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Cover Trail

How the cover gets made

1 "Cover is on Steve Ballmer's purchase of the Clippers, and he agreed to pose for a shoot."

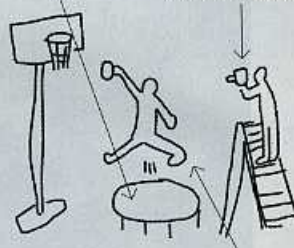
"Fantastic!"

[To photo editor]

"Steve Ballmer and basketball. Hmm. Well, he's definitely known for being energetic. We should definitely get him in a jersey. Throwing the ball? Or better yet, doing the Jumpman pose!"

"Maybe we get a trampoline."

"The photographer can be on a ladder."



"And Ballmer can jump. Up and down, and up and down, and up and down."

"And we capture him in midair, Jordan-style."

"An iconic CEO. In an iconic action pose referencing the most iconic basketball player. A triple-decker sandwich of iconography manifested in one gorgeous photograph."

2 [Two days later] "We got some great shots of him in a jersey holding a ball. But no trampolines."



"No problem. Just close your eyes, take my hand, and let Photoshop be our trampoline."

