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ny mirror

New York Seen

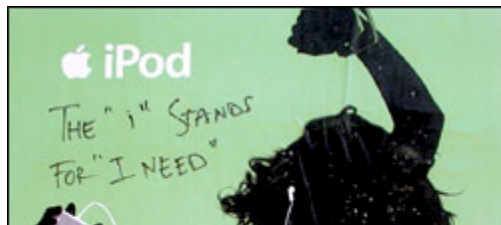
by **Laura Conaway**

iPod, Annotated

An itinerant inkster bites Apple in NOHO—and the public bites back

June 2 - 8, 2004

all photos by Staci Schwartz



Sometime last week—Wednesday night, maybe—an anonymous scribbler took a marker to a block-long row of iPod posters, adding a penetrating spin on Apple's pitch for "10,000 songs in your pocket." People walking by on Thursday slowed to consider the dozens of new messages stretching down the east side of Lafayette, from Great Jones to Bond: The "i" in iPod "stands for isolation," the writer had scrawled above one silhouette of that annoying lone figure dancing. "The 'i' stands for insecure," for "irrational," for "inibriated" and "inebriated."

Apple's digital answer to the analog Walkman is corking the ears of the world at a rate of more than 700,000 pairs every three months. A cheaper version, the iPod mini, offers room for only 1,000 songs but already has a waiting list of customers. "The 'i' stands for 'I want one,' " read the graffitied line on one billboard. With an urban cry reminiscent of Barbara Kruger's graphic exploits or the Missing Foundation's upturned cocktail glass, whoever did this hasty work turned an ad campaign about being cool into a commentary on being alone. With their own markers, viewers answered back. "The 'i' stands for the

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Williamsburg

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229 W. 52nd St.

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Houston

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Hook, Brooklyn

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PERSONALS



nbrains2

Most humbling moment:
"When I was in college,
broke, and I totaled my
car two months before
paying it in full."

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a woman

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• Death Cab For Cutie •
• Blonde Redhead •
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By The Trail Of Dead •
• Mission Of Burma •
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SATURDAY JULY 17 2004,
AT CONEY ISLAND, NYC

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\$20⁰⁰ OFF

VOICE in the News

Michael Musto will
be interviewing
Chita Rivera on
Thursday 6/3 at
7pm at the LGBT
Center (208 W. 13
St.)

Michael Musto will
discuss the Tony
Awards on
WNET/Ch. 13's
"Theater Talk"
Friday 6/4 at
midnight.

Tristan Taormino
will moderate a
panel discussion
"Sex in LGBT
Media" at CUNY
Graduate Center on
Saturday 6/5 6-
8pm.

VOICE Giveaways

Performance

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Cirque du Soleil's
Alegria

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person who did these
comments 'is totally cool,' "
one wrote. Another
complained, "The I stands for
impatience [sic] you idiot." A
third dispensed with the "I"
business completely and just
stated, "Your notes are
stupid."

By Friday morning, the game
was over. Rain had washed
most of the marks away.

The Reflecting 'i'

The Inkster's conclusions
about the *i* in *iPod*:

insecure
impolite
income (not yours)
isolation
"in touch"
"I want one"
income
"I love you"
interesting
intimate
insurrection
ignorance
illiterate
inadequate
intercourse
indominable [sic] human
spirit
indifference
"in crowd"
impolite
incommunicado
"I can't stand the silence"
"I don't want to talk to you"
individual
incoherent
idiot
impunity
indict
investment
impossible
inspiration
infantile
id (Freud)
immoral
inibriated [sic]
inebriated
inoculate
incubate
incapacitation
"I don't care anymore"
irreconcilable
ignorance

Who is looking for:

a man

Age between:

18 and 35

from zip

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Payday Loans
\$\$Cash Advance
Bad Credit Loans
Discount Hotels

intersection
incompatibility
incomplete
"I give up"
idol
icon
iPod
insulting
imaginary
intoxicated
insane
instrumental
irrefutable
X
"in touch"
infinity
inconsequential
individuality
introvert
isolated
irrational
"I need"
incorrect
impulse
intent
inside

Sound Off

iTalk Back: Put your own *i* in *iPod*.

Check back later for a selection of responses appearing on this page.

Name:

Email: (will not be published)

Town:

The VOICE may edit your comments and cannot guarantee that all submissions will be published. Please be concise and stay on topic.



Reader response:

The "i" Stands for "I Read Too Much Into Graffiti"... Really. How is this news?

Dan Bailey
Minneapolis, MN

in extremis

jake
Philadelphia

the 'i' stands for 'invective'...kind of a pointless one, at that.

solomon
rochester, ny

The "i" stands for "idiots (Price Our Devices)"

Tim Miller
Wherever you want, Baby

The "I" stands for "I think someone is jealous"

Matt B
Canterbury UK

the i stands for: iraqi torture was okayed and ordered by Donald Rumsfeld
therefore he must resign...Pod

Ham
Las Vegas, NV

The I stands for insufferable even as I type this on my ibook

Honey Ardeur
New York City

inept

sodyPop
venice

There is no "i" in conspicuous consumption.
(Oh wait, there's two.)

Michael Stone
San Francisco

The "i" stands for insipid, of course!

Perry Townsend
NYC

"I'm invincible," imagines the iPodster, "you're invisible."

"You're ill-informed," intones the iPodhead, "I'm in the know."

"I've invested in innovation," implies the iPoddite, "You're in the dark ages."

"You're impoverished," insist iPodterati, "I indulge."

"I've interiority," intones the iPodcrite, "i.e., you're inferior."

Chinnie Ding
Cambridge, MA

Indigence--after paying for the damn thing.

Matt Mientka
Arlington, Va.

The "i" stands for "I'm a cry baby cause I can't afford one so I am going to write
stuff on the ads"

Soth
Toronto, Canada

I can't take it.

alanrado
Detroit

The "i" is for "I'm jealous I don't have one of my own."

Josh
Manhattan

i stands for:
- 'Intellectual property (not mine)'

- inner ear infection (from sharing headphones)
- inconsolable (after being mugged for the tell-tale white ear phones)
- "I think, therefore I am' (just not when I am listening to music)

Ged Carroll
London, UK

iSnob

david
nyc

interesting but ultimately pointless like all consumer goods.

dj
London UK

i is for ire

Annette
Ozark, Mo

the "i" stands for impoverished

dachYagel
NYC

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