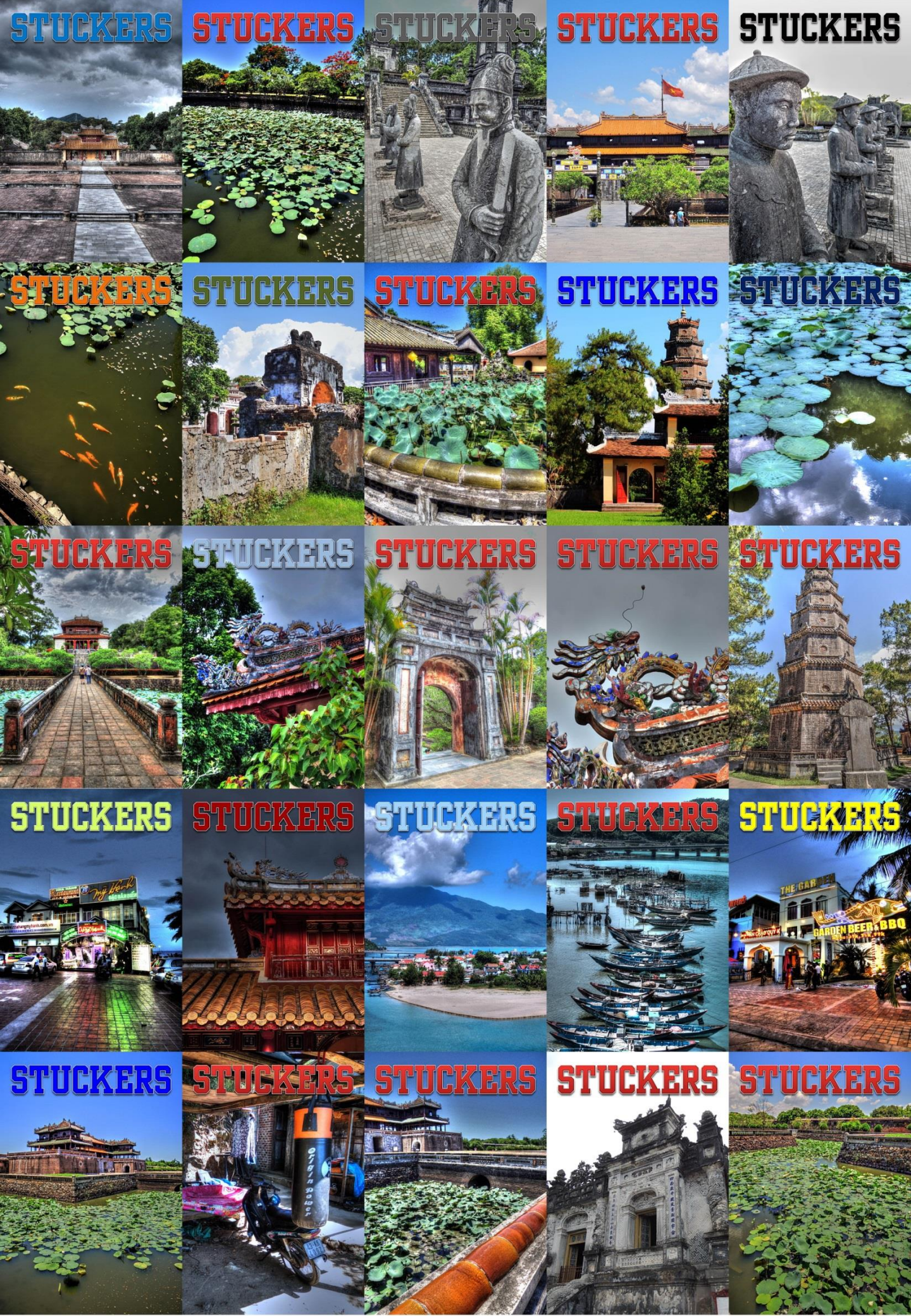
STUCKERS

2016 January ~ September Vol. 043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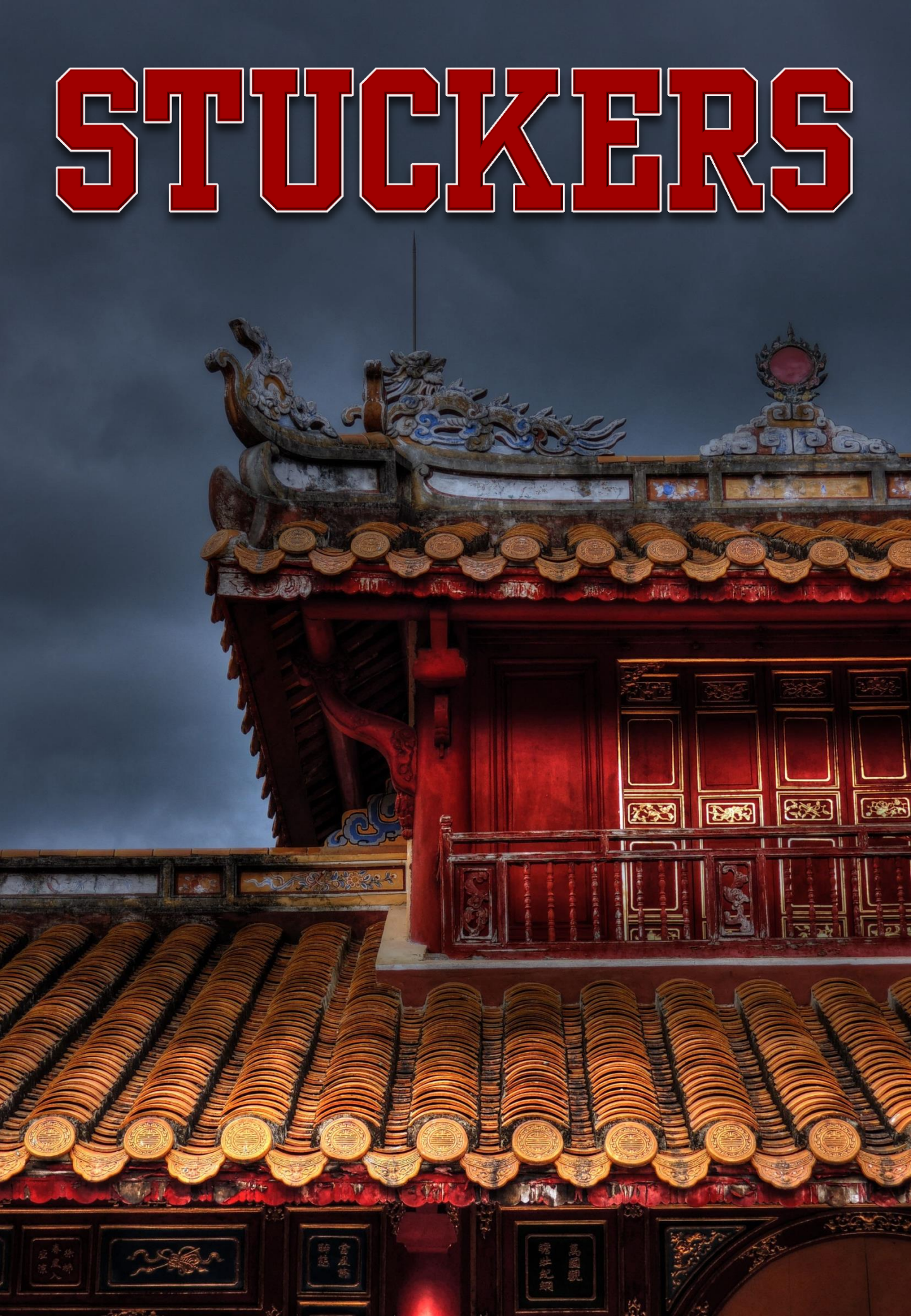

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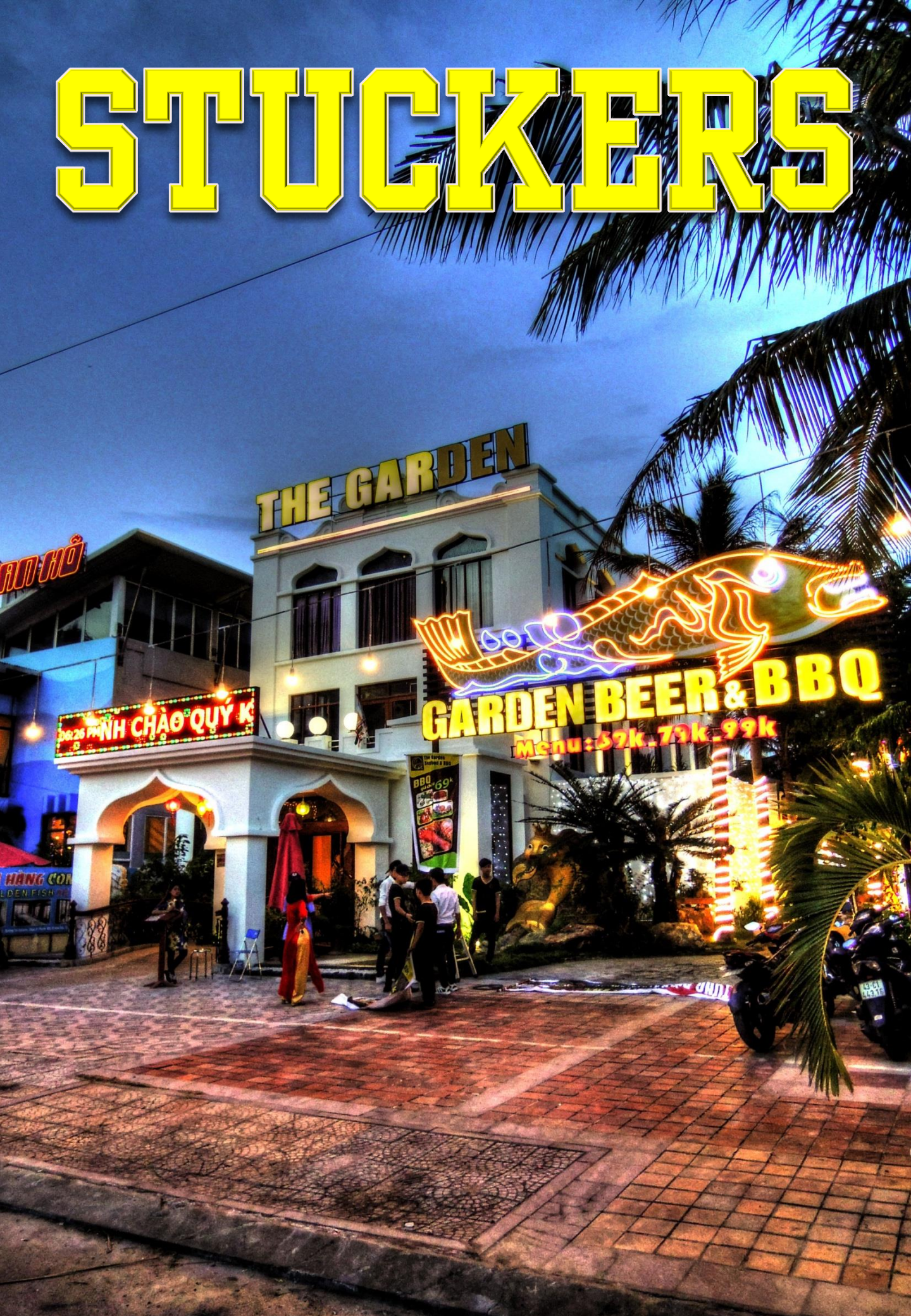


CURATOR's letter

January - September 2016 / Issue 043

이야기를 쓰는 것은 쉽지 않은 일이다. 하지만 재밌는 이야기는 언제나 반가운 법이다. 스터커즈라는 매거진으로 이야기를 시작한지 벌서 햇수로 6년차가 되었다.

세상의 모든 이야기를 담기 어려워 이번달의 이야기라도 담아내는 것이 스터커즈의 역할이라고 생각한다. 다달이 발간하는 것이 창간취지에 맞겠지만 언제부터인가 월간 발행이 어려워지고 계간발행을 하다가 거의 발간 중지에 이르게 되었다. 하지만 더욱 힘을 내어 재창간의 기분으로 43호를 내게 되었다. 48호까지는 발간하겠다는 정신을 간직하고 분발하겠다.

베트남 다낭으로 학회 워크샵 참석차 출장을 갔다. 베트남은 처음인 셈이었는데, 유적지를 관광하러 갔다가 돌아오는 길에 시골길 작은 시장에 앉아있는 나이든 노파의 눈 빛이 아직도 잊혀지질 않는다. 그 것은 마치 원망과 저주 그리고 회한과 용서하지 못함을 모두 섞어 놓은 듯한 눈빛이었는데 아마도 베트남전에 참전했던 한국군에 대한 기억때문이리라.

삼성전자 갤럭시노트7이 배터리 문제로 폭발이 일어나 전량 리콜에 들어가면서 막대한 손실이 예상되어지고 있다. 삼성전자 전사 PLM 시스템의 품질모듈 개발담당자였던 나로서는 이해가 잘 가지 않는 상황이다. 단순히 운이 없었던 것인가? 제대로 만들지 않은 것인가? 배터리에 문제가 있는 것인지 구동 SW에 문제가 있는 것인지 알려지지 않고 있다. 하지만 사전에 문제점을 알아내지 못했다는 것은 자명한 사실 이며, 이제는 삼성전자라도 삼성SDI의 배터리를 써야하나?라는 의문도 든다. 영원한 승자는 없다.

이번 호 표지는 베트남 다낭에서 촬영한 사진을 담았다. 처음 가본 베트남은 이제 막 개발도상국에 들어선 상태이지만, 자긍심과 열의를 가진 나라라고 생각된다. 큐레이터 레터의 가데스는 여전히 공각기동대 쿠사나기 소령의 모습을 담았다.

모든 스터커즈 독자들이 2016년 4분기를 잘 마무리 하길 바라면서, 1~9월호이면서 통권 43호 스터커즈의 '큐레이터 레터'를 마감한다.

PS : 구독을 원하시면 이메일로 신청해주시기 바란다. (이메일 주소 : jimmytheweed@naver.com)

http://jimmytheweed.tistory.com/ 에는 댓글로 응원을 보내주시기 바란다. 과월호 링크도 여기서 찾아볼 수 있다.

