertainty is not in whether it'll keep going, but just how far it will stretch - there are Tuttle-themed groups starting all over the world - I take great pride in my part in inspiring a number of them - and as we move towards "24 hour Tuttle" and the creative possibilities that will afford us, I have every faith that the inspiration will stretch far beyond that which those of us gathering in the ICA week after week could envisage right now.

So, I'll see you all there on Friday morning - mine's an Americano with milk, and I looking forward to your answer to 'What are you up to, then?' P

Photo credits

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