

LETTER no.95

Friday, April 8, 2016

on [iversity](#) / on [design lol redux website](#)

Part 3 - My World / Week 06 - My Things



Greetings from Toronto,

At the Ryerson Theatre for a special night, [Marcel Duchamp](#), [John Cage](#) with our dear [Marshall McLuhan](#) floating from above.

A very impressive event indeed...

Superheroes gathered to play with the chessmen on the board.

[Playing](#) with the relative position of each: the relationship between the pieces.



Three people who shaped the 20th century, who changed our language and shifted the discourse.

Question of the day: Ready for the show?

On April 23, there will be the opening of [#MyZinelol exhibition](#) at the new (and very fancy) "BASE", in Milan. What will be on show?

Your magazines!

Now that you are almost done with your magazine's prototype (today we will add one last bit), you are almost ready to add content and produce the first 3 editions of your magazine:

One edition about "yourself".

One edition about "other people".

One edition about "your world".

One same magazine (A6 size), three different editions.

: -)

3 editions to present at the [#MyZinelol Exhibition](#)...Let's go!

Once these are ready,
inform ms. Lola via email (design101.info@gmail.com)
and send your 3 magazines to the following address:

IdLab
Via Cascia 6,
20128, Milan
Italy

And please, hurry up!

You need to make sure your magazines arrive to Milan
before April 22, 2016 as the exhibition opening
is on Saturday 23 at 18.00.

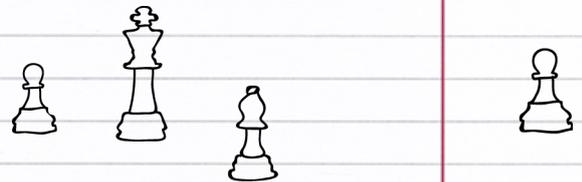
Our schedule is tight, but the task is feasible
(no matter where you live in the world)!

Simple, nice, clean, easy, quick, smart...
Just like we are used to.



One last push...

Ready?



Go!

: -)

What will I do today?

Today you will think about how to ship your magazine.

Can it be put into a ready-made envelope? Does it need to be put
into a little box? Where do you put the stamp?
Where do you write the shipping address? How do you "seal" the
whole? Could it work as a postcard?

You will actually need to send 3 of them to Milan...
How do you do if you have 3?

Go on, evaluate the whole and decide what is best.

Share your process with us.

Once you have your 3 images ready, share them on Instagram using the hashtags: #LittleSuitcase and #Design101Redux.

Then, share a nice (and meaningful) caption to accompany your images and hashtags.

What will I learn doing this?

To prepare yourself for the world to see.

To merge everything you've learned throughout our journey.

Why do we do this?

Because every nice journey needs to come to an end and we deeply think that our journey's "end" needs to be a special one: one to remember...

For this reason, we celebrate its end with a fancy exhibition.

Come on...

One the final stretch!

: -)



Something to remember:

Every nice journey needs to come to an end and this end should be celebrated.

Further inspiration

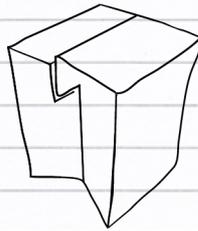
"Everything important that I have done can be put into a little suitcase." Marcel Duchamp

Share your process + let us know if
you need any help / comments!

Once again, let's go!

Kisskiss / Lovelove

: -)



Today's Postcard References

John Cage



Café Samt & Seide,
Ludwig Mies van der
Rohe and Lilly Reich

Chess match at the
Ryerson Theater

fm ASR Giulia

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