Thanks to : 항상 인스퍼레이션을 주시는 자니더 폭스 조성관박사님, 정진하교수님, 장흥엽박사님, 박종훈대표님, 이윤도책임님, 김봉채수석님, 박준영교수님, 박강교수님, 이상헌교수님, 이강수교수님, 한순흥교수님, 최국헌교수님, 이장용박사님, 신용재박사님, 최진성대표님, 오유천박사님, 황호진박사님, 황진상박사님, 유병현박사님, 이재철차장님, 함진호차장님, 이종환박사님, 송일환박사님, 문홍일과장님, 문두환교수님, 김병철교수님, 복기소위원님 외 iCAD연구실 선후배님들, 유승국대표님, 이종원상무님, 김환석이사님, 김상억대표님, 김병화대표님, 박진형이사님, 한종훈선생님, 황윤종선배님, 곽주영차장님, 최성식수석님, 조장하박사님, 이상호부장님, 김정훈부장님, 명태현형님, 하드럭히어로 이상준선배님, 최중호교수님, 장춘대표님 외 한마음 선배님들, 권봉재수석님, 구태헌부장님, 이석원부장님, 조성진대표님, 정용민대표님, 송동현부사장님, 심병섭부장님, 김정유대표님, 조원섭대표님, 이동윤과장님, 조영빈대표님, 이장원상무님, 이장희전무님, 김근행교수님 등 다쏘 패밀리, 이정환대표 외 기설86 친구들, 박진우대표, 정원혁대표, 이태희부장, 김준철박사, 이범석교수, 김도회대표 외 숭의동창들, 박명호원장님, 한양86 동기들, 이범로수석님, 김병주상무님 외 기술원 공채 31기 동기들, 임순규박사님, 이경배차장님 등 SECL 전입멤버들, 최장 부장님, 박진형박사님, 안철영수석님, 최준호부장님, 김재수교수님, 최병관, 우리 가족들 그리고 바로 당신

Story about STUCKERS Magazine

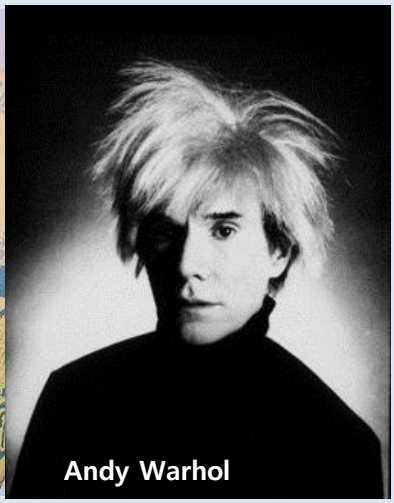
스터커즈는 '11년 12월호가 창간호이며 '16년 1-9월호로 통권 43호를 기록하며 발간되고 있다. 작업은 '11년 11월부터 시작 되었는데, 실제적인 인스퍼레이션은 훨씬 전부터 시작하여 3단계에 걸쳐 이루어졌다.

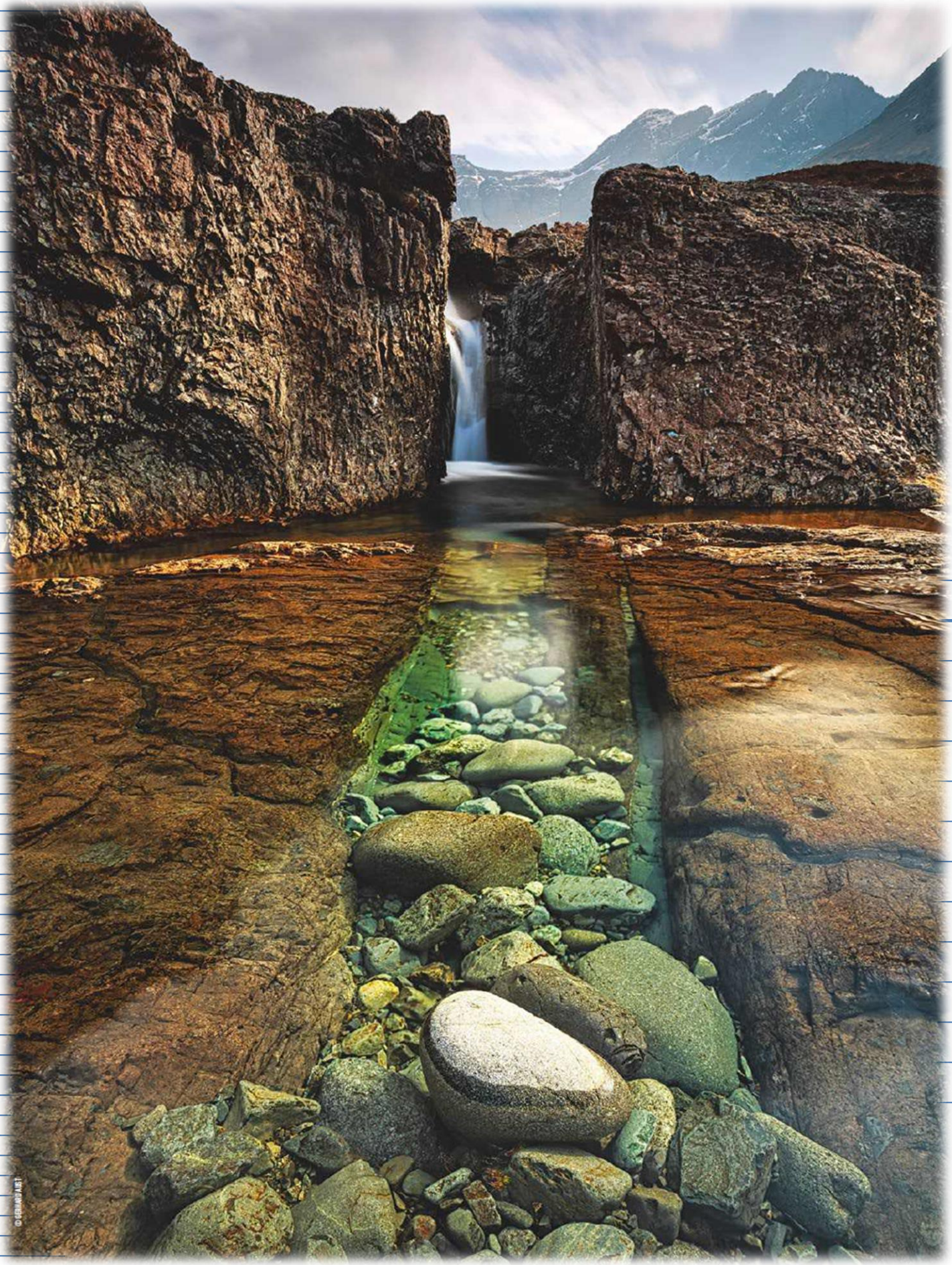
처음 시작은 대학시절 'Interview'라는 매거진을 보고나서 이다. 'Interview' 는 앤디워홀에 의해 '69년 창간된 팝의 수정구슬(Crystal Ball)이란 별명을 가진 미국잡지이다. 이 잡지는 주로 유명인사들의 인터뷰와 화보를 담고 있으며, State of the Art 트렌드를 담아내고 있다. 그 당시에 처음 'Interview' 를 보고나서 느낀 생각은 "아... 나도 이런 잡지를 만들 수 있을까?"였다.

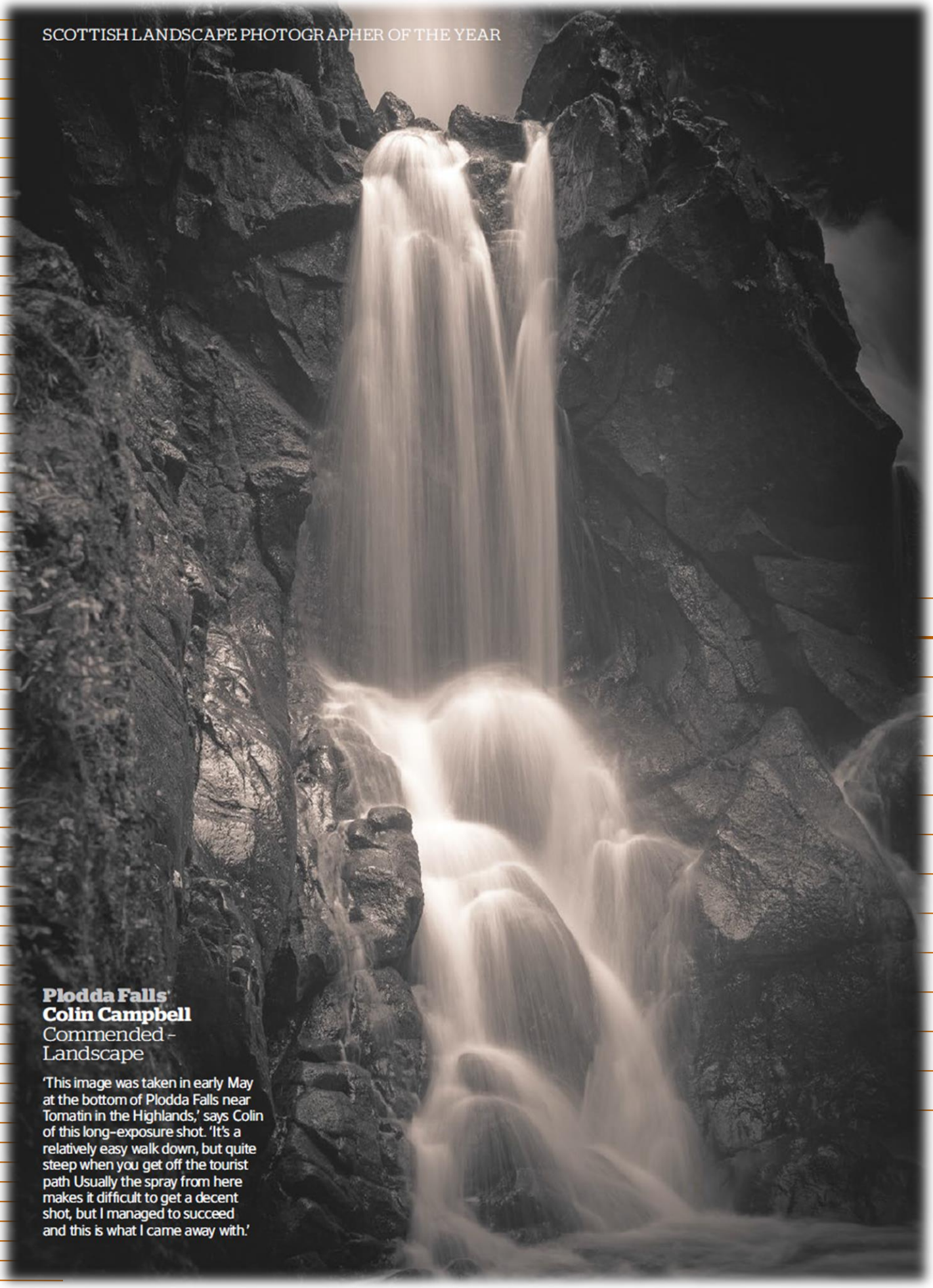
두 번째는 마쓰오카 세이고(松岡正剛)라는 일본 편집공학자겸 독서평론가가 만든 '류(遊)'라는 오브제 잡지에 대해 알고 나서 이다. '류'는 '71년부터 '82년에 걸쳐서 총 48호가 발간 되었는데, 서로 다른 프로젝트 3팀이 번갈아 가면서 만든 매거진이다. 잡지 디자인의 대가인 '스기우라 고헤이'가 참여한 '류(遊)' 는 지금 봐도 대단한 표지 디자인과 컨테츠 구성을 가지고 있는데, 이 잡지를 보고 다시 한번 매거진 창간의 욕구가 생기게 되었다.

세 번째로는 삼성전자에서 부장 신임교육 중에 특별한 발표자료를 보고 나서이다. 지금은 '열정락서'에서 연사로 유명해진 삼성그룹 인재개발원 부원장인 신태균부사장이 교육강사중 한 명 이었는데, 자신이 만든 월간 보고서를 소개하는데 컨텐츠가 굉장히 참신하고 세련되었다. 교육이 끝나고 신부원장께 개인적으로 메일을 보내서, 컨텐츠 공유를 부탁했으나, 무참히 거절 당했다. 이게 트리거였다. 정말로 트리거였다. 방아쇠가 당겨진거다. 그래... 내가 하나 만들자. 끝내주게 만들자. 만약 신부원장이 그 매거진을 공유해줬더라면 나는 스터커즈를 창간 안 했을 것이다. 이 자리를 빌어 감사 드린다.

스터커즈는 그렇게 탄생하게 되었다. 스터커즈는 현재 PDF로 온라인으로 무료 배포되고 있으며, 스터커즈에 들어 있는 광고는 광고료를 받고 있는 것은 아니고 매거진에 있는 것들을 캡춰해서 붙인 것이다. 스터커즈의 배포는 대략 150명에게 메일로 발송이 되고 있으며, 티스토리 블로그에 올려서 페이스북 계정으로 포스팅 한다. 열혈 독자는 50명 정도로 추산되고 있다. 편집장 샤도우 혼자서 모든 컨텐츠의 생산을 담당하고 있으며, 가끔 객원 작가가 참여 하기도 한다. 창간호 작업은 대략 120시간이 걸렸고 현재는 2~30시간 정도의 작업으로 마무리를 하고 있다. 모든 작업은 집에서 Home PC로 이루어지며, 주로 주말에 작업을 한다. 앞으로도 많은 관심 부탁드리고 주위에 있는 많은 사람들에게 스터커즈를 전파해 주기 바란다. - 샤도우







Plodda Falls
Colin Campbell
Commended – Landscape

'This image was taken in early May at the bottom of Plodda Falls near Tomatin in the Highlands,' says Colin of this long-exposure shot. 'It's a relatively easy walk down, but quite steep when you get off the tourist path Usually the spray from here makes it difficult to get a decent shot, but I managed to succeed and this is what I came away with.'

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PLANET PHOTO

A chance encounter at the zoo lead to this amazing image of the photographer's son.

STEPHEN HIKIDA

ANIMAL PORTRAITS

Bear hug

As you'll see on page 30, there are many ways to capture portraits of family members that go beyond a standard pose. **Stephen Hikida** captured an amazing moment when he took his family to Columbus Zoo and Aquarium in the USA. "My four-year-old son, Zander, wanted to run down to the lower level, which was abandoned as the bears were on the upper level," explains Stephen. "After adjusting my settings for a picture there was a large splash and the polar bear swam seemingly staring down at him, before turning and swimming away."

Camera Nikon D3300 & 55-200mm lens
Exposure 1/800sec @ f/4, ISO 200
Software Photoshop

GET THIS SHOT

Stephen used a shallow aperture of f/4. This allowed more light through the lens and enabled him to use a fast shutter speed of 1/800sec without increased noise.

From Digital Photography 51 AU 2016

Elena by Viktor Korneev

www.korneeviktor.com

"This was taken in my apartment using window light. We took some straightforward portraits first, but I wanted something a little unusual, so I wrapped the model in a blanket. Unfortunately, the light was quickly fading, so with each frame I had to increase the ISO rating. In the end I thought the grain actually added to the image."

Canon EOS 6D with Sigma 50mm f/1.4 lens. Exposure: 1/100sec at f/3.2 (ISO 1000).

Travis Burke

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Words: JORDAN BUTTERS

Portfolio

Middle Earth

By Ilhan Eroglu

500px.com/ilhan1077

"Since childhood, I have always been fascinated by castles and Guaita Castle, one of two castles nestled in the foothills above San Marino, is my favourite. San Marino has no major airport so, when visiting Rome on a photo tour, I rented a car and drove four hours to reach this location. I photographed the structure into the blue hours – the castle's position reminded me of an eyrie, overlooking the city."

Sony A7 R with Z eiss 24-70mm f/2.8 lens. Exposures: 1.3 seconds at f/3.2 (ISO 100).

