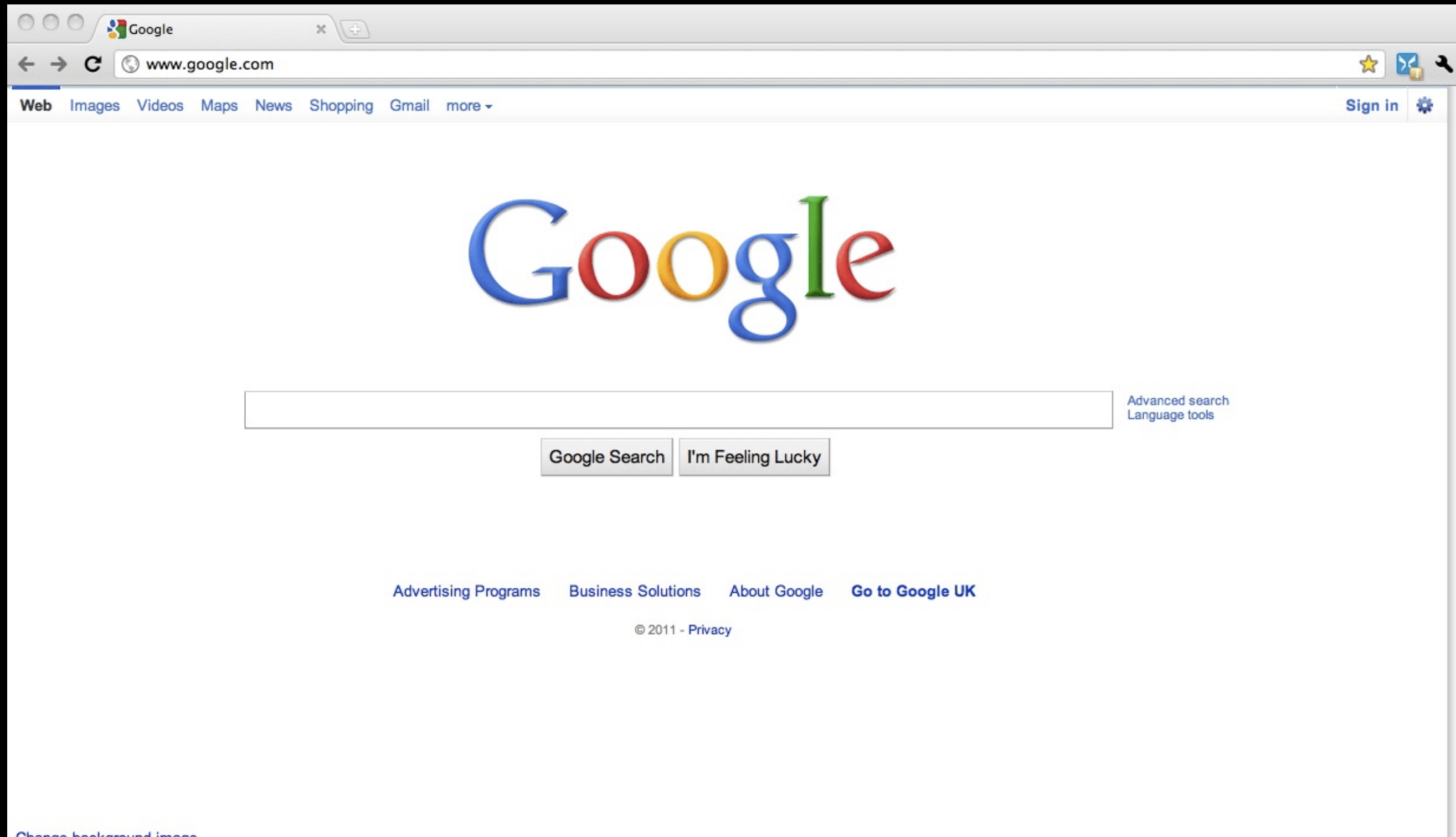


Il catalogo “globale” del mondo

Slide di Antonio Vetrò

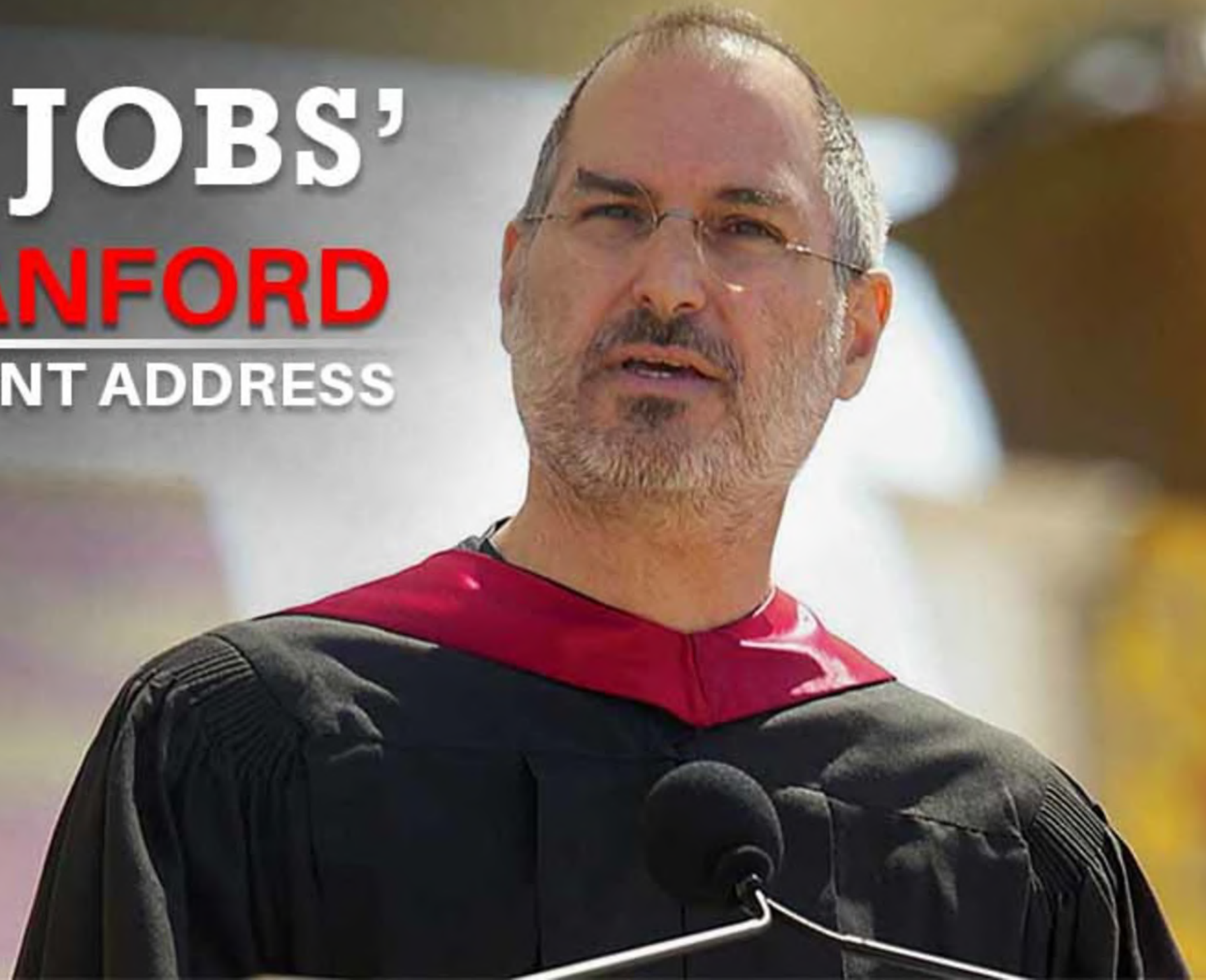
Google ?



STEVE JOBS'

2005 **STANFORD**

COMMENCEMENT ADDRESS



[...] When I was young, there was an amazing publication called **The Whole Earth Catalog**, which was one of the bibles of my generation. It was created by a fellow named Stewart Brand not far from here in Menlo Park, and he brought it to life with his poetic touch. This was in the late 1960s, before personal computers and desktop publishing, so it was all made with typewriters, scissors and Polaroid cameras. It was sort of like Google in paperback form, 35 years before **Google** came along: It was idealistic, and overflowing with neat tools and great notions.[...]

WHOLE EARTH CATALOG

access to tools



Fall 1968

\$5

WHOLE EARTH CATALOG 1968

Understanding Whole Systems

Buckminster Fuller
Cosmic View
Full Earth
Earth Photographs
The World From Above
Surface Anatomy
Geology Illustrated
Sensitive Chaos
A Year From Monday

General Systems Yearbook
Synthesis of Form
On Growth and Form
Tantra Art
Psychological Reflections
The Human Use of Human Beings
The Ghost in the Machine
The Year 2000
The Futurist

Shelter and Land Use

The Dymaxion World of Buckminster Fuller
Space Structures
Tensile Structures, Volume One
Dome Cookbook
Good News
Architectural Design
The Japanese House
Audel Guides
Alaskan Mill

Village Technology
The Indian Tipi
Tipis
Aladdin Kerosene Lamps
Man's Role in Changing the Face of the Earth
Two Mushroom Books
Organic Gardening
ABC and XYZ of Bee Culture
Universal Mill

Industry and Craft

The Way Things Work
Introduction to Engineering Design
The Measure of Man
Thomas Register of American Manufacturers
New Scientist
Scientific American
Industrial Design
Product Engineering
Clearinghouse

Science and Civilization in China, Volume IV,
Part 2
Silvo Catalog
Brookstone Tools
Jensen Tools
Miners Catalog
