

THE CLUTTER

VOLUME **2ish**

AN IRREGULAR DIGEST OF THINGS THAT MAKE YOU
A LITTLE SMARTER, A LITTLE COOLER, AND A LITTLE MORE EFFECTIVE.

NUMBER **1**

The Power of Pre-Gutenberg Media

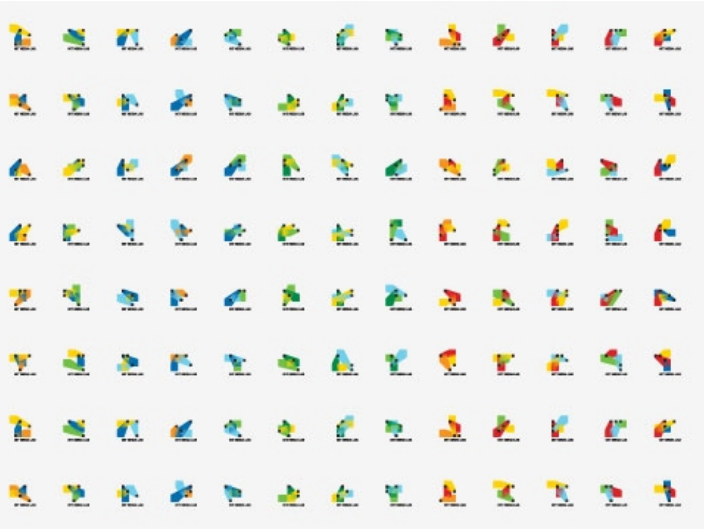
As befits a Soho-based online timesheet and invoicing service, Harvest is comfortable with new media. They blog, tweet, maintain a Facebook presence, and create groovy little side projects such as [Co-op](#). But, unlike some hip start ups, they aren't new media chauvinists.

On my 5th anniversary as a customer, they sent me a card, hand-written by one of the founders. It probably took him twenty seconds to write my card. But the power of that card was immense.

We are reaching the point where the Internet, email, and social media are the threatening to become an even more virulent strain of clutter. It took a handwritten card to remind me that I'm not in the media business. I'm in the communication business.

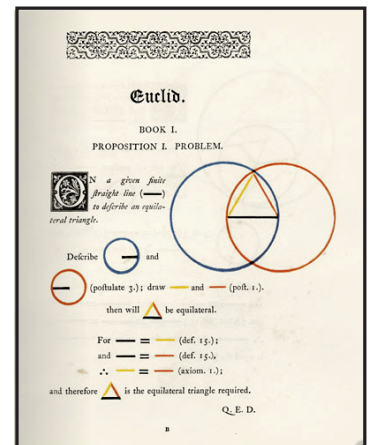
The World's Most Stylish Algorithm

Go configure. It's pretty impressive that the new MIT Media Labs logo can be arranged into 40,000 variations. But what's even more impressive is how elegant the effect is. Watch the [video/slide show](#) to appreciate just what the designers at GreenEyl accomplished.



Department of Nifty

We never thought we'd yearn for a geometry textbook. Then we glimpsed this [facsimile 19th century edition](#) of Euclid's Geometry at Micawber's Books in St Paul. We haven't justified the \$60 price tag but give us time.



The Definite Article: The The Project

You gotta love the Internet. Someone is gathering, scanning, and [posting](#) as many examples of distinctive treatments of the word "the" as they can find.

Gerd Arntz: Appitalist Pig

There are over 200,000 iPhone apps, eight of which are dedicated to helping you pick out apps. Apps are the Tribbles of the virtual world. My iPhone has 47 of the little buggers. And my current favorite is Gerd Arntz Memory, which is high-quality time-wasting thinly disguised as cognitive play.

Arntz was creating designs to illustrate social issues but his icons look like they were developed for the iPhone. And the app brilliantly combines simplicity, variety, and challenge. Find more info on Arntz [here](#).

White Paper: Beyond Chatting with your Toothpaste

To download a copy of this brief white paper, which outlines ten exemplary social media approaches, click [here](#).

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