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Nikon

At the heart of the image

Fishing in Nong Khai
by Jakkree Thampitakkul

THIS IMAGE TRULY CAPTURES THE ESSENCE of home for me. Nong Khai is in Thailand's northeastern region and is known for its breathtaking landscapes. Many people here earn a living from fishing and take a lot of pride and enjoyment from their work. This moment catches a grandmother and grandson fishing together in the river. It gives me joy to capture such a valuable memory.

Canon 5D | 130mm | 1/1600sec | f/4.1 | ISO 1600

Jakkree Thampitakkul is a Thai photographer who enjoys shooting landscapes and portraiture. He loves using lots of natural light in his images.
500px.com/mingmuang

BeyondTheLens

The stories behind the world's greatest shots

Dream world
by Margarita Kareva

IN ORDER TO CREATE AN AMAZING image I think you need three key qualities – fantasy, great diligence and an ability to learn. Preparing for a shoot can take me anything from one day to one month, and I organise and co-ordinate the entire process of my shoot from beginning to end. I always think carefully about the idea and style, and scout the model, clothing, location and make-up artist.

Canon 5D | 35mm | 1/160sec | f/2 | ISO 250

Margarita Kareva is a Russia-based photographer who specialises in fine art photography. She enjoys giving her images an extra surreal edge.
kareva-margo.com

From Practical Photography 2016.10

Basket case

A love of discovery, adventure and history led explorer Stefan Baumann to uncover a little piece of the past in this German coal mine.

Stefan Baumann is an urban explorer based in Vienna. He specialises in shooting abandoned places, such as old stately homes and derelict industrial sites, all around Europe. abandonedeurope.com

10 Clicks

What to shoot with your camera right now

1 Get up close and personal

Explore the magnificence of flowers with macro photography

While the warm days may be drawing to a close, there's still time to make the most of those lovely summer blooms before they disappear for good. Karl Oparka used a macro lens to capture his favourite part of this colourful flower. "I was struck by the regal-like appearance of the flower, whose centre reminded me of a royal crown.

"This image was taken with a Nikon D800 and 105mm Nikkor macro lens. To achieve an extended depth-of-field, I used a tripod and collected about 20 sequential images at f/8 using Helicon Remote software. The final composite image was constructed using Helicon Soft to reveal every part of the floral structure in sharp focus."

Karl Oparka is a professor of plant science at Edinburgh University. His research interests in microscopy extend to macro photos of plants. 500px.com/karloparka

What you need

- Macro lens
- Tripod

How to do it

Macro lenses give a very shallow depth-of-field, so focus stacking is a must if you want a sharp image. Place your camera on the tripod and take a series of shots where the focus is at different points. Merge these images together with software for the final shot.

OPENING SHOT

The art of architecture

Unless you live somewhere extremely unusual, the likelihood is you spend much of your time surrounded by architecture in one form or another. Its sheer accessibility is what makes it such a great subject for photography, and it's the topic of our Top Tips feature by Lee Frost (pages 50-55). Covering everything from close-up details to correcting converging verticals to shooting at night (such as this image of L'Hemisferic and L'Agora in Valencia), we guarantee you'll be inspired to try it for yourself at the earliest opportunity.

Canon EOS 5D Mark III, EF24-70mm f/2.8L USM at 70mm, 20 seconds @ f/16, ISO 200

VISIT WWW.LEEFROST.CO.UK

THINGS TO TRY THIS MONTH

Try this... An unusual viewpoint

Once you think you've exhausted all the possibilities in a location, don't pack up and head home – keep looking. And don't restrict yourself to eye-level viewpoints. Instead, crouch down and take a look at the scene from a different angle – you might be surprised by what you find. Photographer Justin Minns shot this scene at Orford Ness, a National Trust reserve on the Suffolk coast, as part of a wider project on East Anglia. An ultra-wideangle lens helps give a sense of stepping into the scene.

TOP TIP

If you arrive at a location and the light is rather flat and disappointing, don't give up. It's perfect for bringing out detail in a scene, and colours can appear rich when there's little direct light.

Canon EOS 5D Mark II, EF16-35mm f/4L IS USM at 16mm, 1/60sec @ f/8, ISO 100

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* GY-HM200 and GY-HM170 shown with optional microphone.

From Bon Appétit 2016.08

starters

THE HEAT IS ON

Beets? Check. Carrots? You bet. Turn the page to learn what else you can kimchi (hint: almost anything).

Will It Kimchi?

Chefs are making our **favorite Korean pickle** out of way more than cabbage

by AMIEL STANEK

PHOTOGRAPHS BY TED CAVANAUGH

S

Cook Like a Pro

Use your alt kimchi in rice bowls or chop it up and spoon over steak.

THE PRO ›
SOHUI KIM
Insa / Brooklyn

BY NOW YOU'RE ACQUAINTED (obsessed, maybe?) with kimchi, the fiery and funky Korean napa cabbage pickle. But as chef Sohui Kim of Korean barbecue restaurant Insa in Brooklyn explains, the word *kimchi* refers to much more than the variety most Americans are familiar with: "It's just a loose term Koreans use to mean 'pickle something.'" Indeed, we're seeing alt Korean-inspired pickles on many menus, whether it's the beet greens rendition at Gold Cash Gold in Detroit or the "brussels + apricot chi" at AL's Place in San Francisco.

Kim has dozens of kimchis up her sleeve, most of which are quick-fermented variations she makes with whatever looks best at the farmers' market. Whether she's working with kohlrabi or carrots, radishes or rutabagas, she'll slice them, salt them, and toss them with spicy gochugaru, fish sauce, and some aromatics to produce bright, approachable, probiotic pickles that taste way more of peak-season produce than big-time funk. "It's more like veg dressed with vinaigrette," she says. So when the clock's ticking on whatever August veggie is kicking around in your fridge, now you know what to do: Just kimchi it.

Vegetable Kimchi

Toss **2 lb. crunchy vegetables of choice, cut into ¾" pieces, 3 Tbsp. kosher salt**, and **1 Tbsp. sugar** in a large bowl. Let sit at room temperature 1–3 hours for juices to release.

Add **10 scallions, cut on a diagonal into 1" pieces, ⅓ cup gochugaru (coarse Korean red pepper powder) or 4½ tsp. crushed red pepper flakes, finely ground, 3 Tbsp. finely chopped garlic, 2 Tbsp. fish sauce**, and **1 Tbsp. finely chopped peeled ginger**; toss to coat.

Divide kimchi between two 1-qt. jars, distributing liquid evenly and leaving 1" headspace.

Eat immediately or let sit on countertop 2 days to allow fermentation to begin before refrigerating. Flavors will deepen over time.

DO AHEAD: Kimchi can be made 2 months ahead. Cover and chill. Open occasionally to release gases. *Makes 2–4 quarts*

6

VEGGIES THAT'LL MAKE GREAT KIMCHI

- Radishes
- Asparagus
- Carrots
- Cucumbers
- Beets
- Turnips

Choose smaller cucumbers—the higher ratio of skin to flesh keeps each bite crunchy.

FOOD STYLING BY ALI NARDI. PROP STYLING BY MARTIN BOURNE. ILLUSTRATION BY JOE WILSON. FOR RESTAURANT DETAILS, SEE SOURCEBOOK.

CLOCKWISE FROM TOP LEFT: SARA KRAMER; FISH SANDWICHES (P. 67); FARMER MYRTHA ZIEROCK BUILDS A GYRO PLATE; LAMB GYROS (P. 67); JOSHUA McFADDEN; BLOODY MARY SERVICE. PREVIOUS PAGE: DE-STEMMING SEA BUCKTHORN.

CLOCKWISE FROM TOP LEFT: LOBSTER PHO FOR LUNCH (P. 69); ZIEROCK PICKS LOBSTER; ARTIST JULIE O'ROURKE, BABY IN TOW; BLONDIE SUNDAES (P. 69); POLER OUTDOOR STUFF'S BENJI WAGNER VENTURES OUT BY CANOE.

SANDWICH SUPREME

SHOULD YOU MAKE A LOBSTER ROLL WITH BUTTER OR MAYO? WHAT'S THE SECRET TO A WORLD-CLASS MUFFULETTA? WE DEBATED ALL THIS (AND MORE!) IN OUR SEARCH FOR BEST-EVER VERSIONS OF THESE SUMMER ICONS

BY CHRIS MOROCCO

PHOTOGRAPHS BY GENTL & HYERS

THE *BA* MUFFULETTA
P. 76

EGG SALAD TARTINES WITH MIXED HERBS
P. 76

BEST-OF-BOTH-WORLDS LOBSTER ROLL
P. 80

From BBC Good Food UK 2016.09

11 Crisp cauliflower pizza base

Make pizza everyone can enjoy with this gluten-free version. The key to success is to ensure your cooked cauliflower is really dry: put the cauliflower in a clean tea towel and squeeze out all the excess water. Find the recipe on *bbcgoodfood.com*.

From BBC Good Food UK 2016.09

From BBC Good Food UK 2016.09

Game-changer sarnies

Quick-to-make sandwiches that stay crunchy until lunchtime

Sesame stir-fry wrap

MAKES 1 PREP 5 mins NO COOK

Mix **2 tbsp tahini** with **juice ½ lemon** and 1 tbsp water to form a paste. Spread on the base of **1 large wholemeal tortilla wrap** with some seasoning. Scatter over **½ x 265g pack stir-fry vegetables** and **½ tbsp sesame seeds**. Roll up in a tight wrap and halve.

BENEFITS vegan • calcium • folate • fibre • vit c • iron • 2 of 5-a-day
PER WRAP 511 kcals • fat 32g • saturates 6g • carbs 32g • sugars 6g • fibre 0g • protein 0g • salt 0.0g

Keep it green sandwich

MAKES 1 PREP 10 mins NO COOK

Massage **25g curly kale** in **½ tbsp sesame oil** and **½ tbsp tamari** for a few mins until softened, then set aside.

Smash **1 small avocado** with a fork in a bowl with **juice 1 small lime**, **40g drained chickpeas** and some seasoning. Spread across **1 slice rye bread**, lay the kale on top and sprinkle with **½ tsp paprika**. Top with **another slice of rye** and halve.

BENEFITS vegan • fibre • vit c • 2 of 5-a-day
PER SANDWICH 443 kcals • fat 27g • saturates 5g • carbs 32g • sugars 2g • fibre 10g • protein 11g • salt 1.8g

Ham, cheese & homemade pickle bloomer

MAKES 2 PREP 10 mins plus pickling NO COOK

Finely slice **½ red onion** and **4 radishes** and put in a small bowl with **2 tbsp red wine vinegar** and a **pinch of golden caster sugar** and leave to lightly pickle for 20 mins. Mix **1 tbsp mayo** with **1 tbsp Dijon or wholegrain mustard** and spread onto **4 thick slices white bread**. Top two slices with **½ x 130g pack smoked ham**, **handful fresh parsley** and **2 large slices cheddar**. Drain the onions and radishes and lay on top. Close and halve to serve.

PER SANDWICH 527 kcals • fat 36g • saturates 14g • carbs 25g • sugars 4g • fibre 2g • protein 26g • salt 3.1g

Italian sub

MAKES 2 PREP 5 mins NO COOK

Halve **2 x 135g ciabatta rolls** and butter the bases, if you like. Lay **90g salami slices** on top, **60g torn mozzarella**, **2 tbsp torn basil**, **10 sundried tomatoes** and drizzle over **1 tbsp balsamic glaze**. Close to serve.

BENEFITS calcium
PER SANDWICH 527 kcals • fat 36g • saturates 14g • carbs 25g • sugars 4g • fibre 2g • protein 26g • salt 3.1g

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Summer Special 7 of 8

"CAN'T STOP THE FEELING," BY JUSTIN TIMBERLAKE

UE Boom 2, $200
Our all-around favorite, the Boom 2 had the fullest sound in our test, regardless of volume. And because it's waterproof and lightweight (under 1¼ pounds), you can take it anywhere, including—why not?—the pool.

Each of these speakers is small enough to fit in your tote—yet won't look out of place on your bookshelf.

12

Have Speaker, Will Travel

Everything's better with Beyoncé. Which is why you want a portable speaker with great sound that can go from your backyard to the beach to that Airbnb.
—Peter Martin

Bang & Olufsen Beoplay A1, $249
B&O's smaller, less-expensive follow-up to the beautiful A2 keeps its impressive sound and 24-hour battery life but at half the weight. Plus, it looks like this.

Bose Soundlink Color, $130
The best sound quality at this price point—we cranked up the volume all the way and experienced little, if any, distortion.

Beats Pill +, $230
This is the first update of the Pill since Apple bought Beats, reflected in its sleeker design. It also uses the same lightning port as your iPhone, which means faster charging on the 12-hour battery *and* one less cable to lose.

CONTINUES ON PAGE 30

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ELECTRIC AVENUE

AUDI'S HYDROGEN/BATTERY-POWERED **A7 SPORTBACK H-TRON** COULD BE THE NEXT GIANT LEAP IN HYBRID ENGINEERING

IT may only be a concept at the moment, but the Audi A7 Sportback h-tron could be the future of alternatively fuelled vehicles. With a front-mounted, hydrogen-powered engine supplying the electricity that powers the car, backed up by a chargeable plug-in lithium-ion battery, this is innovative hybrid engineering at its best. The numbers speak for themselves...

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Pre-production model shown. Final production vehicle may vary. ©2016 INFINITI.