Blasters' Handbook
Direct Use of the Sun's Energy
Structure, Form and Movement

Van Waters & Rogers
Bookmaking
Zone System Manual
A Sculptor's Manual
Creative Glass Blowing
Buckskin
Cut Beads
Melrose Yarns

Communications

Human Biocomputer
The Mind of the Dolphin
Information
9100A Computer
Cybernetics
Eye and Brain
Design for a Brain

Education Automation
Intelligent Life in the Universe
The McGraw-Hill Encyclopedia of Space
Lafayette and Allied Catalogs
Heathkit
Modern Business Forms
American Cinematographer

American Cinematographer Manual
The Technique of Documentary Film Production
The Technique of Television of Production
Auto Repair Manual
Books
Subject Guide to Books in Print
Art Prints

Community

The Modern Utopian
The Realist
Green Revolution
Kibbutz: Venture in Utopia
Dune
Groups Under Stress

The Merck Manual
Land for Sale
Consumer Reports
Government Publications
The Armchair Shopper's Guide
How to Get 20% to 90% off on Everything You Buy

Nomadics

Innovator
The Retreater's Bibliography
The Book of Survival
The Survival Book
Survival Arts of the Primitive Paiutes
Camping and Woodcraft
Light Weight Camping Equipment and How to Make It
Backpacking
L.L. Bean

Recreational Equipment
Gerry Outdoor Equipment
Kaibab Boots
Hot Springs
The Explorers Trademark Log
National Geographic
Sierra Club
The Narrow Road to the Deep North
Trout Fishing in American

Learning

Toward a Theory of Instruction
The Black Box
THIS Magazine is about Schools
Cuisenaire Rods
ITA
LIFE Science Library
Kaiser Aluminum News
700 Science Experiments for Everybody

Edmund Scientific
WFF 'N PROOF
Dr. Nim
We Built Our Own Computers
American Boys Handy Book
Pioneer Posters
Sense Relaxation
Zen Flesh, Zen Bones

Meditation Cushions and Mats
Self Hypnotism
Psycho-Cybernetics
A Yagui Way of Knowledge
Fundamentals of Yoga
The Act of Creation
The I Ching



11 *View (Night)* by Robert Rauschenberg, 1980. Oil on canvas, 100 x 100 in. (254 x 254 cm).

