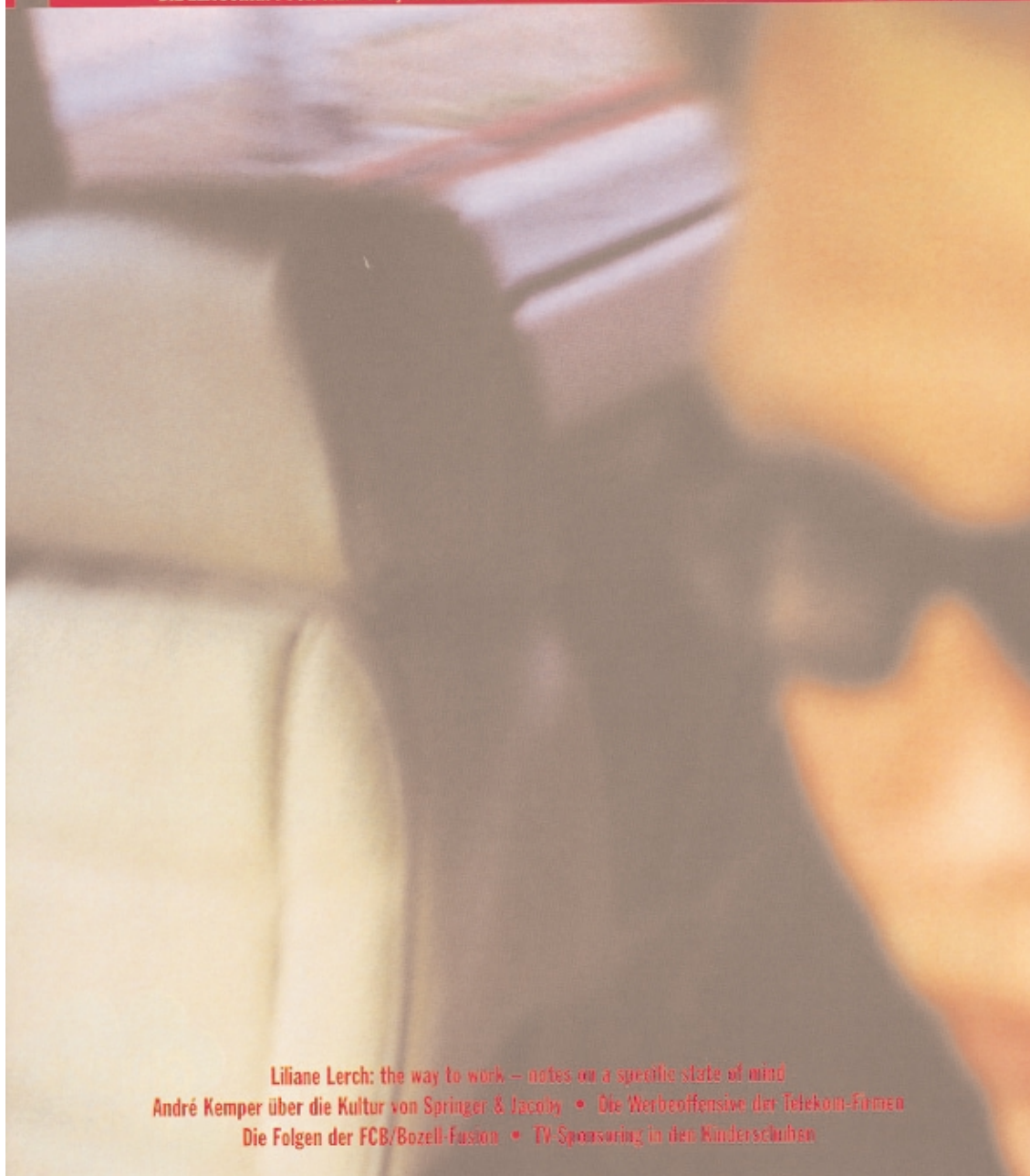


persönlich

DIE ZEITSCHRIFT FÜR WERBUNG, MARKETING UND MEDIEN. IN ASSOCIATION WITH Advertising Age Januar 2000

