

The Design Issue

# SOMA

THE DESIGN ISSUE

LOVING LE TIGRE  
UNDERCOVER KURT COBAIN  
HAUTE HOTELS



ALFREDO HABERLI'S FINE LINES  
GRAPHICS SUPERSTARS  
ALEX MCDOWELL GOES WONKA

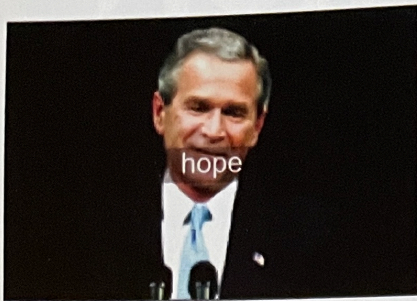
Volume 19.6

Design Issue

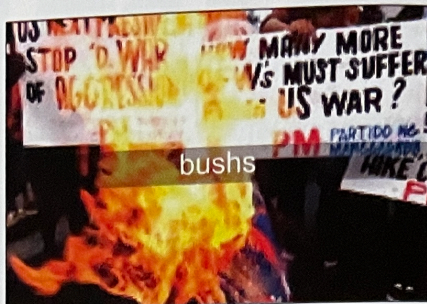
USA \$3.50

Canada \$4.50 England £3.00 Japan ¥1000





Thursday, Nov 04 2004, 11am EST



Thursday, Nov 04 2004, 11am EST



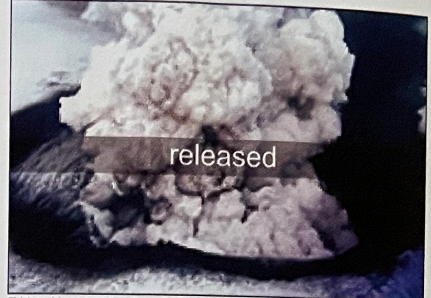
Thursday, Nov 04 2004, 4am EST



Friday, Nov 05 2004, 10am EST



Friday, Nov 05 2004, 10am EST



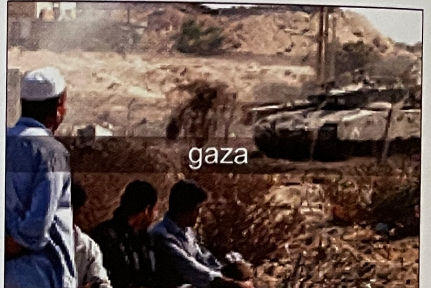
Friday, Nov 05 2004, 2am EST



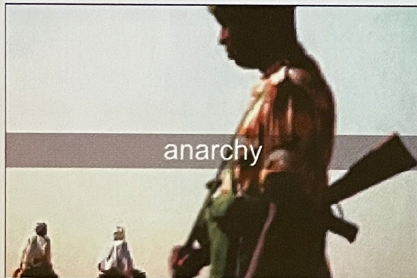
Thursday, Nov 04 2004, 8pm EST



Thursday, Nov 04 2004, 8pm EST



Friday, Nov 05 2004, 6am E



## ABSORBING REALITY

Jonathan Harris, creator of the online 10X10 project in conjunction with the FABRICA communications research center in Italy, began with a question: Is there a way to encapsulate a singular moment in time that transcends language and culture? Every hour, 10X10 automatically records the most important images and words from the BBC, the *New York Times* and Reuters, creating a tapestry of images that seek to answer this question. A moving – and sometimes-schizophrenic – visual information site for the curious, the artistic and the media obsessed, 10X10 pulls together a grid of picture postcard images entitled, *This is Now*. Clicking on a single frame allows the viewer to investigate a bit deeper by enlarging the image and showing a list of related words and headlines. The images and words are collected without human intervention or opinion; there is no editor. “10X10 makes no comment on news media bias, or lack thereof. It has no politics, nor any secret agenda; it simply shows what it finds,” Harris clarifies.

Contradictions of the world rest side-by-side on 10X10. You might see a photo of Britney Spears next to photos of refugees, or a burning building next to a baseball player. With erratic and often unlikely compositions, 10X10 reflects the diversity of our world – yet when something big happens, like the death of the Pope or Yasser Arafat, the entire grid can be filled up with multiple images of the same event. Watching the grid change, you realize that you’re watching history being made. “10X10 is most powerful in those moments,” says Harris.

“People are often shocked by how much war and destruction dominate the world. Images of soldiers, war and death are constantly represented. If those are the things making the news, then those are the things that are most important in the world. Whether 10X10 means to or not, it seems to underscore that fact for a lot of people,” concludes Harris.

**Julia Kraft**

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