Rauschenberg's *View (Night)* is a work that explores the relationship between the natural world and the human-made environment. The painting is a study in light and shadow, with the moon's glow illuminating the landscape and creating a sense of depth and atmosphere. The use of oil on canvas allows for a rich, textured surface that enhances the overall effect of the work.

12 *View (Day)* by Robert Rauschenberg, 1980. Oil on canvas, 100 x 100 in. (254 x 254 cm).

"View (Day)" is a black and white photograph of a desert landscape, showing a wide, flat expanse of land under a bright sky. The image is characterized by its high contrast and sharp details, capturing the textures of the sand and the silhouettes of distant hills. This work is part of a series that explores the visual language of the desert environment.

The photograph of the "View (Day)" is a study in light and shadow, with the sun's glow illuminating the landscape and creating a sense of depth and atmosphere. The use of black and white photography allows for a rich, textured surface that enhances the overall effect of the work.

13 *View (Night)* by Robert Rauschenberg, 1980. Oil on canvas, 100 x 100 in. (254 x 254 cm).



14 *View (Day)* by Robert Rauschenberg, 1980. Oil on canvas, 100 x 100 in. (254 x 254 cm).

"View (Day)" is a black and white photograph of a desert landscape, showing a wide, flat expanse of land under a bright sky. The image is characterized by its high contrast and sharp details, capturing the textures of the sand and the silhouettes of distant hills. This work is part of a series that explores the visual language of the desert environment.

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15 *View (Night)* by Robert Rauschenberg, 1980. Oil on canvas, 100 x 100 in. (254 x 254 cm).

WHOLE EARTH CATALOG

access to tools



Fall 1968

\$5

"The Journal of the Whole Earth Catalog is a unique and important work that provides a comprehensive overview of the world's resources and the tools needed to access them. It is a must-read for anyone interested in the environment and the future of our planet."

The Whole Earth Catalog is a unique and important work that provides a comprehensive overview of the world's resources and the tools needed to access them. It is a must-read for anyone interested in the environment and the future of our planet.

© Stewart Lee Rosenberg

Published in the fall of 1968, the Whole Earth Catalog was a groundbreaking work that provided a comprehensive overview of the world's resources and the tools needed to access them. It is a must-read for anyone interested in the environment and the future of our planet.



<https://www.newyorker.com/news/letter-from-silicon-valley/the-complicated-legacy-of-stewart-brands-whole-earth-catalog>

WHOLE EARTH CATALOG 1968

PURPOSE

We are as gods and might as well get used to it. So far, remotely done power and glory—as via government, big business, formal education, church—has succeeded to the point where gross obscure actual gains. In response to this dilemma and to these gains a realm of intimate, personal power is developing—power of the individual to conduct his own education, find his own inspiration, shape his own environment, and share his adventure with whoever is interested. Tools that aid this process are sought and promoted by the WHOLE EARTH CATALOG.

FUNCTION

The WHOLE EARTH CATALOG functions as an evaluation and access device. With it, the user should know better what is worth getting and where and how to do the getting.

An item is listed in the CATALOG if it is deemed:

- 1) Useful as a tool,*
- 2) Relevant to independent education,*
- 3) High quality or low cost,*
- 4) Not already common knowledge,*
- 5) Easily available by mail.*

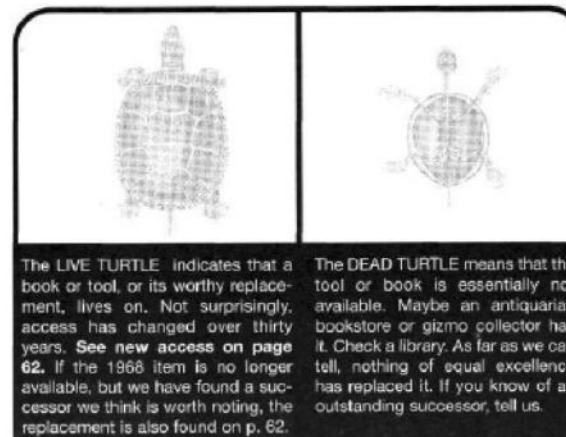
This information is continually revised according to the experience and suggestions of CATALOG users and staff.

USING THE 1968 CATALOG

WARNING: *Using the access information from the 1968 Catalog will drive you nuts. Publishers begged us not to reprint the Catalog with their names anywhere near books they no longer carry. Please don't call a publisher and ask for a book because you saw it here.*



This striped ball appears next to book covers and tools to help you estimate the item's size.



The LIVE TURTLE indicates that a book or tool, or its worthy replacement, lives on. Not surprisingly, access has changed over thirty years. See new access on page 62. If the 1968 item is no longer available, but we have found a successor we think is worth noting, the replacement is also found on p. 62.

The DEAD TURTLE means that the tool or book is essentially not available. Maybe an antiquarian bookstore or gizmo collector has it. Check a library. As far as we can tell, nothing of equal excellence has replaced it. If you know of an outstanding successor, tell us.

Il Whole Earth Catalog funzionava da mezzo di conoscenza e come mezzo di valutazione sull'oggetto che si cercava (i commenti agli oggetti erano parte del lavoro editoriale Brand e dei suoi collaboratori).