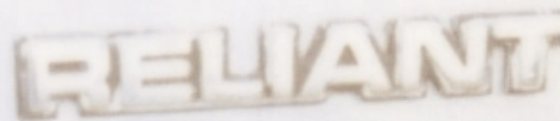


Liliane Lerch: the way to work – notes on a specific state of mind
André Kemper über die Kultur von Springer & Jacoby • Die Werbeoffensive der Telekom-Firmen
Die Folgen der FCB/Bozell-Fusion • TV-Sponsoring in den Kinderschuhen



the way to work.

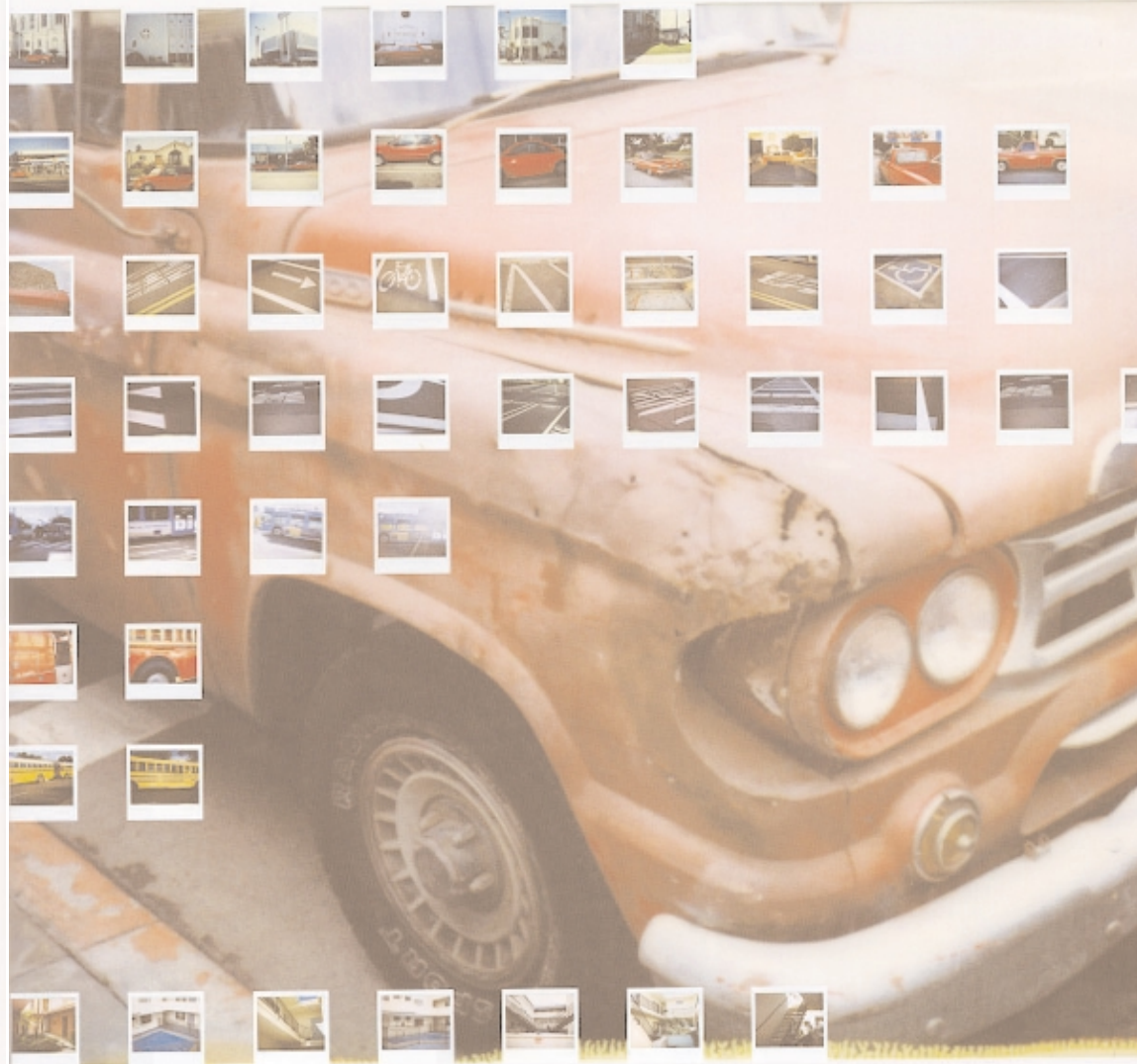
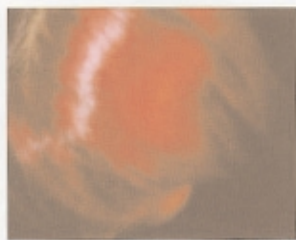
notes on a specific state of mind.