LIVE FREE OR DIE

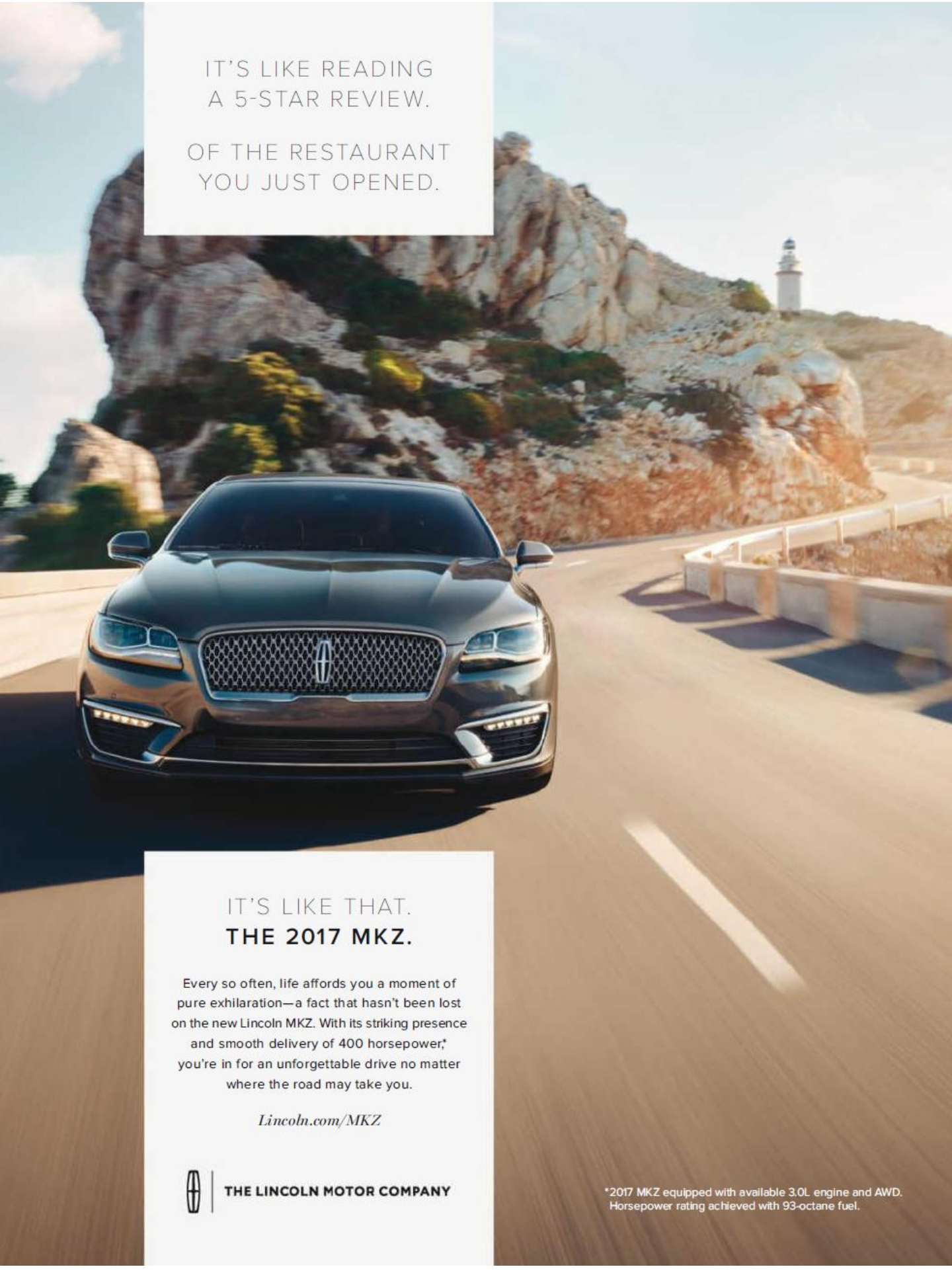
GLOBE TROTTER

The Moby1 XTR expedition trailer is a road warrior equal to any adventure

As great as the outdoors is, you'd be hard-pressed to find a warm shower, climate-controlled sleeping quarters and a fully functional galley kitchen in the middle of the wilderness. That is, unless you're towing the Moby1 XTR. Designed by a Utah-based craftsman, this modern-throwback teardrop trailer has all the amenities Mother Nature doesn't, including rechargeable power sources, hardwood cabinetry, a portable toilet, and options like a rooftop tent, solar panels and a tankless, on-demand hot water heater. It's all compressed into a sleek, nimble package so lightweight it can be pulled behind a motorcycle. And with its A-arm, coil-spring suspension and Fox Racing shocks, the R250,000-plus XTR can go damn near anywhere, absorbing endless miles of abuse on the roughest off-road terrain - so you can too.

–Adam K. Raymond

COURTESY OF MOBY1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DRIVE

DANGEROUS CURVES

The R2,4 million Pagani Huayra is the sexiest thing to come out of Italy since Sophia Loren

Text by DAN CARNEY

It's hard to believe that these sensuous lines aren't from the future, or at least a conception of what the future might look like. But this is the Pagani Huayra, a best-of-everything 730-horsepower twin-turbo V12 Italian hypercar that's available right now, if R2,4 million counts as being available. Along with insanely high performance, that price tag buys exclusivity for its owners. And it's a tough club to join. When Pagani revealed an even pricier R34 million limited edition called the Huayra BC at the Geneva International Motor Show this year, all 20 were sold before the car was even announced.

The Huayra's engine is sourced from Mercedes-AMG, a company with a long-standing performance reputation, and some recent Formula 1 world championships, to vouch for its know-how. The car's seven-speed automated manual transmission is from Xtrac, the outfit that provides gearboxes for the very highest levels of racing. Inside, the shifter, pedals and other controls reflect a steampunk design aesthetic that could have been borrowed from the set of Dune.

Company founder and chief designer Horacio Pagani introduced the Huayra in 2011, with styling he said was conceived with active aerodynamics in mind. The car has four flaps that extend at speed, and it lowers the front suspension to balance minimal drag with maximum down force. Pagani doesn't get specific about the Huayra's top speed, but he will say that it exceeds 200 mph. To give you an idea, when the BBC's Top Gear tested it on its track, the Huayra turned the fastest-ever lap for a streetcar.

"We are delighted that the audience has appreciated our efforts in trying to make a car that conveys not only cutting-edge technology and state-of-the-art engineering but also the continued pursuit of making every single piece beautiful and functional," said Pagani. Consider us delighted, too. ■

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HOTSTUFF

HOT FOUR #4

YOU NOSE THAT FACE

NISSAN BLADEGLIDER

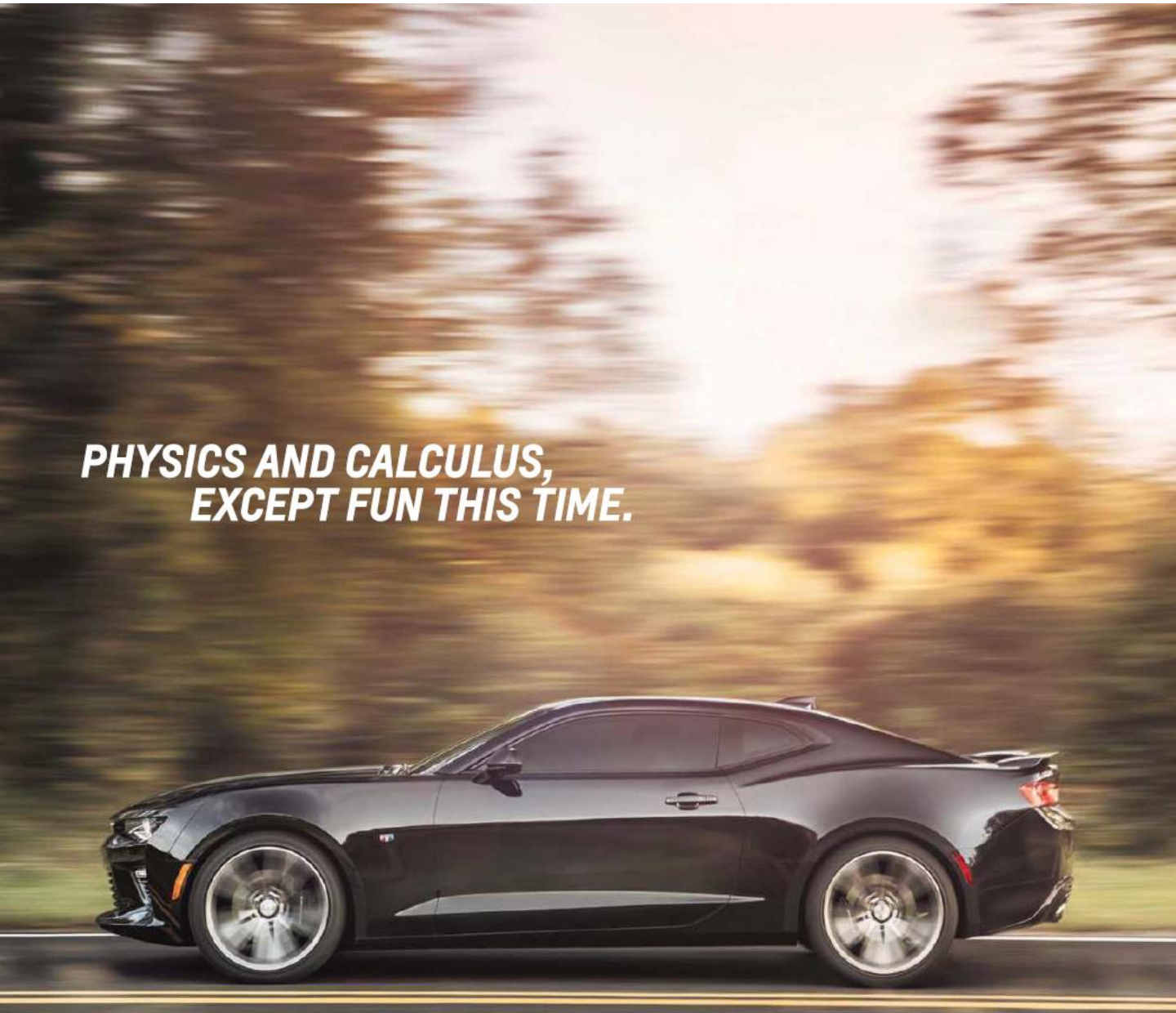
Car concepts are like burritos or strimmers or moths – while they're near your face they're all you can think about, but at a distance they're soon forgotten. Not so 2013's BladeGlider, which is back up in our grilles. With a little help from F1's Williams Advanced Engineering on its electric powertrain, Nissan has taken the BladeGlider to a running prototype. Two torque-vectored electric motors will drive the rear wheels, with an estimated top speed of 115mph and a sub-five-second 0-62. If Nissan takes it further, the emission-free 'Glider will make its rivals (Porsche Boxster, Ariel Atom) seem hopelessly old-school.

As hot as... a supercharged Sinclair C5

£tba (concept) / stuff.tv/bladeglider

"DO YOU THINK...

...we really need the crazy doors? I mean, we've got the thin/wide thing, the electric power, the formation seating... no, you're right, we might as well. So, suicide gullwing doors; yep, I'll get 'em ordered..."



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From Conde Nast Traveler 2016.08

In the FLOW

While cruising Southeast Asia's Mekong with her family, writer Anna Funder has an unexpectedly close encounter with life on land.

PHOTOGRAPHS BY FELIX ODELL

From Conde Nast Traveler 2016.08

With its stark natural beauty and clean-lined dammusi, the Sicilian island of Pantelleria could have been created by minimalist master Giorgio Armani. Which may be why, for the past 40 years, the designer has returned to this volcanic rock every summer. Here, he shares his secrets from the island he insists he knows "better than anyone."

BY J. J. MARTIN

PHOTOGRAPHS BY MATTHIEU SALVAING

From Conde Nast Traveler 2016.09

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Redefining Formal

Men's tailored clothing has evolved into a more easygoing style. Absent the dress shirt and necktie, fall's ensembles are elegantly dressed down but just as well suited for days and nights out in the world's fashion capitals. Here, they make a perfectly laid-back statement in London.

PHOTOGRAPHY BY ADAM WHITEHEAD
STYLING BY DAVID LAMB
PHOTOGRAPHED AT ROSEWOOD LONDON

Brunello Cucinelli double-breasted cashmere overcoat, $6,645, double-breasted wool jacket, $2,645, striped cashmere trousers, $5,395, and cashmere sweater, $1,125 (boutique.brunellocucinelli.com).

Giorgio Armani stretch viscose jacket, $3,895, and stretch viscose sweater, $1,295 (armani.com); **Gieves & Hawkes** corduroy trousers, $260 (gievesandhawkes.com).

Redefining Formal

THIS PAGE: **Burberry** trench coat, $1,995 (burberry.com); **Dunhill** cashmere turtleneck sweater, $625 (dunhill.com); **Stefano Ricci** jeans, $1,500 (stefanoricci.com); **Jimmy Choo** Chelsea boots, $1,075 (jimmychoo.com). OPPOSITE: **Ralph Lauren** wool jacquard jacket, $2,995, cashmere sweater, $1,295, cashmere scarf, $595, and cashmere trousers, $1,295 (ralphlauren.com).

From Robb Report 2016.09

Redefining Formal

Redefining Formal

PRADA
Eddie Redmayne
London, April 2016
+44 207 399 2030 prada.com

Redefining Formal

THIS PAGE: **Ermenegildo Zegna Couture** cashmere jacket, $3,200, silk shirt, $645, and pleated wool trousers, $1,100 (zegna.com). OPPOSITE: **Berluti** layered wool overcoat, price upon request (berluti.com); **Stefano Ricci** cashmere sweater, $1,150 (stefanoricci.com); **Hermès** pleated wool trousers, $1,100 (hermes.com); **Zenith** El Primero 36,000 VPH watch with alligator strap, $6,700 (zenith-watches.com).

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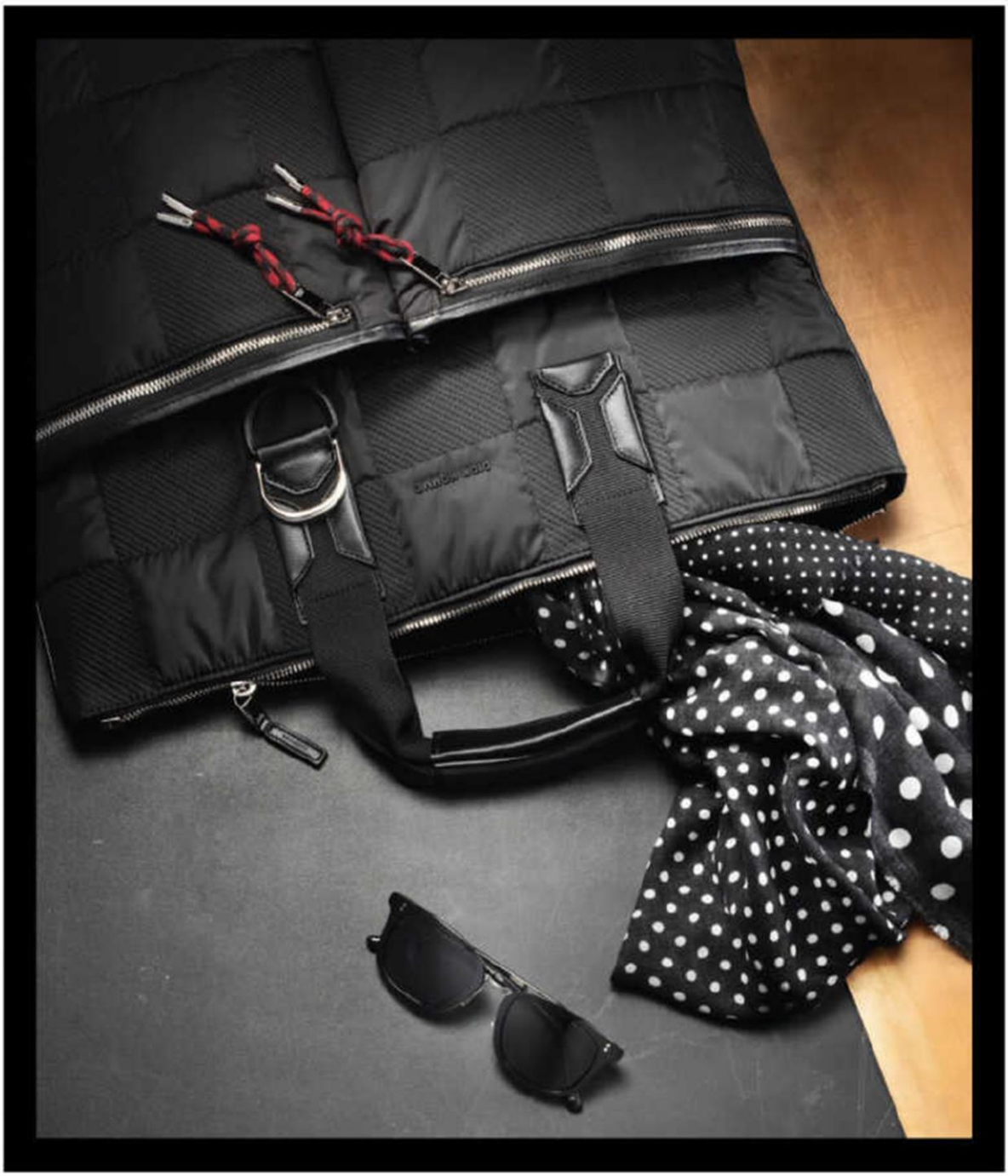
From Robb Report 2016.09

Dressed in Black



SLEEK MEN'S ACCESSORIES IN THE SEASON'S STRONGEST COLOR PROMISE TO LEND A POLISHED LOOK TO ANY OUTFIT.

