

The Pinks Are On Me

Bizarre colour of firm's latest malt

WHISKY bosses reckon their new malt will be a hit — even though it's bright pink.

Bruichladdich of Islay's dram came about by mistake. The company had decided to see what would happen to their latest 20-year-old malt if they aged it in red wine casks. Director Simon Coughlin said: 'We expected it to get some colour but were amazed when it came out bright pink. 'Now not only does the whisky taste great, it has an amazing colour which we are sure will appeal to everyone.'

The firm have called the whisky Flirtation to try to attract more women and gay men. Coughlin said: 'It may appeal to women more than the regular brown as some do prefer coloured drinks. The gay market too, maybe they'll be keen.' Bruichladdich expect to sell all 10,000 bottles — despite the £65 price tag.

Coughlin said: 'Our last 20-year-old whisky was incredibly popular, in fact it has now sold out.



'We are sure that this new pink variety will be just as successful.' He admitted the new dram may not be to everyone's taste but said his firm thought they might breathe some new life into the industry. He said: 'We want to move with the times. The boring whisky days will become a thing of the past if we have anything to do with it.'

— Natalie Walker

BOOK REVIEW:

Fat Chance

LOUISVILLE, Ky. (Wireless Flash) — A new book criticizing the pharmaceutical industry for causing the obesity epidemic has been banned for auction by Ebay who won't give a reason why.

The controversial book, "Why is America So FAT? "(Rik Press), is critical of the pharmaceutical company as well as the FDA for making Americans plump and lists many fat-inducing prescription drugs.

Author Ben Kennedy claims Ebay didn't give him a good reason why they wont auction his book, but instead "gave me b.s."

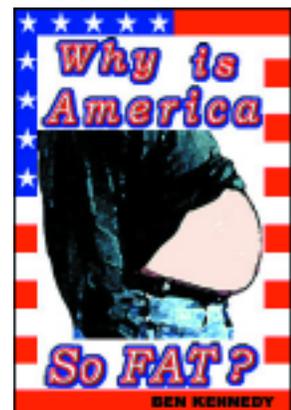
He speculates one reason is the wife of the

founder of Ebay worked for a pharmaceutical company and the book doesn't shed the best light on the industry.



Ebay's priorities may be inconsistent as Kennedy wonders, "They have no problem with listing pornographic material, but they do with my book."

Otherwise, the book has been "well received," but still Kennedy is fuming saying, "Ebay's becoming an arrogant company, they're just doing whatever they want. It sets a bad precedent when you start banning books."





Mac to the future

The latest version of Apple's iMac wowed Paris this week, but it takes its cues from the 1980s, says Neil McIntosh

Thursday September 2, 2004

The Guardian

Apple looked to the past to find the future of its iconic iMac desktop computer, the latest version of which was unveiled on Tuesday in Paris.

With the clean white lines of the screen also containing the computer's innards, all supported by a sculpted aluminum arm, the new design takes its cues from the all-in-one box concept of the first, revolutionary iMac of 1998 — and even the first Macintosh of 1984.

But beyond the initial concept, the machine bears few similarities to those earlier models: it radically remixes their classic looks with help from a flat panel display — rather than a bulky cathode-ray tube screen — more compact internals and wireless technologies such as Bluetooth and Wi-Fi.

The new look ends the two-and-a-half-year reign of the second-generation iMac, with its domed base, rectangular screen and chrome connecting arm.

The new iMac brings Apple fans the machine many had hoped for in 2002, with electronics and optical drives tucked unobtrusively behind the screen.

As a piece of design, the machine is spectacular, with the entire computer as thin as some normal flat panel displays.

Phil Schiller, Apple's head of worldwide marketing, says the new design "makes it simpler, much easier to use... the i/o [input/output plugs] are easier to reach along the left-hand side... it really makes the whole computer disappear, so that you can just focus on the work you need to do, and how you want it to work for you.

If crowd responses indicate future sales, the new iMac could quickly be outselling its predecessor.

