

THE GENESIS OF MODERN ICONOGRAPHY

Munich, June 22nd 2018

Dan Fitzpatrick | @terafitz | Triplesense Reply



THE GENESIS OF MODERN ICONOGRAPHY



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AN ANCIENT EMOJI

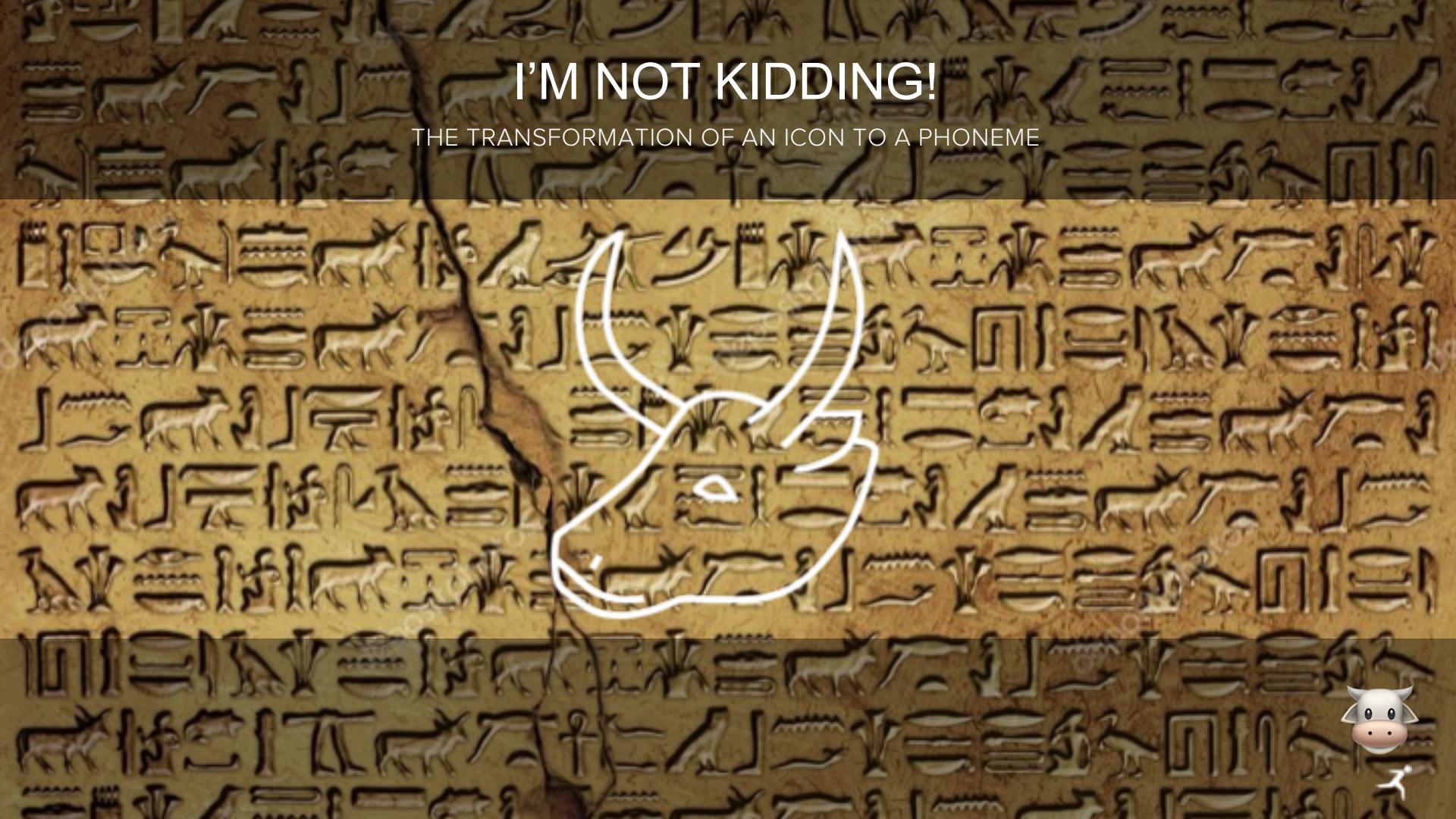
THE TRANSFORMATION OF AN ICON TO A PHONEME... ...AND BACK AGAIN

ALPHABET ARABE, PERSAN, TURC.

NOM DES LETTRES.	FIGURES.					VALEUR des lettres représentée en français.	Valeur numérique des lettres d'après la formule
	Lettres isolées.	Finale	Finales.	Initiales.			
Èlif.	ا	ل	ل	ل	ل	è, é, eu au com- mencem. des mots, à dans le corps des mots	1
Béi.	ب	ب	ب	ب	ب	b.	2
Péi.	پ	پ	پ	پ	پ	p.	3
Téi.	ت	ت	ت	ت	ت	t.	4
Séi.	س	س	س	س	س	s et c.	5

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I'M NOT KIDDING!

