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CSE 301.01

Google Garage Project Documentation

It is not uncommon for technology companies, or any companies in general for that matter, to have their origins in a garage. Examples include Amazon, Apple, HP, and many others. It makes sense; it's usually cheaper than renting an official office space and there is less overhead and legal paperwork to deal with when a company is first finding its footing. But for Google the garage meant something special. It was an important foundational start, the middle ground between two college students working on a project at their college campus and a full-fledged office building. It is thus the birthplace of the company, one that is now one of the most influential in the world.

In 1995, Larry Page and Sergey Brin met at Stanford University. They were just 22 and 21 years old, respectively. They began working on a search engine at Stanford, and in 1997 google.com became a registered domain. The entrepreneur's search engine began using up too much bandwidth at Stanford, so they began looking for a place to move to.

Susan Wojcicki was a marketing manager in the tech industry, and had worked for Intel and other companies in the Silicon Valley area. In September 1998, she rented her garage space in Menlo Park, California to Larry and Sergey. Wojcicki then began working for Google in advertising and marketing, and she worked on the company's first ever Google Doodles. She is currently the CEO of YouTube.

Although Google had moved out of Wojcicki's garage by February of 1999, Larry and Sergey's time at the garage represented an important moment in company history. The Google garage was the first step of many location moves, due to rapid growth in a very short period of time. Even today, Google continues to expand, grow, and open new physical locations. But there is something that remains unique about the cluttered, disorganized mess that was Google's first location.

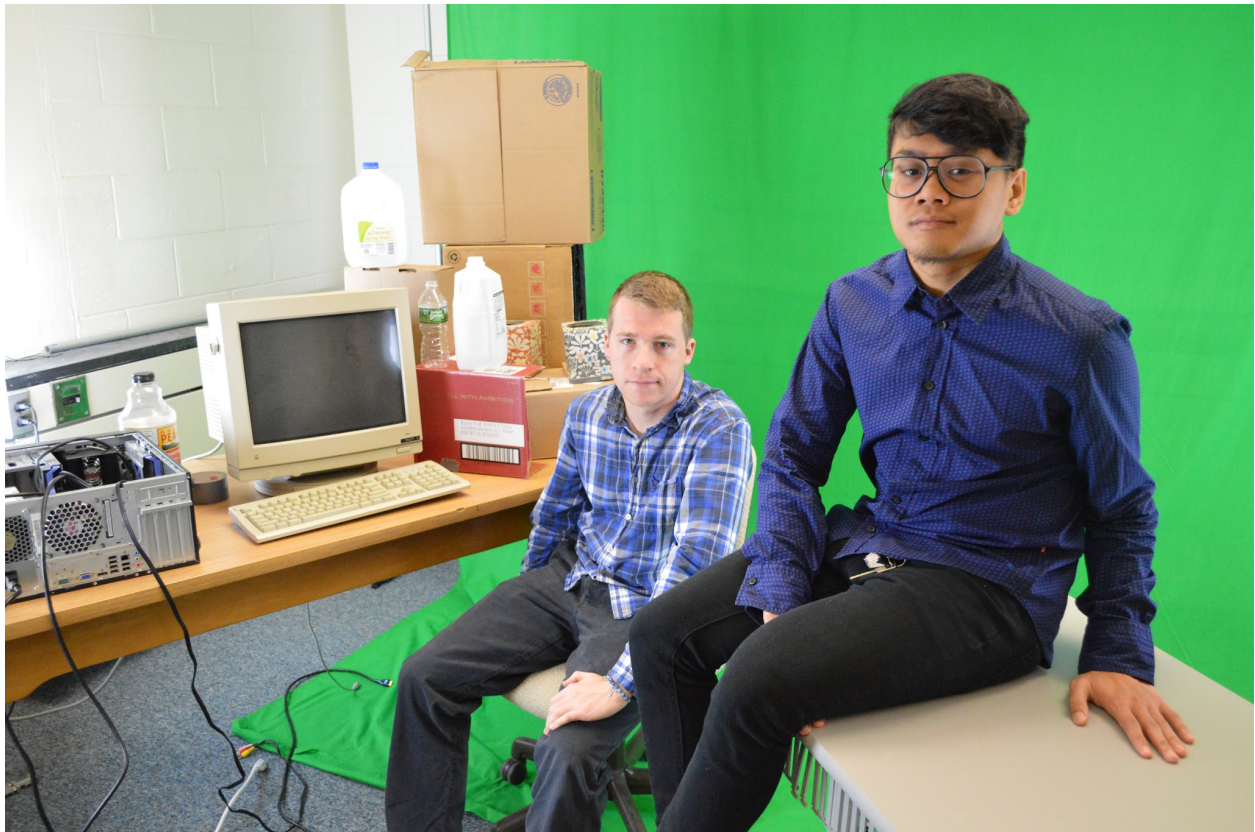
Our team was fortunately able to schedule an appointment during Professor Scarlatos's office hours to utilize his studio. We were able to borrow a large green screen, lights, and props vital to our reenactment such as tables, a CRT screen, and an open desktop. Team members were asked to bring boxes, containers, and wires to recreate the garage's cluttered space. Matt and Dean are the team's models and were required to wear clothes similar to Larry Page and Sergey Brin. Matt brought his tripod and camera to capture our project.

After assessing and approving our models' outfits, we began recreating the set of the Google garage. We first placed the tables in position in front of the green screen. Next, we positioned our props,

drawing inspiration from the original picture. Boxes, milk containers, a CRT screen, an open desktop, and wires were placed on a table. Then, the lights were focused on the background to preserve the green screen's solid color and on our subjects.

We finished the preparation of the set and were finally able to position our models. Matt and Dean had to pose awkwardly in order to recreate the poses of Larry and Sergey. Sara and Nikko took multiple photos at different angles until they were satisfied with it. We then cleaned up and brought the set back to how it was before we utilized it. The photos were analyzed to choose the one that is most accurate to the original photo. Sara and Nikko were given the task to edit and photoshop our project to fix the background and add details. After a few days, the project is finalized and the team is extremely satisfied with our recreation of the Google garage.

Original Image:



Final Image:



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References:

Susan Wojcicki Profile, Forbes

<http://www.forbes.com/profile/susan-wojcicki/>

Company History/Timeline, Google:

<https://www.google.com/about/company/history/>

Companies That Started in Garages

<http://www.retireat21.com/blog/10-companies-started-garages>

Image:

http://www.orchidbox.com/userfiles/1998_mcleod_brin_page.jpg