New feeds for Tiger

Apple has also been revealing details of its updated OSX operating system, codenamed *Tiger*, slated for launch in the first half of next year. New features will include:

- Far better searching of hard drives.
- iChat instant messaging will now allow three-way video conferencing and 10-way audio conferencing.
- Dashboard: useful "widgets" can be summoned at the touch of a key.
- Automator: a "visual scripting" application to automate repetitive tasks.
- Safari with RSS: Apple will build in the ability to read webpage "feeds" encoded in the RSS format. RSS is popular among bloggers and is increasingly being adopted by larger online publishers, making it easier for news junkies to scan headlines from many sites.
- Send comments to online.feedback@guardian.co.uk. Please include address and phone number. If you do not want your email address published, please say so.

Ah, to be cool



My ten year old son recently came home from school a little down. It seems a boy in his class declared that the other kids lacked “cool” and that he was, in fact, the only cool kid in the entire class.

My response? “Don’t worry about it. The kid isn’t cool.”

“But, how do you know? You haven’t even seen him!” blurted out my son.

I didn’t have to see the kid. The first rule about being cool is that it can’t be self-declared. It’s like a comedian laughing at his own joke (Red Skelton excepted) — it’s just bad form.

“So, then what is cool?” asked my son.

...And, here we have the problem. I’ve been thinking about it for a while now. As a design studio, one of our major roles is to stay attuned to society, watch trends in colour, fashion, gimics, style,

television, music, architecture (pretty much anything) and hop on the opportunity to associate our clients with “cool”.

But, what is “cool”? It can’t really be pinned down exactly. We all know what it is, but it’s range is incredible. And, what’s cool in one instance, isn’t in another.

So, what is cool? Here’s my personal spin on it. It all starts with the values of our philosophical system. Hunh? Now, get this: while philosophy in the East has been about the freedom of the individual soul through liberation from the ego, here in the West, individual freedom has been sought through personal expression and the strengthening of the ego. (Except in the States, of course, where they’ve adopted a “bomb you to freedom” attitude.) So, in the West, from the time of Socrates, honest personal expression equals “cool”.

Makes you think of Shakespeare, doesn’t it? “To thine own self be true”. Well, Bill was definitely cool. He perfectly expressed the definition of cool — honest self-expression free of concern about what others think. Think about it. This definition gives us people like Muhammad Ali, Neil Young, Bowie, Miles and John Lennon (uh, sans Paul, please).

However, like the term “superstar”*, only a few people are truly “cool”. This leads us into the west’s billion dollar industry: the cult of the personality. This is where we flash a personality like Eminem, Avril, Kalan Porter, etc. in front of a crowd and suddenly, it seems the personality has been cloned! The individuals in the crowd last surrendered their own identity to emulate the “cool” identity before them.

The question is, of course, did the person modify themselves as a reflection of themselves or

Further reading:

For a good read on trends:

The Tipping Point by Malcolm Gladwell

For association in marketing:

The Wizard of Ads series by Roy Williams

For the beginning of “cool”:

From Earth Spirits to Sky Gods:

The Socioecological Origins of

Monotheism, Individualism, and

Hyper-Abstract Reasoning, from

the Stone Age to the Axial Iron Age

by Bruce Lerro (sounds heavy, doesn’t it?)

...oh, and listen to:

Miles, Joe Strummer,

Patti Smith

and Lou Reed

to mirror another? The act of surrendering personal identity in the West is simply “uncool”.

However, like the “undead”, there’s money to be had in the “uncool”. And, here’s where your wonderfully creative marketing team comes in again. With our fingers on the pulse of society, we’re always scanning around for trends; trying to see what’s in, what’s out, and what’s coming back again. (Thank God for the baby boomer and the nostalgic need for the re-run!)

Here’s where I introduce the next term: association. “How can we create an association between the truly ‘cool’ and our client?” In other words, can we make the target audience think our client is “cool” by creating a link with the truly



endorsed it (or has at least been seen with one). The result is a product that has defined the market — a product that I’ve seen on the teenager and senior alike. (Okay, a really cool senior).

So, what is cool? Well it was pink, then lime green and then orange for colour. The Mini Cooper has had a nice run. Will the SmartCar or the Vespa be the next big thing? In music, there’s always the standards, but England has hopped on the back of Franz Ferdinand. In fashion? Apparently Greenwich Village has endorsed the return of the desert boot by Hush Puppies. John, having just returned from California, where “cool” is an industry, says that von Dutch was huge (uh, for 3 months).