THE TRANSFORMATION OF AN ICON TO A PHONEME



NERDY STUFF



OXEN ARE EVERYWHERE!

emoji	language / meaning	region
🐮	Elif? = Ox	Ancient Egypt
𐤀	Alef	Phoenicia
࠵	Aleph = Ox	Semitic languages
ܾ	Alyf / Elif = Ox (horn)	Arabic and Persian languages
Α	A (Ipha)	Roman, Greek



**FROM 63 (B.C.)
UNTIL 1963**



OUR MOST FAMOUS EMOJI



VOM SMILEY ZUM EMOJI

STATE MUTUAL LIFE ASSURANCE COMPANY
PURCHASES GUARANTEE MUTUAL COMPANY...



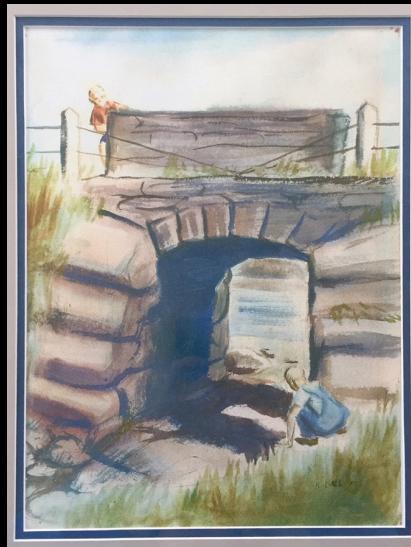
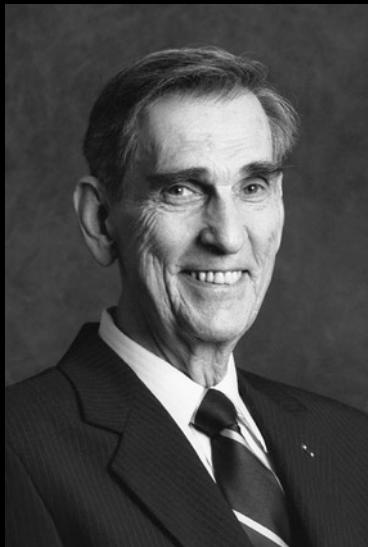
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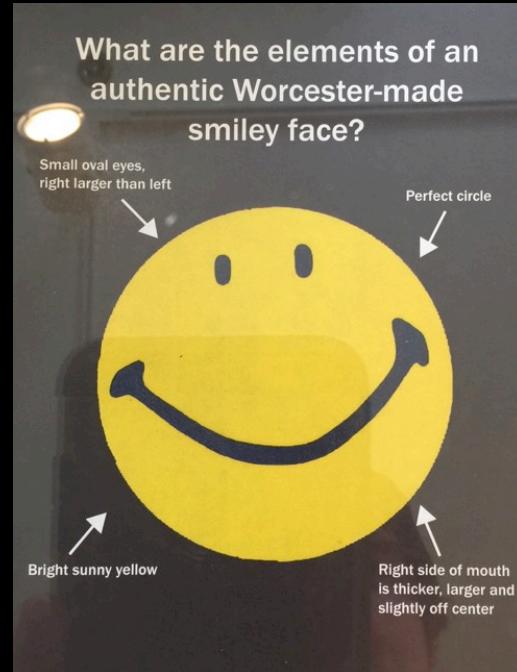
HARVEY BALL (JULY 10, 1921 – APRIL 12, 2001)



100 BECOME 100,000



“I am happy.”



WHY WAS THE SMILEY SO SUCCESSFUL?



ICON, EMOTICON, EMOJI

EΙΚΩΝ => „IMAGE“

Symbols can convey a comparatively large amount of information

- Humans „fill in the blanks“
- They are largely independant of language and culture
- They abstract actions, objects, sentences and emotions.
- Emojis are letters!



SEND A MESSAGE EASILY!

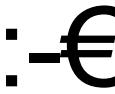
SLOGAN: BAD! EMOJI: GOOD!



„The best or nothing“
„The future of the automobile“



TRANSLATIONS

ICON	Meaning	Region
	Hornochse!	Ancient Egypt
	„Save“	Worldwide
	„Love“	Worldwide
	„I‘m happy“	Worldwide - ascii (1982, S. Fahlman)
	„I am the walrus“	(John Lennon, 1967)

EMOJIS MAKE SENTENCES!



\$45.00



\$45.00... ...AND FAME & GLORY



Harvey Ball is recognized worldwide as the inventor of the smiley.