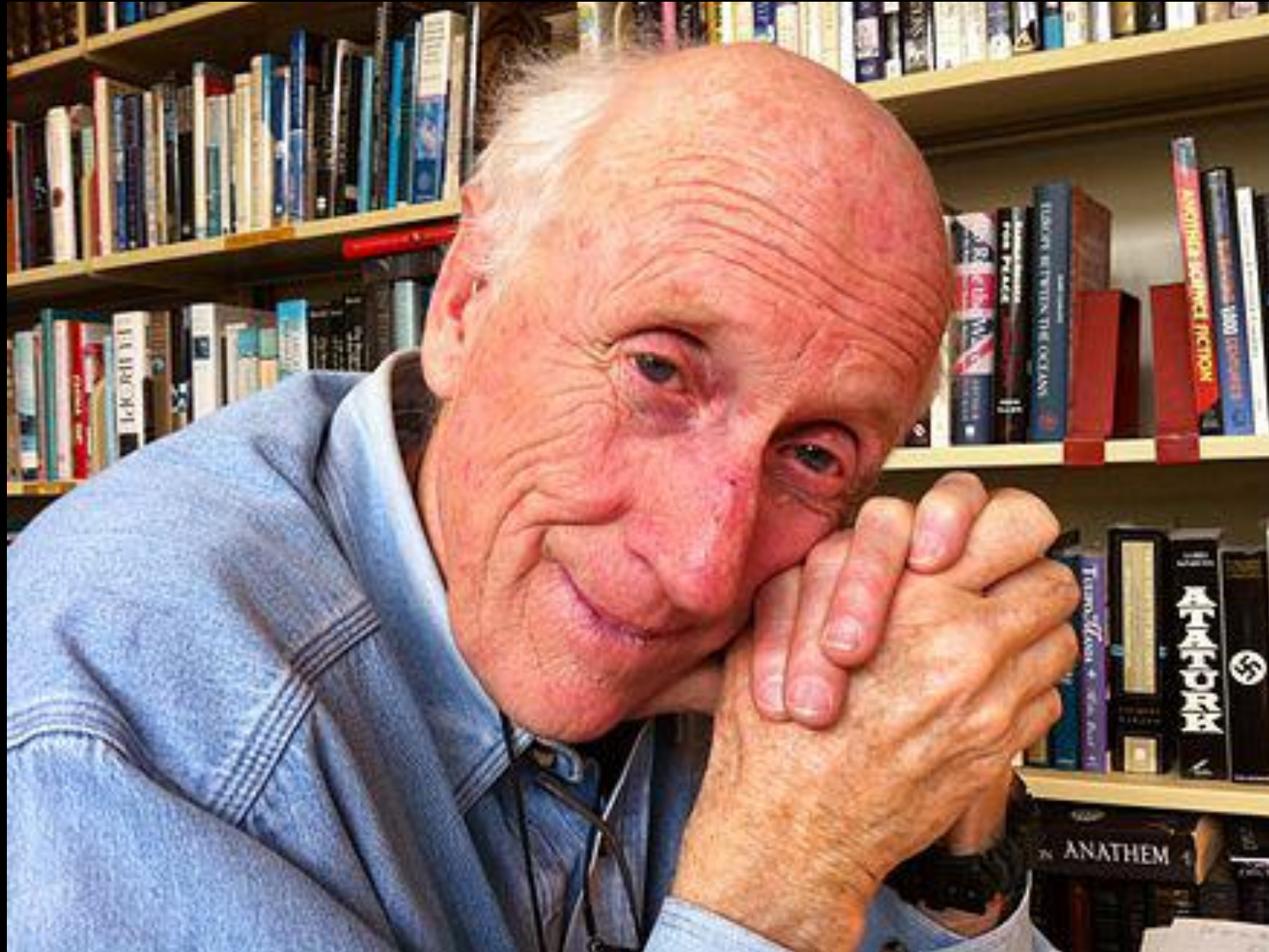
L'utente viene guidato a capire il valore di cosa sta cercando e come cercarlo.

Un articolo era elencato nel catalogo se ritenuto:

- 1.utile come strumento
- 2.attinente ad un'educazione indipendente
- 3.di alta qualità o costo minimo
- 4.non già largamente diffuso
- 5.facilmente disponibile per posta

Adattato da:
Wikipedia Italia

Esercizio: confrontiamo con Google



<http://www.wholeearth.com/index.php>
(Pubblicato fino a quattro volte l'anno fino al 1971)

Pubblicato fino a quattro volte l'anno
fino al 1971.

Nel 1972 Brand vinse il National Book
Award con la pubblicazione intitolata
The Last Whole Earth Catalog, che
voleva essere l'ultima uscita del
catalogo.