RELIANT

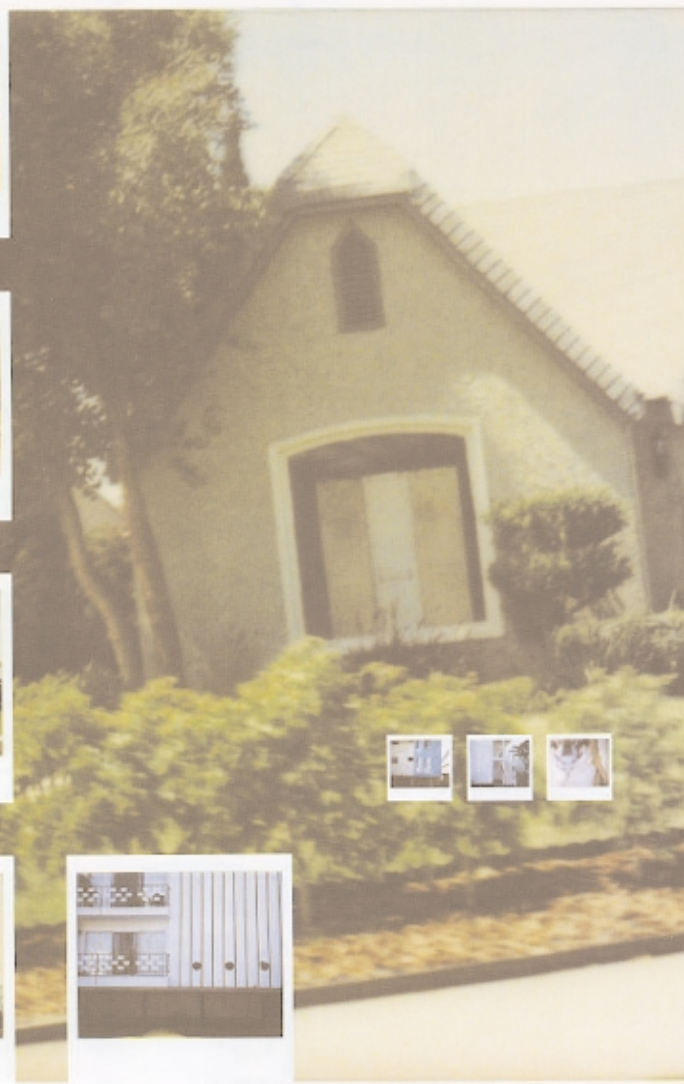


waking up at red lights still in a dreamlike state, watching the internal real player streaming a video of kids in school buses, dog walking runners and tail-lights and tail-lights and tail-lights without downloading a single image onto your internal hard-drive, your buffering grace period is less than 10 seconds.





on your way to work your mind categorizes the world without your knowledge. makes you see what you know already. makes you see more and more of the same. makes you look out for matching patterns, for matching colors, for matching shapes, it's in the nature of things it decides to switch subjects randomly. it's in the nature of things you realize slowly.





it's the grand thoughts of the day
that visit you on your way from bed
to desk, there's no other place they
could have found you, there's no
other time you would have fallen in
love with them, you want to tell the
world, it's when you sit down at your
computer that they leave you, and
no one will ever know, not even you.