PHOTOGRAPHY BY **JEFF HARRIS**

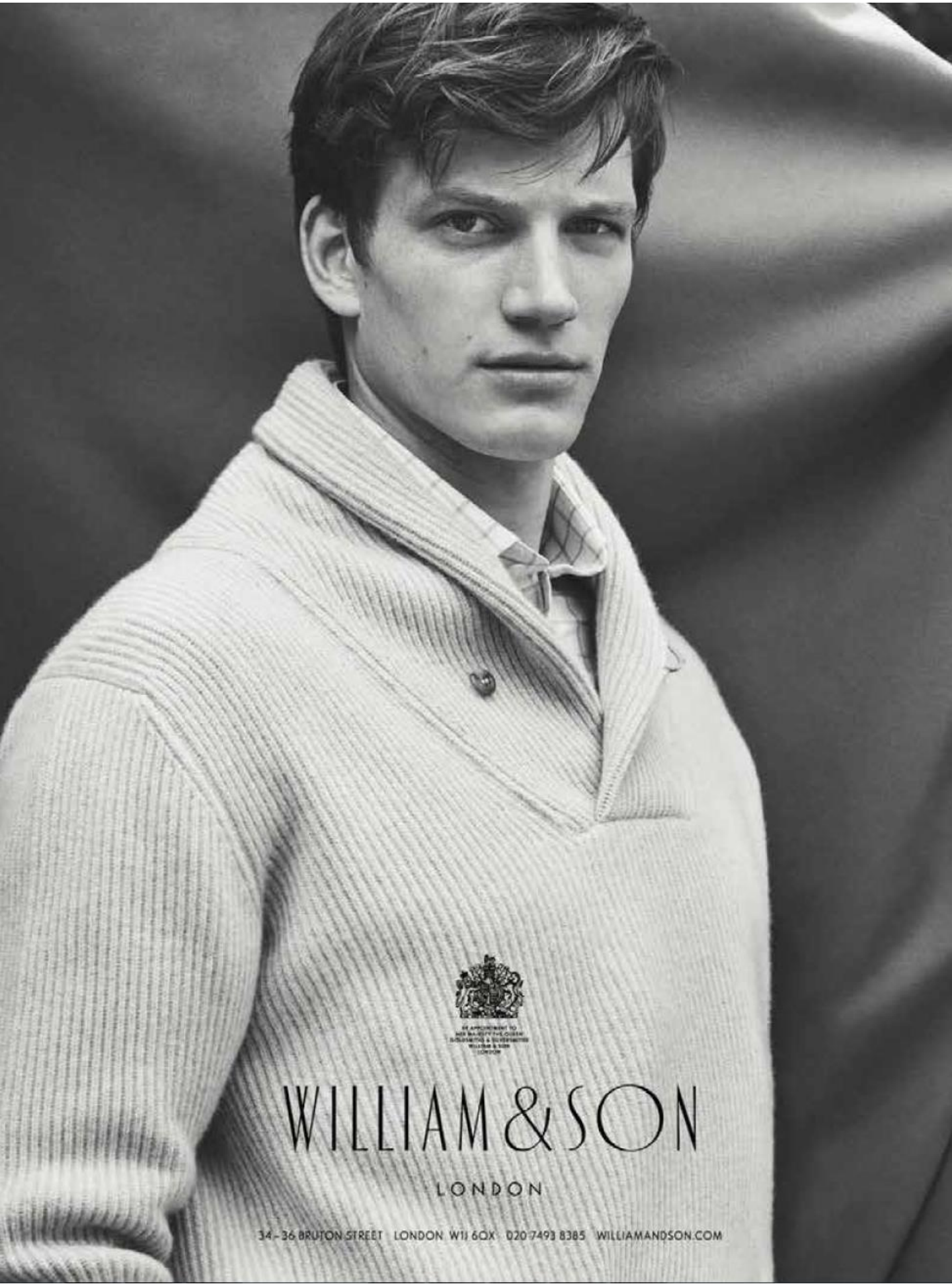
TEXT AND STYLING BY **JUSTIN DOSS**

Dressed in Black

The Armoury silk tie, $160 (thearmoury.com); **Bottega Veneta** stingray-leather wallet, $630 (bottegaveneta.com); **Dunhill** pen, $430 (dunhill.com); **John Lobb** Wells dress shoes $1,435 (johnlobb.com).

FURNITURE COURTESY ERICKSON AESTHETICS

Hermès sneaker in suede, technical canvas, and calfskin, $1,075 (hermes.com); **Morgenthal Frederics** Cooper buffalo-horn frames, $1,795 (morgenthalfrederics.com); **Ralph Lauren** alligator portfolio, $16,000 (ralphlauren.com).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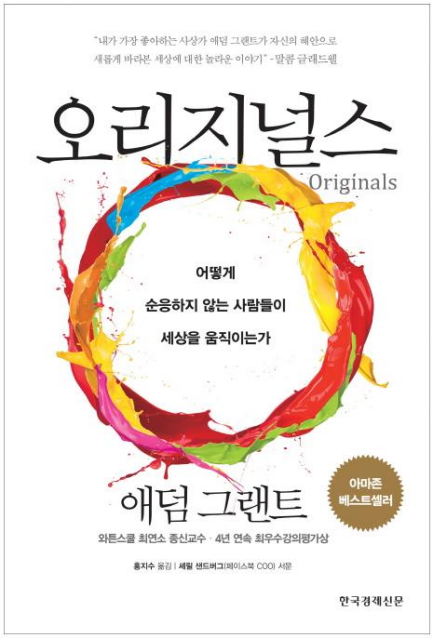

오리지널스

어떻게 순응하지 않는 사람들이 세상을 움직이는가

애덤 그랜트 | 한국경제신문사 | 2016.02.02

세상을 변화시킨 독창적 리더들은 어떻게 사고하고 행동하는가? 그들은 우리와 무엇이 다른가? 와튼스쿨 최연소 종신교수이자 인력관리 분야 최고 권위자 애덤 그랜트는 신작 《오리지널스》에서 독창성에 대해 전혀 새로운 시각을 제시한다.

사람이라면 누구나 현재 상태에서 벗어나고자 하는 욕구가 있고 자기만의 아이디어를 갖고 있다. 정체 상태를 벗어나 발전하고 싶다면 우리는 규칙에 도전하고, 새로운 아이디어를 선보이며, 또한 그런 아이디어를 수용할 줄 아는 사람이 되어야 한다. 저자는 이른바 **대세에 순응하지 않고, 시류를 거스르며, 구태의연한 전통을 거부하는 독창적인 사람들을 '오리지널스(originals)'로 지칭한다.** 상황을 바꾸고 싶다면 닫혀 있던 입을 열고 용기를 내 독창적인 아이디어를 제시해야 한다. 조직이 성장하기 위해 구성원은 오리지널로서 의견을 자유롭게 이야기하고 현재 상태에 도전해야 하고, 조직의 리더는 구성원들의 독창성을 더 많이 불러일으킬 수 있는 통찰력이 필요하다.

그렇다면 우리는 왜 망설이는가. 어떻게 하면 자신의 경력을 무너뜨리지 않고, 인간관계를 해치지 않으며, 자신의 평판을 훼손하지 않고도 새로운 아이디어와 정책을 주장하고 관철시킬 수 있을까? 저자는 **독창성을 발휘하고 지속시키는 방법을 모색하면서, 어떻게 하면 다른 사람들이 자신의 아이디어를 지지하게 만들고, 지도자들은 어떻게 집단사고를 타파해야 할지, 부모와 교사들은 어떻게 어린이들에게 스스로 사고하는 능력을 길러줄 수 있는지 현실적인 대안을 제시한다.**

재계, 정치계, 문화계를 망라하는 다양한 연구 결과와 다양한 현장 사례를 통해 저자는 대세를 거스르고 성공한 사람들은 위험을 기꺼이 감수하는 타고난 리더들이라는 고정관념을 무너뜨린다. 창의성이 뛰어난 사람들도 우리와 똑같이 두려움을 느끼고 자신의 생각에 대해 의구심을 품는다. 그러나 그들이 다른 점은 도전에 직면했을 때 얼어붙거나 나약해지지 않는다는 점이다. 그들은 어떻게든 생각을 행동으로 옮긴다. 이 책은 독자들이 자신의 창의적인 생각들을 추진하는 데 필요한 지식과 용기를 줄 것이다.

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SHOWCASE

HARLEY QUINN

ARTIST
Yinxuan Li Dezarmenien
SOFTWARE **Modo, Maya, Photoshop**

With six years' experience in character design, artist Yinxuan Li Dezarmenien is always looking for inspiration.

"When I saw some of the Suicide Squad trailers I really enjoyed the production design they did for Harley Quinn, it's a new twist on the way she usually dresses," says Yinxuan of her most recent personal project. "So I kind of dug into it and slowly I started planning a way to make a CG version of the character using my own approach to character design."

Yinxuan's usual style is to create vibrant, cute character designs, so it was a challenge to create a model in this style based on a live action film visual. "The design of Harley Quinn for the film Suicide Squad is fabulous, I was very excited to create a fan art render of her. I wanted to try something different, a cool and beautiful bad guy, I mean girl."

A standard modelling workflow was used to create Harley Quinn, with Modo used for modelling and UVs and Maya for rigging and skinning. Finally, Photoshop was also used for texturing the DC Comics character.

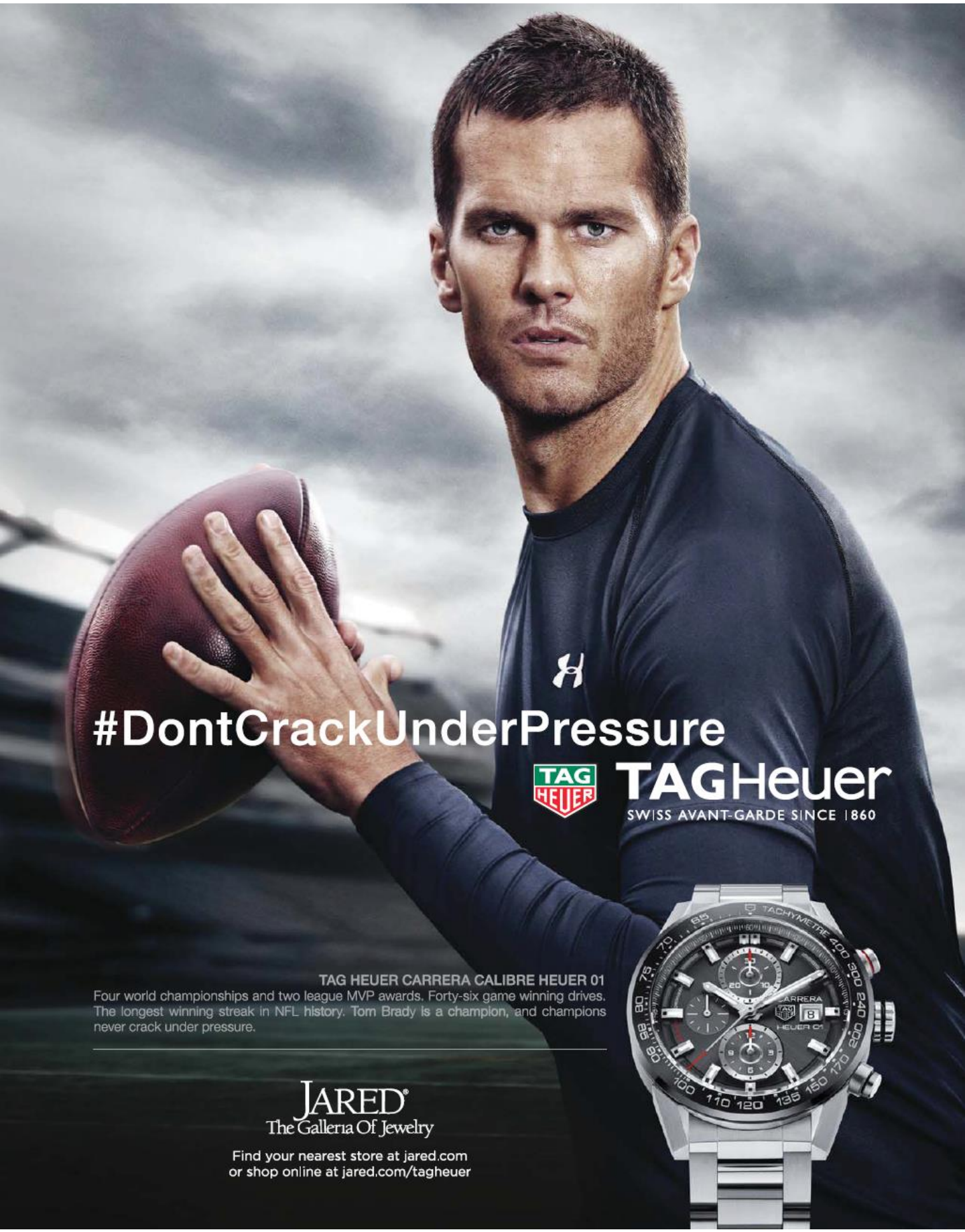
"I rarely use fancy techniques," says Yinxuan of her process. "It's just good old polygons and UV maps."

FM *See more of Yinxuan's fun characters at* ***www.tyanim.com***

3D WORLD VIEW

This is a great antidote to the dark DC universe, retaining the character design of the film piped through Yinxuan's colourful imagination.

JO GULLIVER
Art editor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From Fast Company 2016.09

"Our reason for being is the same as it's always been," says Apple CEO Cook. "To make the world's best products that really enrich people's lives."

From Fast Company 2016.09

OVERHEARD DURING THE APPLE FREAK-OUT

REAL REACTIONS, CULLED FROM THE TECH COMMENTARIAT, TO APPLE'S TUMULTUOUS 2016. THE APPLE FAITHFUL HAVE NEVER BEEN MORE POLARIZED.

From Fast Company 2016.09

NINE WAYS TIM COOK HAS TRANSFORMED APPLE

SINCE STEVE JOBS APPOINTED COOK CEO IN 2011, APPLE'S REVENUE HAS TRIPLED AND MORE THAN A BILLION PEOPLE NOW USE ITS PRODUCTS.

① **Apple controls its technology destiny**

Apple increasingly relies on its own prowess at designing many of the chips and sensors that power its devices. That gives the company even tighter control over designing a harmonious, symbiotic hardware and software experience, which matters not only for the future of the iPhone but for whatever comes next.

