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ILLUSTRATIONS BY DAVID PARKINS

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Cover Trail

How the cover gets made

❶ "OK, I've got an idea."

"Brilliant! Let me hear it."

"We take the proprietary image of a famous magazine, redraw it sticking the Twitter bird's face on it."

"Fantastic! Let's do it!"

~~ (*An amount of time passes*) ~~

❷ "It's done. Look!"

❸ "I love it."

"OK. So that's done. We've got a big issue next week, so this saves me some time."

~~ (*More time passes*) ~~

❹ "So. The lawyers have seen the cover. They're not into it."

"Whhhaaaat?"

"In fact, we can't even show it in the Cover Trail. You'll have to pixelate it."

"Jeez. The law blows. OK. So what next?"

"Well, how about we pretend it's 1920, when people were full of class and sophistication, and we imagine we're Henry Luce doing a cover about bird fancying or something. *Except*—get this—except the bird is the Twitter bird."

"Sounds plausible."

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The SURPRISING SOPHISTICATION of TWITTER...

❺ "Send it to the printers."

Download Blippar app. Blipp on front cover. View video

Interactive magazine