So, for my son... what is cool? Do your own thing, your own way, and don’t worry about what anyone else thinks about it.

— Robert Hoselton

*Oh yeah: “Superstar”. Don’t get me started. In hockey, there have been only five in last 50 years that deserve the overused title. You can choose the order, but they are: Wayne, Bobby, Mario, the Rocket and Gordie (and, sometimes I question Gordie).



“cool” trend. This is usually done by discovering the new cool trends or making use of nostalgia that creates a meaningful link for the audience. Look at Apple and the iPod trend — they’ve managed to market the iPod by combining both leading edge cool and retro nostalgic style. The “cool” colour palette, the retro silhouettes, and now, of course, Bono. How can you be anything but “cool” if you have an iPod. I mean, Bono for God’s sake has



(shown at almost actual size)



I Thought All Colours Were Special

Colour works in two ways: as light that's projected ("additive" light), like you see on your computer monitor, or as light that's reflected ("subtractive" light), like you see on a printed page — or on a painted wall, for that matter.

There are many systems to help make colour reproduction consistent for print or screen. The following are the most common.

Four-colour, CMYK & Process

These are each short-hand for four-colour process. This system can make almost any colour by printing four basic ink colours together — cyan, magenta, yellow and black (CMYK). This form of reproduction never matches the brightness and intensity of special ink.

Spot, Special & PMS

These are terms used when mixing up to six base inks in specific proportions to produce a single colour. The industry standard is the Pantone Matching System (PMS). The advantage of spot colours is their brightness and consistency.

RGB

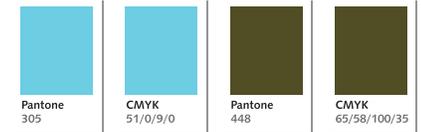
This colour system was standardized by Microsoft and Hewlett-Packard in 1996, for cathode ray tubes, also known as your computer monitor. This system uses red, green and blue light to make all colours. Colours displayed on-screen are limited by the viewer's hardware. And we don't even wanna talk about calibrating monitors and Hexadecimal colours (HEX) for HTML — the bottom line is, there's less control of colour on screen than in print.

FOUR-COLOUR PROCESS (CMYK)



This system can make any colour by using these four basic colours.

PANTONE MATCHING SYSTEM (PMS)



The advantage of spot colours is their brightness and consistency.

Slowhand on Speed

Clapton clocked at 216km/h
From correspondents in Dijon, France
October 14, 2004 (AAP)

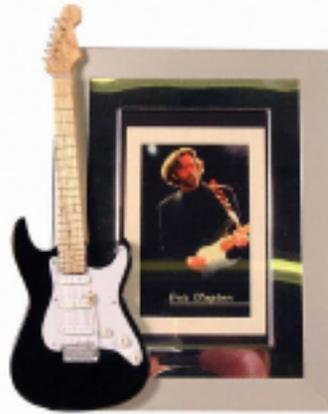
ERIC Clapton won't be driving in France for a while. Police said today (AEST) they clocked the rock star speeding down a highway at 216km/h and suspended his license. Radar caught Clapton whizzing down a highway on Tuesday in his Porsche 911 Turbo at 86km/h above the speed limit, police said.

He was stopped near the town of Merceuil, south of Beaune in western France.

Police confiscated Clapton's British driver's license, suspending his right to drive in France.

Clapton, 59, a 16-time Grammy Award winner, took the bad news well, agreeing to a photo session with gendarmes.

After paying a 750-euro (\$1,280) fine, he then rolled away in his Porsche — this time in the passenger seat with his secretary behind the wheel,



police said. Clapton can still drive in Britain, but he will have to recover his license through a diplomatic route, police said. A court hearing, at which he need not be present, will determine the time Clapton's license is suspended in France.

In August, Clapton had imprints of his hands and signature installed in marble on the Sunset Boulevard "Rockwalk" in Los Angeles that honours musicians who have made a significant contribution to the history of music.