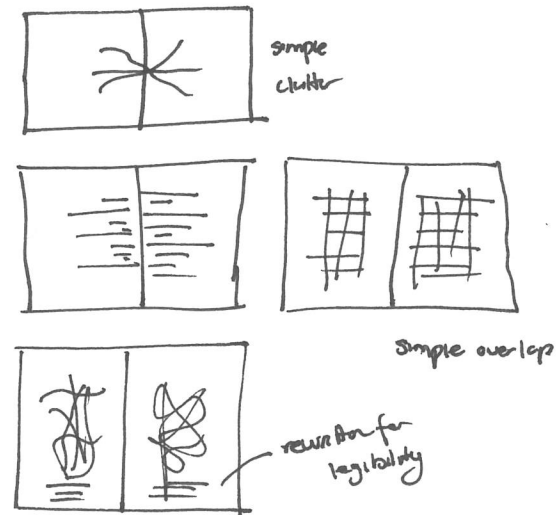
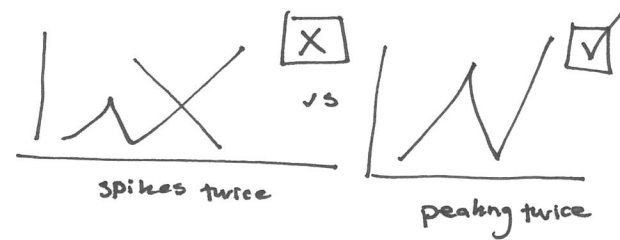


# the rethink 2.0



transition to battlefield overcrowded



but it worked!  
less crowded

make it symmetrical  
not predictable

produce clean text

wider margin

contents not even

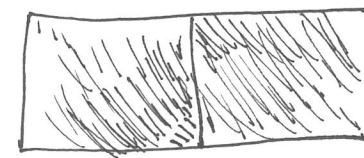
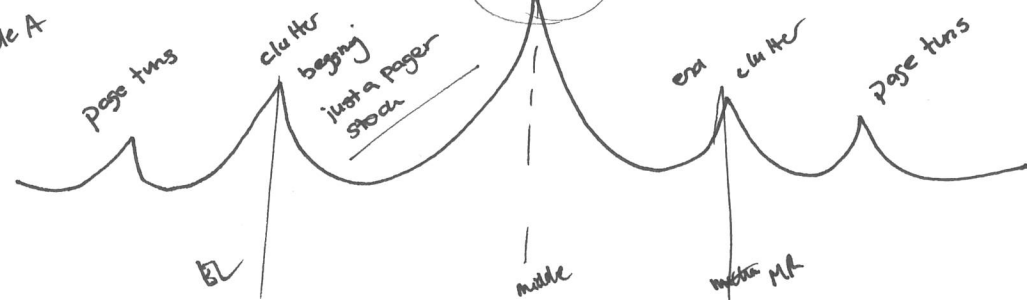
does title or first part rotate  
on second part!

no! otherwise too  
early! it's an intraditonal  
book too early!

inner needs to be  
most cluttered

do I duplicate it  
they both end in the  
middle!

Side A



different  
elements  
directions

the rethink 2.0

stretch the  
text

distort  
one  
element

grows  
into  
down

distorted

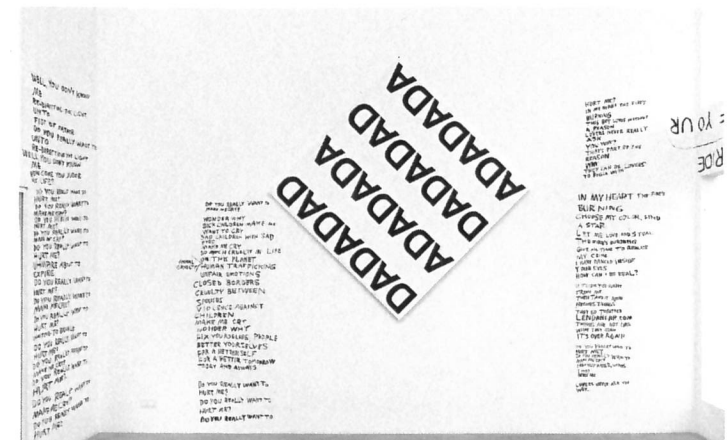
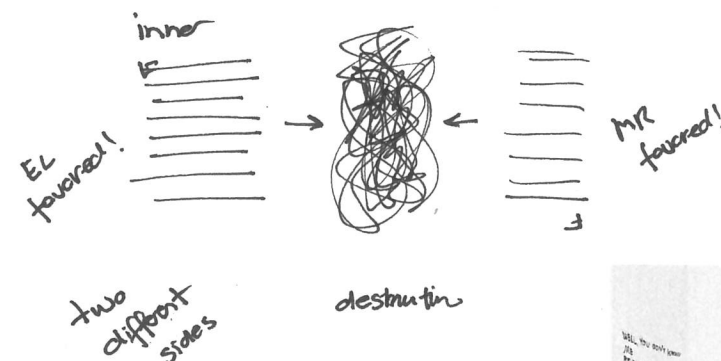
what is  
the distortion?  
crescendo?

it's not  
about legibility

Have we found a  
winner!? — no. I agree with both

Does their "voice"  
become one?

Is there no satisfying  
ending?



Karl Holmqvist, Eschismatisch