



These are some of the many faces of Multiple, a small software from O-R-G commissioned for ARTPAPERS.

Italian designer Enzo Mari spent the year of 1957 drawing an apple. The result, *La Mela*, is a large silkscreen print released as an artist multiple by Danese Milano continuously since. Mari lavished time on the drawing, preparing it for the industrial manufacture by abolishing detail and reducing it to an essential form. He was not looking to draw AN apple, but rather, THE apple—a perfect symbol designed for the serial logic of industrial reproduction. In place of the unique work of art and its privileged market, multiples used contemporary manufacturing to produce many exact copies circulated as consumer products.

Multiple reconsiders this logic, fifty years later as software coding has replaced the industrial assembly line. At any one moment, this software presents one of 1,728 possible arrangements, each a face made from minimal typographic furniture. Instead of many identical copies from one design, Multiple is one original set of instructions constantly producing alternative versions.

Available as a free download for OS X, iPhone, and iPad at <http://artpapers.com/multiple>