Wikipedia Italia

The Last Whole Earth Catalog

access to tools



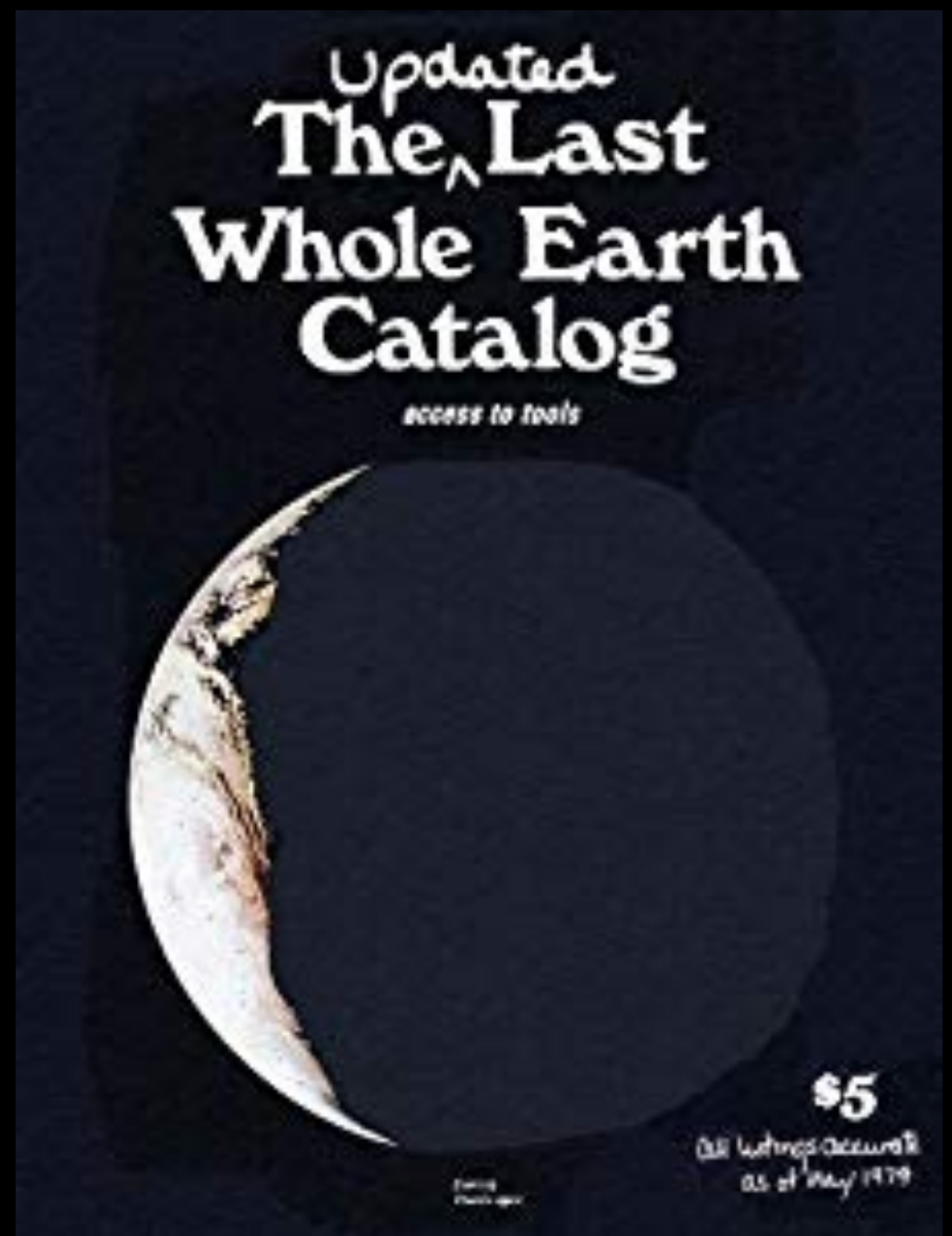
\$5

1972

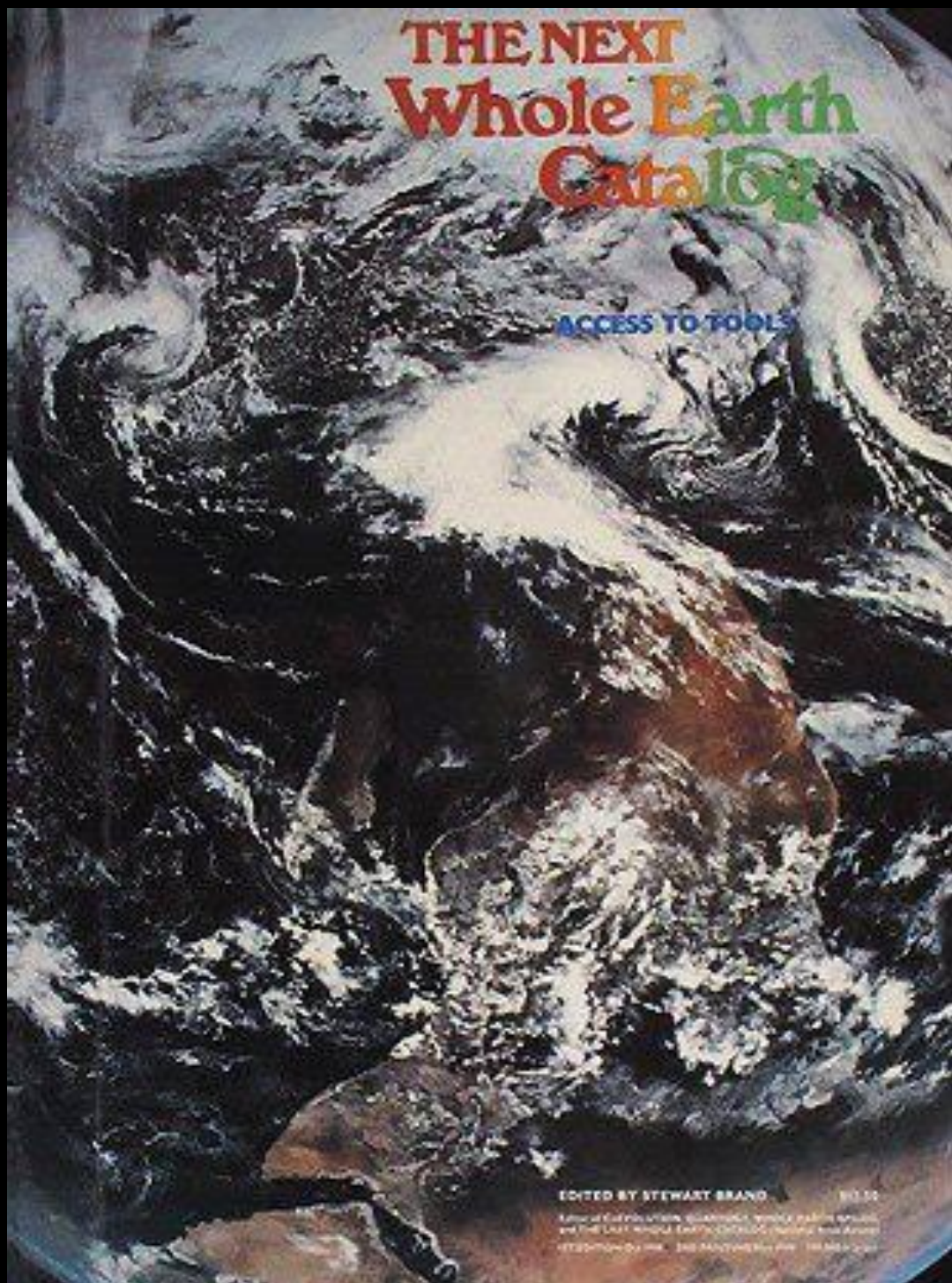
National Book Award



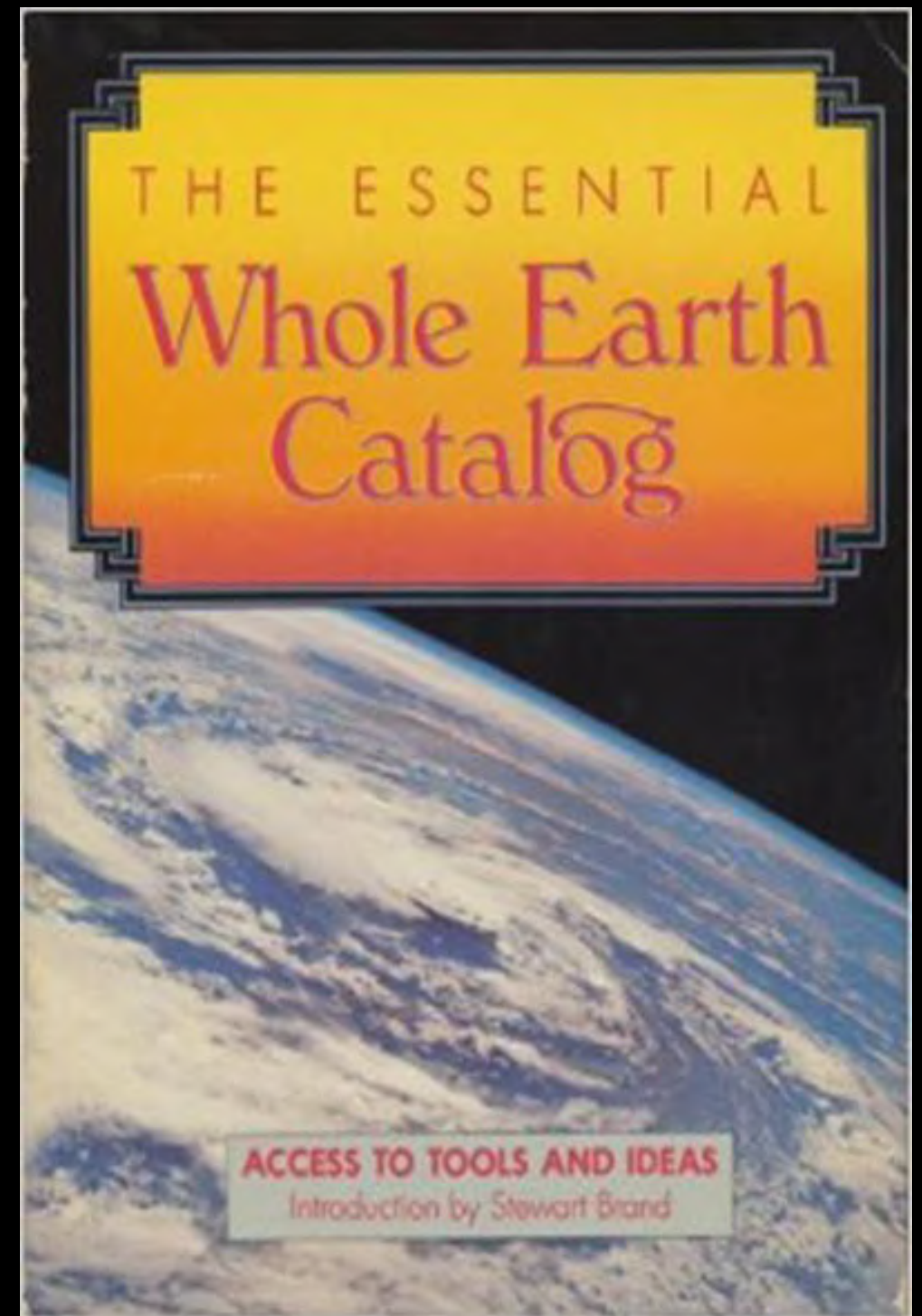
1974



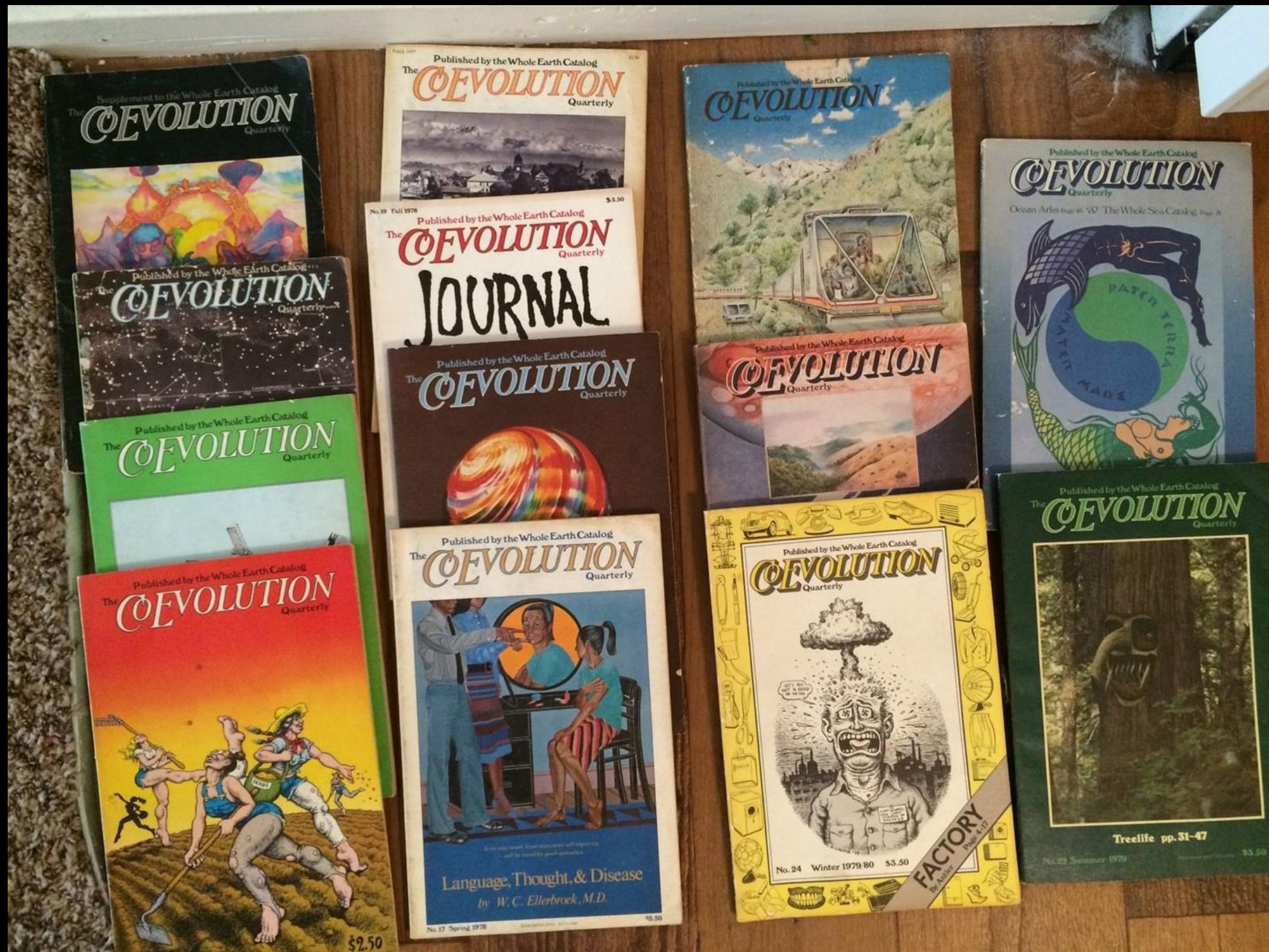
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1980

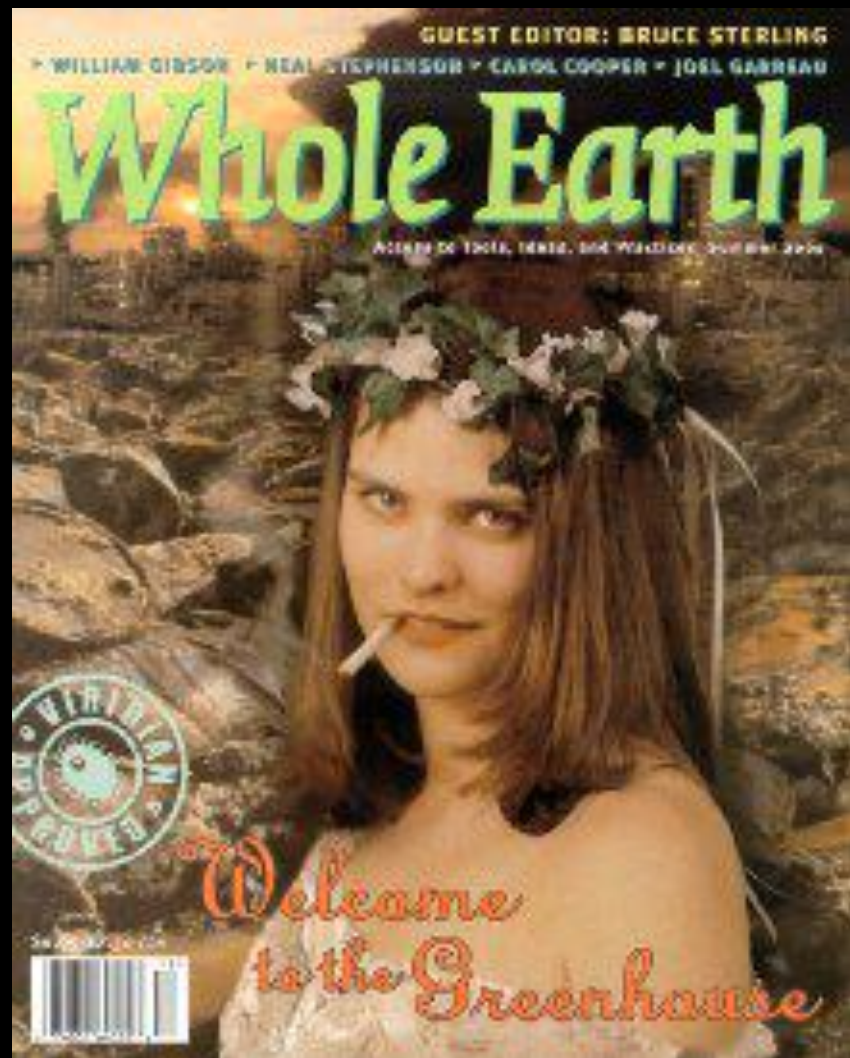


1986



(1974–1985)

Whole Earth Review e World Earth Software Catalog



World Earth Software Catalog

STEWART BRAND: Computers and their programs are "embodiments of mind" (Warren McCulloch). Valuing thought, we value machines that mimic, enhance, accelerate thought. (We mistrust acceleration, with excellent reason). Something interesting and consequential is going on. The human frame of reference is a shift. Computers and their programs are tools. They empower. They estrange. Their power was first generated and employed by institutions, originally in the various conceptual theaters of World War II

[http://www.wholeearth.com/issue/1230/article/283/
introduction.to.whole.earth.software.catalog](http://www.wholeearth.com/issue/1230/article/283/introduction.to.whole.earth.software.catalog)

Hence this book.