OPEN SOURCE

„HEY, I CAN ONLY EAT ONE STEAK AT A TIME, DRIVE ONE CAR AT A TIME.“



Neither Harvey nor State Mutual ever copywrited the smiley...



HARVEY AND WINNIE

WINIFRED A. BALL, NÉE TRUDELL (1923 - 2015)



Oh Harvey...



FAMILY TREE

TOO MUCH INFORMATION?



Winifred A. Ball
née Trudell

Harvey Ross Ball



FAMILY TREE

ACHTUNG, SPOILER....



Robert Joseph
Fitzpatrick



Evelyn May Fitzpatrick
née Trudell



Winifred A. Ball
née Trudell



Harvey Ross Ball



UNCLE HARVEY



SEXTING



MARIE AND AXEL

IT WAS WIDELY KNOWN THAT THE TWO WERE CLOSE,
AND IT WAS RUMORED THAT HE WAS THE QUEEN'S LOVER



<https://>

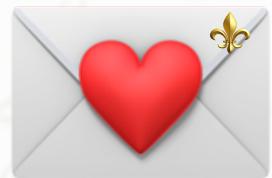


A POLYALPHABETIC ENCRYPTION KEY

...AND YOU THOUGHT WE WOULDN'T GET ALL TECHNICAL!

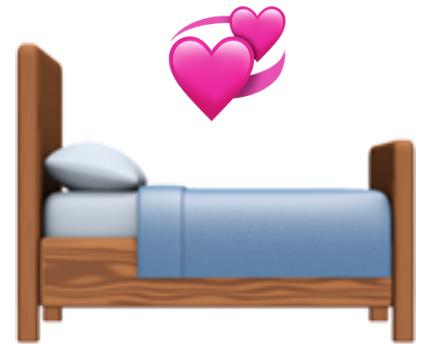
*„Farewell, the most loved and the most loving of
men. I kiss you with all my heart.“*

Keyword: Courage



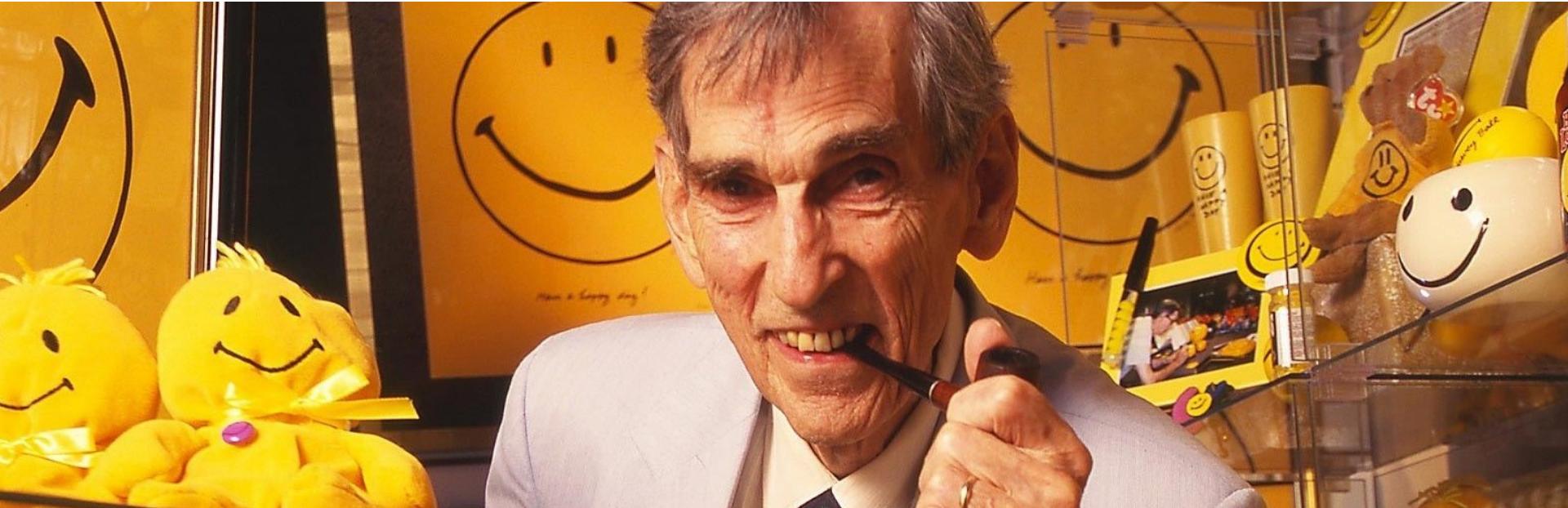
EMOJIS: THE LANGUAGE OF...





1 SMILEY = 1CT.

PAYPAL.ME/HARVEY AND DAN



DANKESCHÖN!!

