

How the cover gets made

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"Cover is on WeWork."  
"What's that?"  
"They rent office space from buildings and then sublease it to freelancers."  
"This sounds like the perfect story to bore me to tears."  
"Well, they offer their customers free beer and social events to foster networking, they have an interior design that resembles a Portland hotel, and they're already valued at \$5 billion in the short time they've existed."  
"You had me at free beer. I assume their CEO hasn't agreed to a shoot, and we have to spend the next three days coming up with dozens of terrible conceptual and illustration ideas."  
"He agreed to a shoot."  
"I love WeWork!"