② **Apple is a services company as well as a device company**

Apple generates 12% of its revenue from digital services such as iCloud, Apple Pay, AppleCare, and the App Store, and that part of the business is growing faster than hardware sales. "I expect it to be huge," Cook says. "It's already large. If you look at it on a stand-alone basis, and we've started disclosing this now, it's tough to find many companies that are as big."

③ **Apple means business**

Beyond corporate graphics departments, Apple never focused much on enterprise sales. Now it has a big deal with IBM to sell its devices to the corporate world. The iPad Pro is increasingly targeted at business users, reframing the iPad from a consumer device—in which interest is declining—to a next-generation business laptop.

④

Apple is a fashion brand

The company's products have long been exemplars of good industrial design, but now Cook has incorporated the idea of seasons and collections for products such as the Apple Watch (witness its collaboration with Hermès on bands). The refreshed Apple Stores, in the hands of Burberry veteran Angela Ahrendts, also reflect this influence: Accessories are presented less as tech doodads and more as fashion products.

⑤

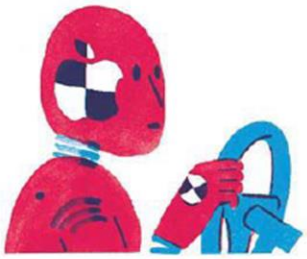
Apple's App Store is a marketing platform

One billion people come to the App Store to find out what's worth putting on their iPhones, and Apple is relying on more downloads (and the resulting revenue). Apple marketing chief Phil Schiller now runs the store and has made more changes in the past six months than ever before, introducing promotional placement and expanding subscriptions to make apps a better recurring business.

⑥

Apple has bought into public beta

Apple now realizes that trying to be perfect out of the gate is overrated. iOS 10 is being vetted by public beta testers. The new file system that will debut next year is already in developers' hands. Even Apple Watch reflects the company's willingness to put out a product, see what users like and don't like, and react accordingly.



⑦

Apple is chasing new frontiers it may not be able to own

From cars to health care to original streaming content, Apple is making big-money bets on lucrative markets that are crowded, complex, and unlikely to be dominated by any single company. "Our strategy," Cook says, "is to help you in every part of your life that we can."

⑧

Apple is a global financial power

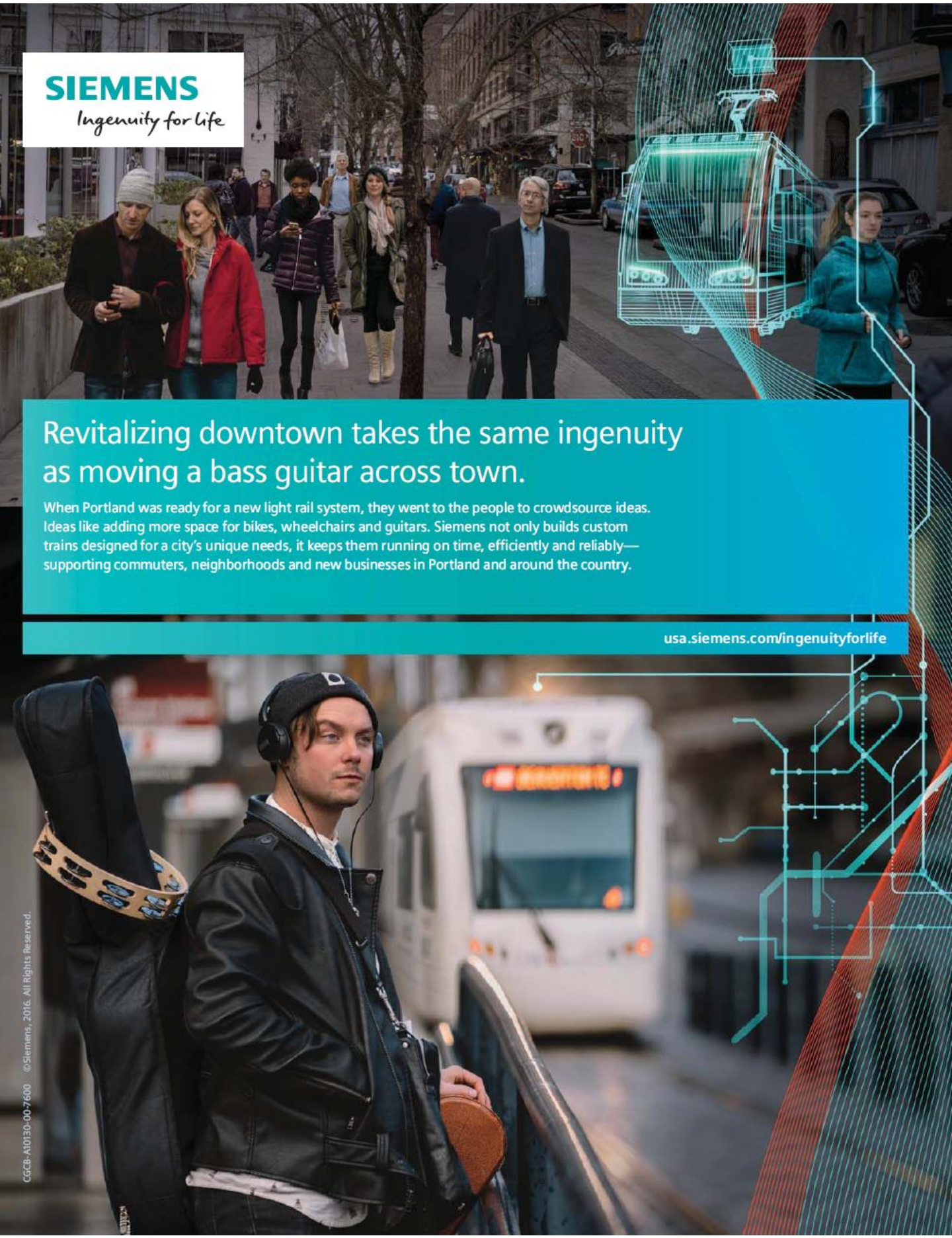
The company has $233 billion in cash on hand. It has spent approximately $117 billion on stock buybacks in the last two-plus years. While some see these financial manueverings as distractions, this is all part of Cook's professionalization of the company. Such financial sophistication

can complement Apple's other strengths. As Cook says, "I want Apple to be here, you know, forever."

⑨

Apple embraces public advocacy

Steve Jobs had a mission: to popularize computers as "a bicycle for the mind," and to make them as beautiful as any other object that people care about in their lives. Cook has made Apple a moral company, too—in his coming out and supporting transgender policies; by fighting the FBI over consumer privacy; and in his significant push to make Apple an environmental leader in a business that is inevitably resource intensive. "My belief is that companies should have values, like people do," Cook says.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Words of the Month

- 협력은 혁신의 속도를 높인다. ~ 미국 국가혁신구상 National Innovation Initiative
- IT 시스템을 갖춰 놓는다고 협업이 이루어 지지는 않는다. 협업은 협업하려는 마음가짐에서 시작한다. ~ 일본 디지털 엔지니어링 매거진
- 협업은 최고의 혁신방법론이다. ~ 샤도우
- In Blockchain We Trust ~ 박창기 CEO of Blockchain OS
- 다른 누구로도 말고 오직 스스로를 등불로 삼으라 ~ 석가모니
- 아이디어와 창의성, 최적화된 프로세스는 게으른 사람으로부터 나온다. 그러니 게으른 사람들을 주목하라. 게으른 이들은 아래와 같은 7가지 특징을 가진다.

1. 창의적이다 = 주어진 일을 열심히 하는 사람들은 업무 과정을 개선하지 못한다. 게으른 사람들은 일을 힘들게 해야 하는데 의문을 품고 업무 과정을 자동화하거나 최적화하는데 관심을 갖는다. 부지런한 사람은 무뎌진 도끼로 헛된 힘을 쓰며 열심히 나무를 베지만 게으른 사람은 도끼 날부터 갈아 효율적으로, 가능한 힘을 덜 쓰고 더 많은 나무를 베는 방법을 착안한다.
2. 기업가적이다 = 게으른 사람들은 빈둥거리면서 쓸데없는 생각을 많이 하는 과정에서 남들과 다른 아이디어와 접근법을 얻는다.
3. 쉴 때를 안다 = 에너지를 소진하면 큰 일을 하지 못한다. 게으른 사람들은 쉬면서 에너지를 축적했다가 기회가 왔을 때 에너지를 집중시킨다. 반면 부지런한 사람들은 일의 경중을 가리지 않고 무조건 열심히 힘을 쓴다.
4. 여유가 있다 = 게으른 사람들은 모든 일에 열심을 내지 않는다. 그들은 여유를 두고 상황을 판단해 필요한 일을 한다. 부지런한 사람들은 늘 일에 치여 걱정을 안고 살지만 게으른 사람들은 자신에게 필요한 일만 하기 때문에 걱정이 덜하다.
5. 목표가 분명하다 = 게으른 사람들은 자신에게 중요한 일이 무엇인지가 분명하기 때문에 쓸데없는데 시간이나 땀을 쏟지 않는다.
6. 똑똑하다 = 직장에서 게으름을 피우려면 상당히 스마트해야 한다. 빈둥거리면서도 주어진 일을 기한 내에 남들보다 더 잘 해내야 하기 때문이다. 게으를 수 있는 것도 능력이다.
7. 다양한 기기를 활용할 수 있다 = 게으른 사람들은 시간과 마음의 여유를 누리면서도 해야 할 일을 할 수 있도록 많은 문명의 이기를 이용한다. 자신이 직접 하는 일을 줄이고 기기가 대신 일하도록 할 수 있는 능력이 있다. ~ 7 Reasons Why Lazy People Are More Likely To Be Successful (Lifehack Site)

http://www.lifehack.org/312035/7-reasons-why-lazy-people-are-more-likely-successful

- 갤노트7 출시에 맞춰서 삼성전자 등기이사 선임되어 달콤한 열매를 기대했던 재드래곤(이재용)은 기대를 저버리지 않고 여지없이 국밥스킬(말아먹는)을 시전하여 갤럭시 노트7을 "온파이어" 하심
- 인간은 원래 무례한 DNA를 가지고 태어났다. 그리하여 무례함은 인간의 기본적 소양이다. 인류는 2백만 년이나 자신의 생존만을 중요하게 생각하고 살아왔으며, 중국 공자의 논어사상이 나온 것은 중국 사람들이 너무 무례해서라는 얘기도 있다. 예의는 타인에 대한 두려움에서 나온다. 즉 무례와 예의는 똑같은 이유에서 발현된다. 즉 자신의 생존을 위해서다. 비슷한 부류에선 무례한 행동으로 자신의 생존을 추구하지만 자기보다 강자를 만났을 땐 일단 예의를 갖춰서 목숨을 부지하는 것이다. 모르는 사람을 만났을 때는 강약이 구분이 안되니 일단 예의를 갖추는 것이라고 본다. 예의를 갖추는 것은 생존을 위한 것이다.

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Words of the Month

- 왜 아직 혼자야?에 대한 멋진 대답 18가지

1. "자유와 창의적인 시간 덕분에 혼자 지내는 걸 사랑하게 되었기 때문이다. 누가 내 삶에 들어오고 싶다면 그 사람은 내 삶을 향상시켜야 한다. 그렇지 않다면 나는 싱글 상태를 유지할 것이다." – 맷 스윗우드
2. "나는 아무 말도 하지 않는다. 물끄러미 바라본 다음 걸어간다. 누가 나랑 침대를 같이 쓰는가보다 더 중요한 걱정해야 할 일들이 있다." – 베스 엘렌 바스케스
3. "왜 내가 아직 싱글이냐고? 온라인 데이팅 덕분에 내 다음 책에 넣을 미친 이야기들은 넘쳐나니까." – 니키 그린 아담
4. "내가 만나는 평범한 사람은 지루하기 때문이다. 그리고 나는 브라를 하지 않고 파자마 바지만 입고 돌아다니는 걸 좋아한다." – 자미 데드만
5. "내가 얼마나 멋진지를 깨닫는 데 이혼이 필요했다고 대답한다. 그리고 그걸 깨닫고 나니 내가 결혼 생활 중에 스스로에게 허락했던 것보다 나는 더 가치가 있다는 걸 더욱 명확히 깨달았다. 정착은 이젠 내겐 맞지 않는다." – 오브리 키퍼
6. "나는 보통 정말 좋으니까, 라고 대답한다." – 마크 슈튼
7. "자기 자신 말고 다른 사람은 신경 쓰지 않아도 된다는 건 사실 꽤 멋지다." – 제시카 페르난데스
8. "싱글인 게 뭐가 문젠데?" — 아만다 마니스
9. "나는 이렇게 말한다. 당신이 내가 모닝커피 마시기 전을 볼 수만 있다면! 진지하게 말하면, 나는 내게 영감을 주고, 내게 도전하고, 생각만 해도 미소 짓게 되는 여성을 아직 찾지 못했다. 그런 여성을 찾으면 당신도 그 유니콘을 만나게 될 것이다." – 알 코로나
10. "나는 정착할 의지가 없으니까!" – 애슐리 다니엘
11. "왜냐고? 누구나 엄청난 것을 감당할 수는 없으니까." – 멜리나 마틴
12. "거의 이틀에 한 번꼴로 듣는 말이다. 주로 내게 소중한 사람들이 그렇게 묻는다. 나는 이렇게 말한다. 의미 있는 관계는 필수적이지만, 연애를 안 한다고 해서 삶의 가치가 조금이라도 떨어지는 것은 아니라고." – 수미아 아지즈
13. "나는 이 질문에는 솔직하게 대답하는 게 제일 좋다고 생각한다. 나는 이제까지 나쁜 선택을 몇 번 했기 때문이라고 말한다. 훌륭한 파트너가 되었을 사람들을 내가 밀어냈다. 당시에는 내가 그들의 장점들을 얻을 자격이 있는 사람이 아니었다고 생각한다." – 크레이그 페이스
14. "나는 웃다가 웃음을 멈추고 '정말 그 질문을 해야 해?'라고 묻고 도망가서 근심 걱정없는 내 삶을 즐긴다. 내가 아이들과 즐겁게 지낼 때, 그런 걸 물어보는 사람은 자기 파트너의 감정이나 변덕에 시달려야 한다." – 칼라 프친스키 화이트
15. 나는 사람들이 왜 아직 연애를 안 하느냐고 묻는 게 정말 싫다. 보통 나는 아직 맞는 사람을 못 만났다고만 대답한다." – 레이첼 릴리언 리드
16. "별거한 지 1년 정도 되었는데 난 아직 싱글이다. 사람들이 물어보면 나는 나 자신과 아들에게 집중하고 있다고 말한다. 더 나은 남성이자 아버지가 되는 게 무엇보다 먼저다." – 애덤 페촐드
17. "나 혼자 있는 것보다 기분 좋은 사람을 만나지 못했기 때문에." – 캐롤 가르시아
18. "내가 너무 뛰어나서!" — 수잔 르네이

haveKINDLEwillTRAVEL
MEXICO CITY, MEXICO P. KALANITHI, *WHEN BREATH BECOMES AIR* @AMAZONKINDLE
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커피한잔 마시자꾸나
(더 뉴요커 카툰 July 4 2016)

