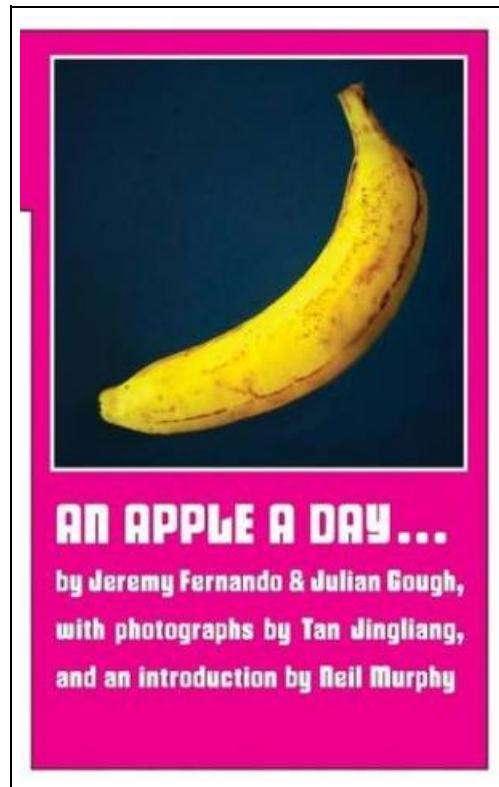


## An Apple a Day . (Paperback)



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## AN APPLE A DAY . (PAPERBACK)



Delere Press, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\* . Neither Jeremy Fernando nor Julian Gough are literally concerned with the nominal subjects of their respective contributions to this book; that much seems clear, if anything can be clear in the face of their extravagant attempts to take perhaps the dominant icon of contemporary capitalism - the iPhone (and its variants) - and allow it to mutate into a prickly, resonant metaphor for everything from September 11, ISIS, Anders Behring Breivik, blind gratification, the power of the image, and being itself. Gough s story - The iHole - is not simply irreverent to capitalism s toys, it also seeks to pulverize flat notions of material reality by provoking and disturbing them and, in so doing, fulfills one of the central possibilities of the creative impulse. Fernando s larger target - in iS6 - is meaning, or our attempts to force the meaningless into the garb of meaning - although this doesn t simply extend to a different kind of avoidance. He just wants to keep the monster in the game, lest we forget we are monsters. - Neil Murphy, from Introduction: When Thought Wanders Off From the back cover: Here s the story that convinced me Julian Gough was the right guy to write the end game text for Minecraft. - Notch Recently described as Asia s Sexiest Philosopher , Fernando s erudition and grasp of theory are balanced by a playful approach to popular culture and, in real life, a sartorial elan that does, indeed, match his sobriquet. - Walter Mason.



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