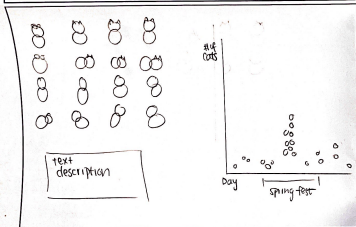


cover ->
 - minimal layout
 - simple shapes
 inspired from data



middle spread ->



spread will have a grid of data on one side...
 and a graph of frequency of running into
 cats over time on the other side.

back ->