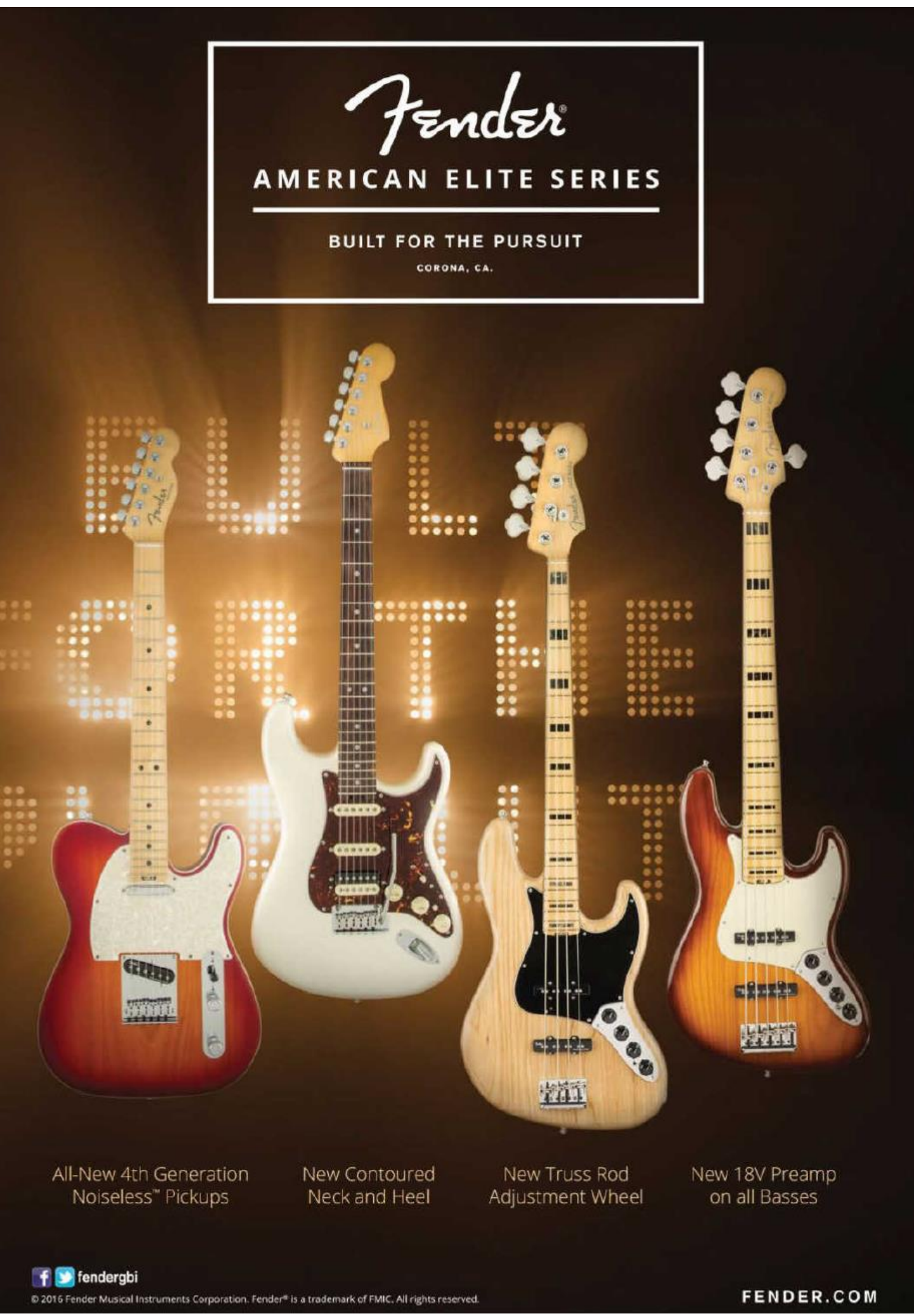
카툰 코너의 번역이 맘에 안 드시는 분은 연락 주세요. 몽둥이로 후려갈겨 드리겠습니다. - 샤도우

#haveKINDLEwillTRAVEL
HOEDSPRUIT, SOUTH AFRICA
RICHARD BRANSON, SCREW IT, LETS DO IT @ AMAZONKINDLE
amazon

"C'mon—we are not staying home on a Saturday night."

나갑시다. 주말에 집에만 있으면 어떡해요.
(더 뉴요커 카툰 6 June 2016)

카툰 코너의 번역이 맘에 안 드시는 분은 연락 주세요. 몽둥이로 후려갈겨 드리겠습니다. - 샤도우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FENDER.COM

"But first we're going to watch your phone die."

형씨 보내기 전에 전화기를 먼저 보내야 겠어
(더 뉴요커 카툰 20 June 2016)

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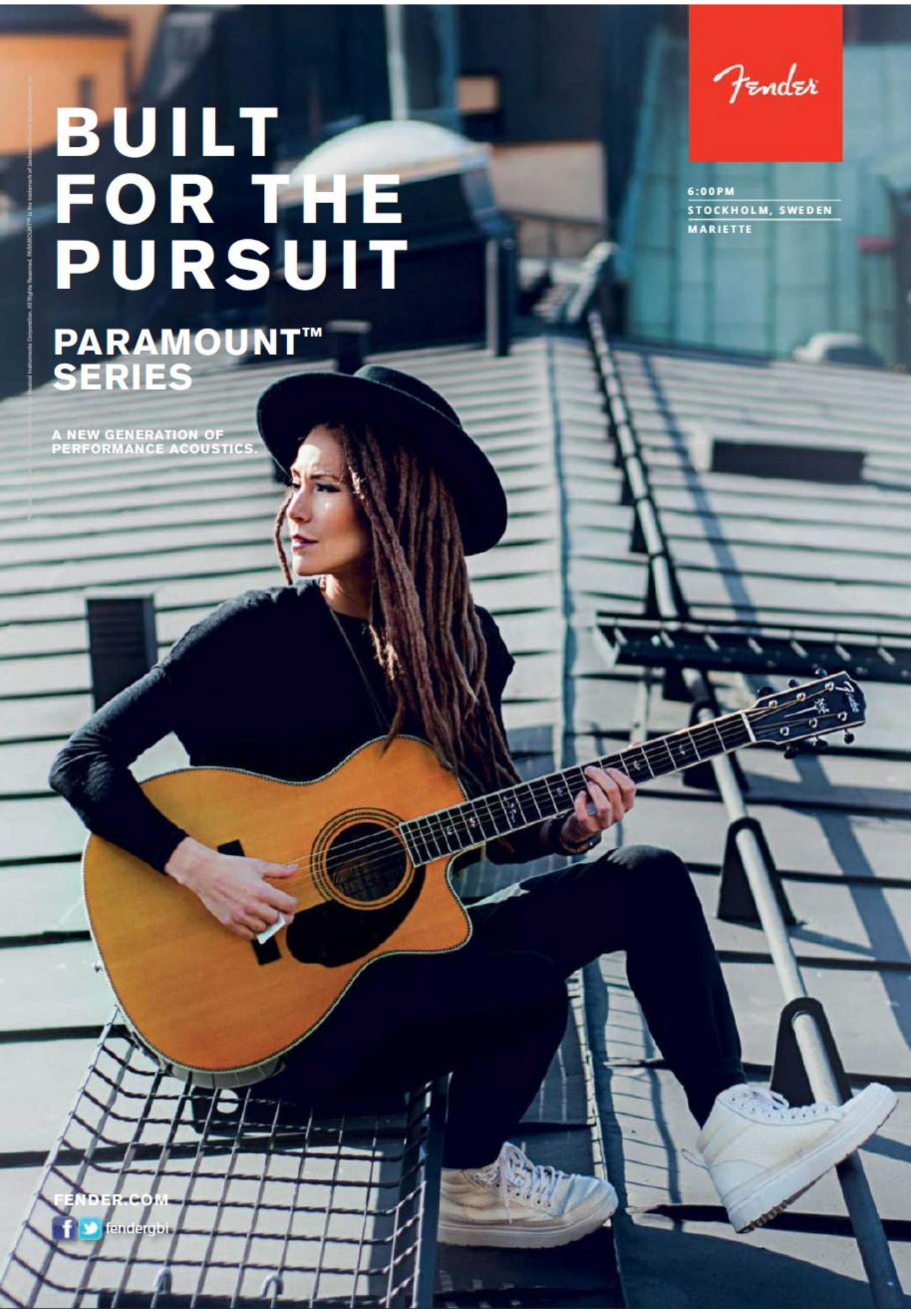
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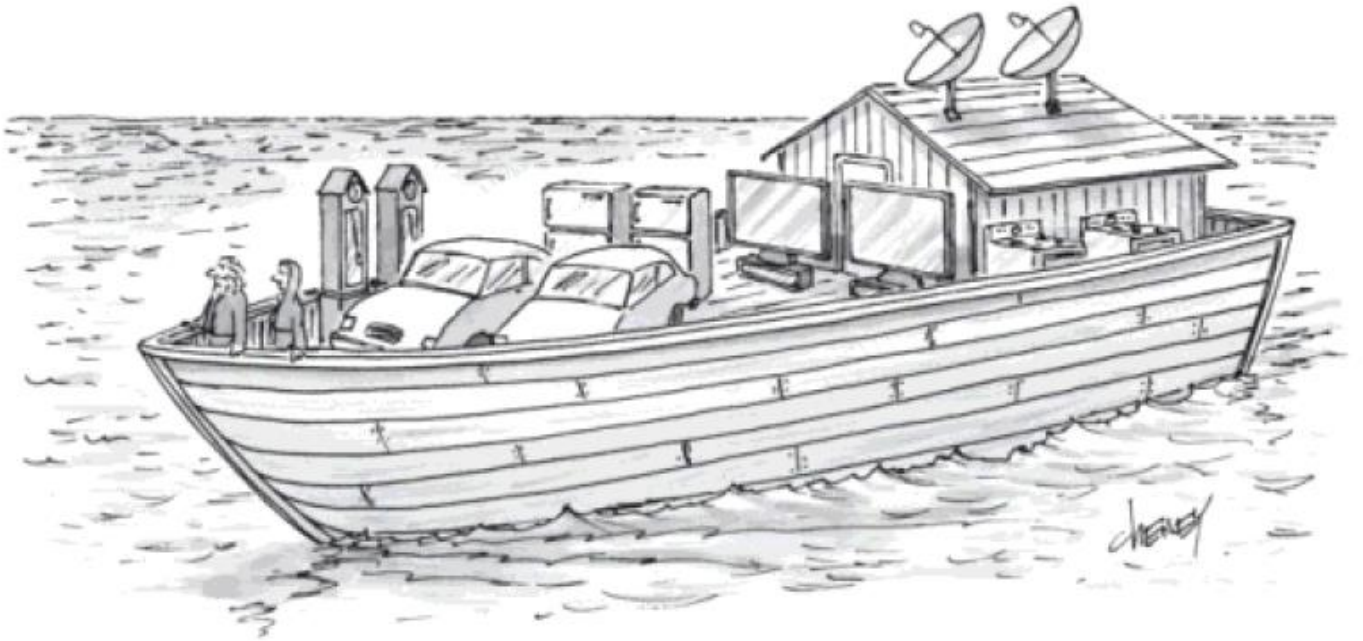
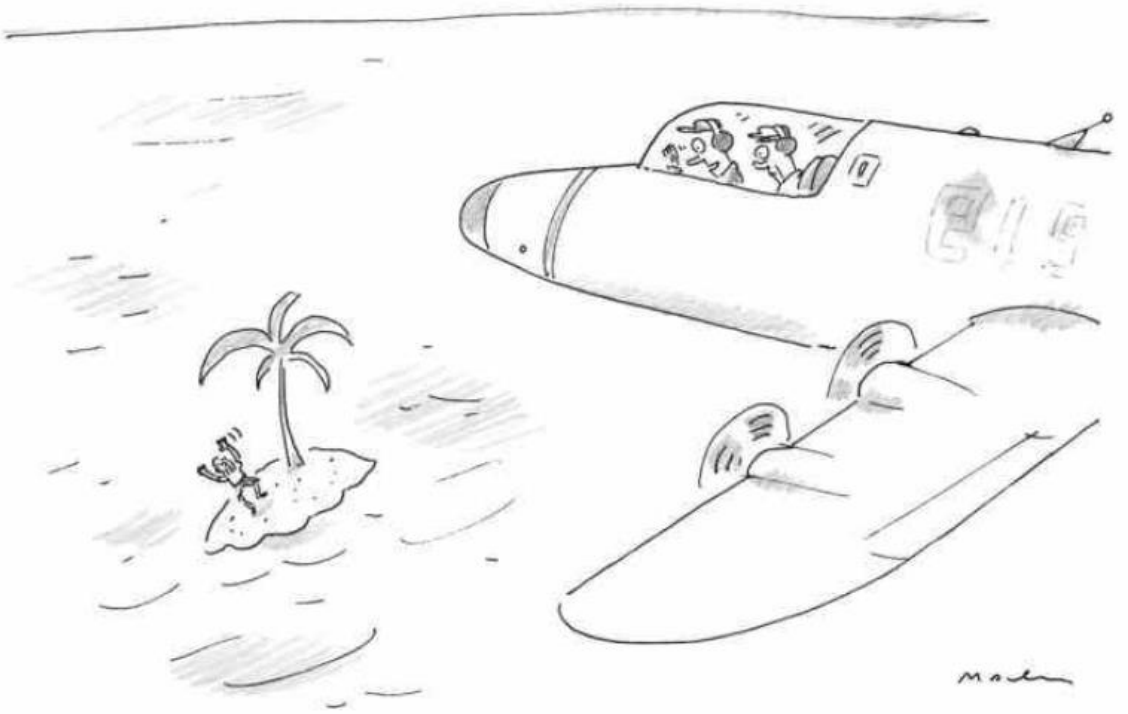


21세기 노아의 방주
(더 뉴요커 카툰 27 June 2016)



"He always gives me such a nice wave."

저 양반 항상 우릴 반겨주네
(더 뉴요커 카툰 30 May 2016)

카툰 코너의 번역이 맘에 안 드시는 분은 연락 주세요. 몽둥이로 후려갈겨 드리겠습니다. - 샤도우

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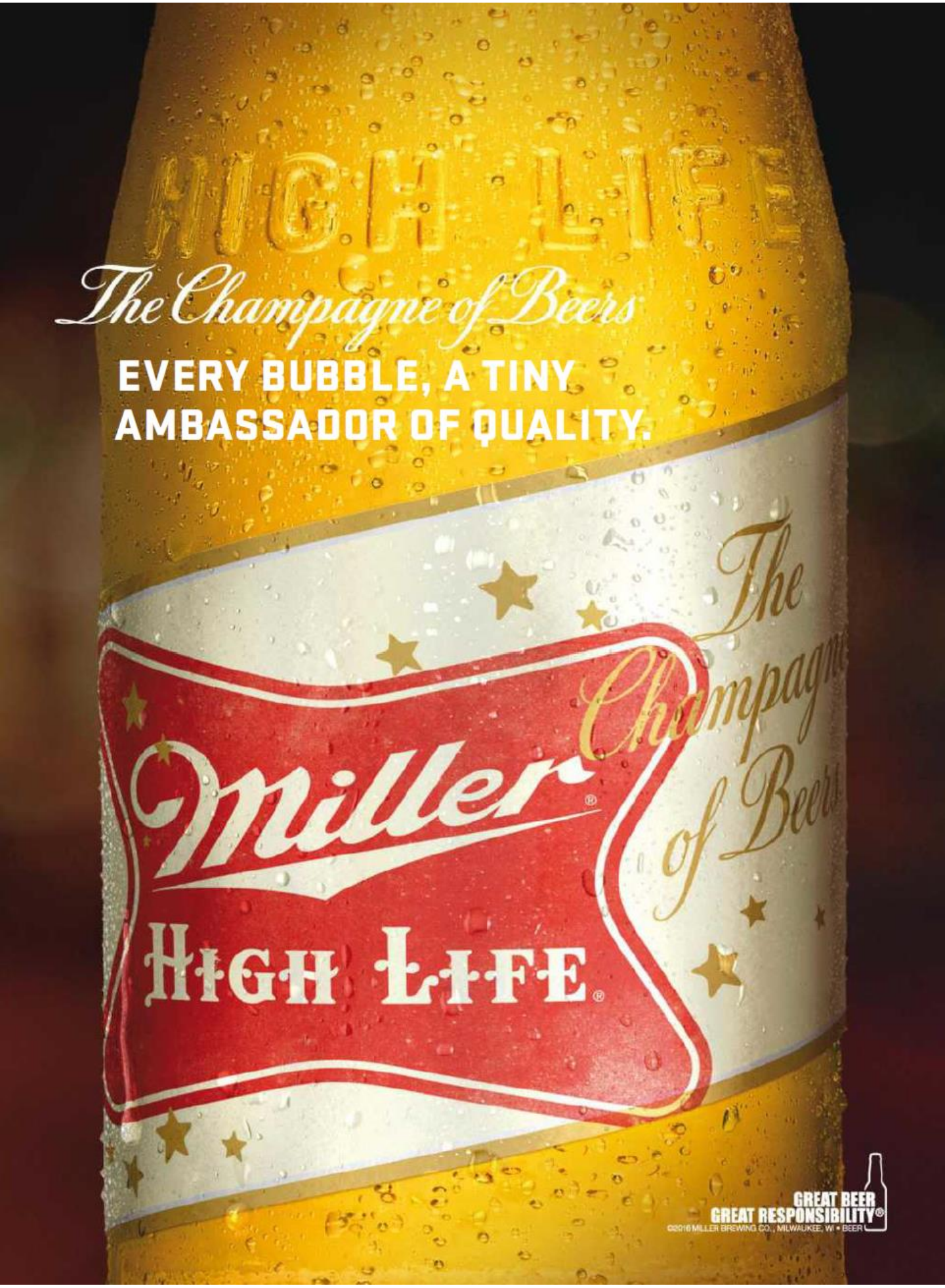
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MADE IN JAPAN

Ever wondered how a lens was made? Join us on a tour of Sigma's lens factory...

BY BEN BRAIN

With thanks to our guides, Kazuto Yamaki and Paul Reynolds of Sigma

IT'S not every day that you get to see behind the doors of a state-of-art factory in Japan and witness first hand how a lens is made. However, Digital Camera was recently invited to do just that, with a personal guided tour from Sigma CEO Kazuto Yamaki.

Mr Yamaki's father, Michihiro Yamaki, founded Sigma in 1961, and the first factory was built on this site in Aizu in 1974. While it's still at the same location, the site has evolved and grown considerably in the last 42 years, while Sigma's production philosophy has remained largely unchanged during that time. Sigma is committed to a vertically integrated in-house manufacturing system so it can maximise quality at the lowest cost. Local procurement is also a vital part of this model: everything is sourced in Japan.

It's no mean feat to boast a production capacity of 90,000 lenses per month, not to mention the cameras and flashguns that are also made on site. Mr Yamaki is quick to highlight the tenacious, hard-working, persistent and diligent attitude of the Aizu team's mentality as central to achieving this. So join us now on a fascinating look inside Sigma's lens factory...

All photos: Ben Brain

START THE TOUR

THE FACTORY

The Sigma factory is located in Aizu, a prefecture several hours north of Tokyo by bullet train. It was originally built in 1974, when the current CEO Kazuto Yamaki (pictured above with Ben) could be found playing as a little boy. Indeed, some staff can remember him from those early days. While the location has remained the same, the buildings have naturally changed quite a bit...

www.digitalcameraworld.com

ANATOMY OF A LENS

There's more to your camera lens than meets the eye. Here's some of the technology that lies hidden inside your glass...

LENS design and technology has come a long way since the simple pinhole, or even the first interchangeable lenses. While the basic features of lenses, such as the focal length and the aperture range, have been around for decades, and are relatively easy to understand, modern lenses contain loads of technology and features to help produce higher-quality images and more convenient operation. The basic features have also been greatly refined along the way.

Like most other advances in technology, progress comes at a price. Along with the basic information, lenses now have loads of initials and words in the name or description, which can be difficult to decipher. They all refer to a few basic features, though: 'IS' in the name of a Canon lens and 'VR' in the name of a Nikon lens both mean that the lens has a built-in optical stabilisation system. So once you get the hang of the basics, there's no need to be baffled by the jargon.

The latest advances in lens technology, such as special glass, 'trick' autofocus motors and shaped optical elements, mean that modern lenses are smaller, lighter and higher-quality, making them better-suited to the demands of the high-resolution sensors in every digital camera.

Understanding what goes on inside your lens will help you to get to grips with all of these features, and what they mean. So here's a description of the main elements and features that you will find inside a lens, along with how these features in your lens will benefit your photography...

LENS ANATOMY KEY

REGULAR LENS
The elements within the lens that are made from normal optical glass.

ASPHERICAL LENS
Specially shaped elements used to combat distortion and spherical aberrations, and also to reduce the size and weight of the lens.

FLD GLASS ELEMENT
Fluorite Low Dispersion elements use the optical properties of fluorite to reduce chromatic aberration.

SLD GLASS ELEMENT
These elements of the lens are made from Special Low Dispersion glass to minimise chromatic aberration.

OS (OPTICAL STABLILISER)
The section of the lens containing the optical stabiliser, which moves to combat camera shake.

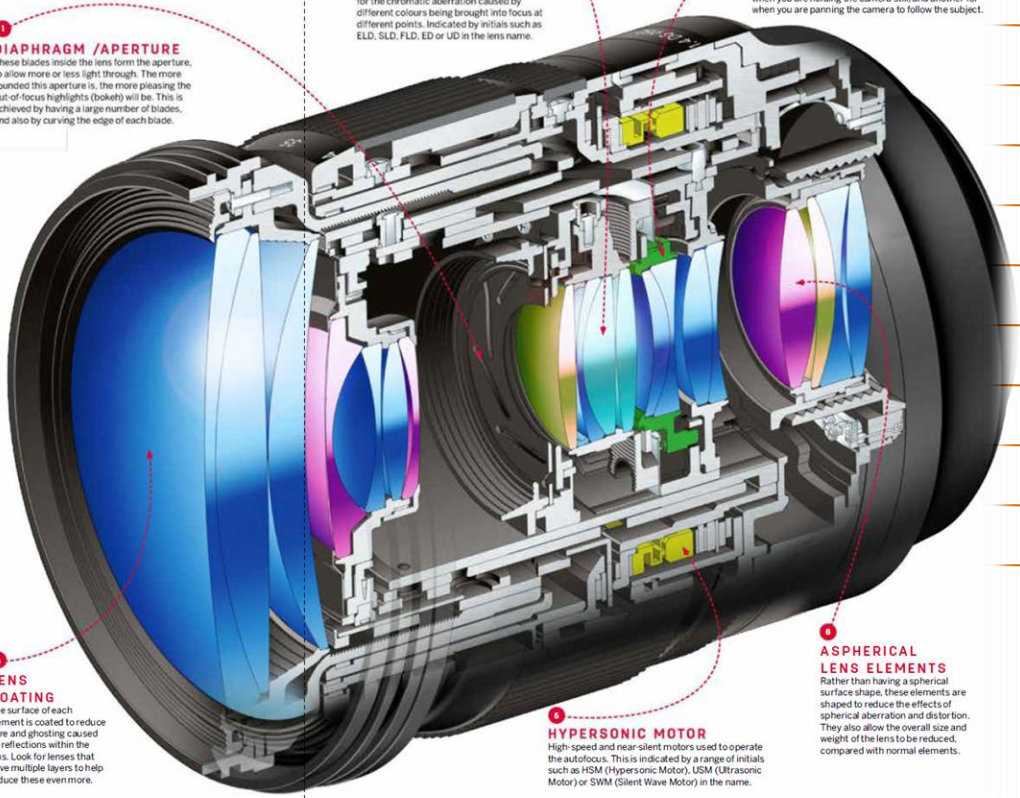
HSM (HYPERSONIC MOTOR)
The Hypersonic Motor is used to silently and quickly operate the autofocusing inside the lens.

BASED ON A SIGMA 24-105MM LENS

1 DIAPHRAGM /APERTURE
These blades inside the lens form the aperture, to allow more or less light through. The more rounded this aperture is, the more pleasing the out-of-focus highlights (bokeh) will be. This is achieved by having a large number of blades, and also by curving the edge of each blade.

2 LOW-DISPERSION GLASS
A special type of glass, used to compensate for the chromatic aberration caused by different colours being brought into focus at different points. Indicated by initials such as ELD, SLD, FLD, ED or UD in the lens name.

3 OPTICAL STABLISER
This system uses sensors to detect movement, then adjusts a group of elements to help minimise camera shake. These systems often have two modes: one for when you are holding the camera still, and another for when you are panning the camera to follow the subject.



4 LENS COATING
The surface of each element is coated to reduce flare and ghosting caused by reflections within the lens. Look for lenses that have multiple layers to help reduce these even more.

5 HYPERSONIC MOTOR
High-speed and near-silent motors used to operate the autofocus. This is indicated by a range of initials such as HSM (Hypersonic Motor), USM (Ultrasonic Motor) or SWM (Silent Wave Motor) in the name.

6 ASPHERICAL LENS ELEMENTS
Rather than having a spherical surface shape, these elements are shaped to reduce the effects of spherical aberration and distortion. They also allow the overall size and weight of the lens to be reduced, compared with normal elements.

Illustration: Andy MacLachlan, from an original illustration by Sigma

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IF THERE'S A DREAM

CHASE IT

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NSX shown with optional equipment.

ACURA

PRECISION CRAFTED PERFORMANCE

ARTWORK Marljah Bac Cam, *Blue Landscape*
Charcoal, ink, marker, and pencil on paper

Know Your Customers' "Jobs to Be Done"

Is innovation inherently a hit-or-miss endeavor? Not if you understand why customers make the choices they do.

BY CLAYTON M. CHRISTENSEN, TADDY HALL, KAREN DILLON, AND DAVID S. DUNCAN

For as long as we can remember, innovation has been a top priority—and a top frustration—for leaders. In a recent McKinsey poll, 84% of global executives reported that innovation was extremely important to their growth strategies, but a staggering 94% were dissatisfied with their organizations' innovation

Boris Groysberg is a professor of business administration at Harvard Business School and a coauthor, with Michael Slind, of *Talk, Inc.* (Harvard Business Review Press, 2012). **Eric Lin** is an assistant professor in the Department of Behavioral Sciences and Leadership, United States Military Academy. **George Serafeim** is the Jakurski Family Associate Professor of Business Administration at Harvard Business School. **Robin Abrahams** is a research associate at Harvard Business School.

THE SCANDAL EFFECT

When companies misbehave, executives pay a price on the job market—even if they had nothing to do with the trouble.

BY BORIS GROYSBERG, ERIC LIN, GEORGE SERAFEIM, AND ROBIN ABRAHAMS

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HOT STUFF

21 PAGES OF THE BIGGEST STORIES FROM PLANET TECH

Class divide
There are three styles: the Sport (pictured) has a black or white case, the Classic is black or rose gold with a leather strap, and the silver or gold Premium has a stainless steel case.

HOT FOUR #1

NO-ONE LIKES SHOUTY WRISTS

Garmin Vivomove

In this world of 24-hour Technicolor tittle and tat, subtlety is to be applauded, or even actively encouraged. Garmin's latest fitness tracker is the very picture of restraint, quietly measuring your steps and displaying that information as a dynamic daily goal percentage bar. It also has an inactivity bar that slowly fills up with red if you don't move about. But that's it: Vivomove won't vibrate or beep or scream at you. If you do want a little visual reward for your efforts, you can Bluetooth your steps and sleep stats over to Garmin's Connect app, there to compare your totals over time on its colourful graphs. But the Vivomove itself will just keep on with its dignified daily summing up, for the entirety of its one-year battery life.

As hot as... passing unnoticed, like a ninja
£140 (Sport), £180 (Classic), £240 (Premium) / garmin.com

SLIGHTLY LESS SUBTLE

iFit Duo
The Duo has a physically flippable face: all analogue chi-chi on one side, all fitness-stats-displaying monochrome LCD on the other.
from £299 / proform fitness.co.uk

VERY LESS SUBTLE

Garmin FR735XT
GPS, colour screen, multisport recording, optical heart-rate monitor and Strava Suffer Score make this the antithesis of the Vivomove.
from £359 / garmin.com

GIGAPIXEL

The bigger picture in tech

HOTH RACER
We wouldn't blame you if you were to immediately rip out this page, lie down on the floor with some crayons and draw some AT-AT walkers in the background. (The newsagent might be miffed, though, so maybe buy the mag first?) But you're right, this does look like it might be a vehicle from the next *Star Wars* film, *Rogue One*. It isn't. The Snopeedis a one-off design study by Joey Ruiter, engineer of the outlandish. Inspired by the 'cafe racer' style of motorcycles, it has a 90cc engine powering a single snowmobile-esque track. It looks as if it would be extremely difficult to ride in the snow, but then it also looks awesome, which is the idea.

NEWS FEED

LEAF IT AT HOME
Nissan is launching a home power storage system, xStorage, similar to Tesla's Powerwall. Ex-Nissan Leaf batteries will enjoy a second life attached to your garage wall, drawing power from the mains or from domestic solar or wind turbines. The 4kW device will cost about £4000 from October.

UP PERISCOPE!
Live video streaming app Periscope has announced the ability to hot-swap between your phone camera and a drone camera. Along with new footage search skills and the option to keep your broadcasts, Periscope is taking the fight to rival service Facebook Live.

NINTENDO DATED
March 2017 is the date dancing on the lips and minds of Nintendo fans, for that is when the new NX console is slated to appear. Meanwhile, an explosion of 'Level Up' beeps from chip maker Macronix has led analysts to suggest the NX might return to the use of game cartridges, not discs.

Chase your dreams. This should help.

The 2016 Subaru Outback* takes you wherever the heart leads. Symmetrical All-Wheel Drive with X-MODE,* plus 33 mpg.* It's a 2016 IIHS Top Safety Pick+ with optional EyeSight.* And it's enabled with available SUBARU STARLINK™ Safety and Security connected services† to help keep you in touch. Prepare to find yourself in a very happy place. **Love. It's what makes a Subaru, a Subaru.**

SUBARU
Confidence in Motion

Outback. Built to take you to the place you've never been. Well-equipped at $24,995**

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