The impossible (and unachieved) task of the Whole Earth Software Catalog is to identify and comparatively describe all of the best personal computer products - especially software, where the most confusion reigns. Part of the impossibility is that those who know a program well don't have sufficient comparative experience; at the same time, the professional wide comparers don't have the deeper use experience. The only relief from the paradox is sustained discussion, gossip, and argument among the enraptured deeps and the cynical wides, and that's all this book is. It came to greater convergence of opinion than we expected.

Personal computers are skill machines. We took that as the organizing principle of the research and the book. Playing, Writing, Analyzing, Organizing, Accounting, Managing, Drawing, Telecommunicating, Learning, and that profoundest of skills, Et Cetera. For each, Barbara Robertson found and directed a Domain Editor to be responsible for all that appeared and failed to appear in that section, and to collaborate fully with the other Domain Editors. Thanks to talent and luck, it worked pretty well. One reader (you), one computer marketplace, one book - not an anthology.

[...]

In our software library are some 1,900 programs. We recommend 362 in the book. In our offices 25 assorted computers work for our living. We made the book with them.

The first question to ask any computer book is, "How out of date is it?" Publishing is much slower than the buzzing, blooming computer business, where last week's scoop is this week's shrug. Of course, we focus on the best, not the newest, and Doubleday did the printing in a breakneck six weeks - but how out of date? Mid-June, 1984, research congealed permanently toward ink.

The Whole Earth Electronic Link (WELL)



<https://www.well.com/about-2/>

www.well.com/conf/inkwell.vue/topics/

The WELL® is a Salon.com community

THE WELL

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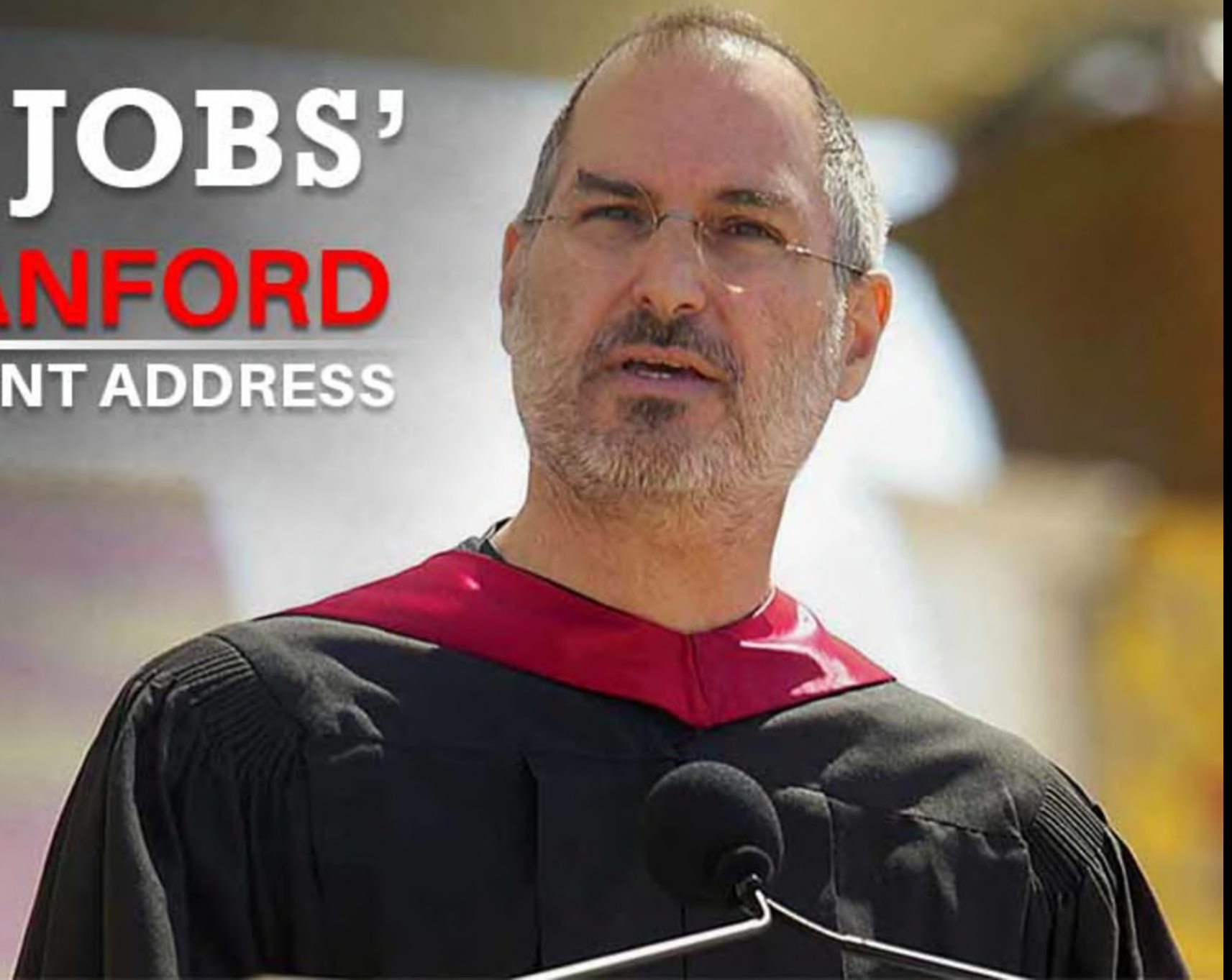
[Home](#) > [Conferences](#) > [About this conference](#) > Inkwell: Authors and Artists

Inkwell: Authors and Artists
Index of Topics

Topic#	Topic Title	Latest Post
445	Joe Flower, "Healthcare Beyond Reform: Doing it Right for Half the Cost"	29 Jun 12 12:01
444	Buddhism on (and off) the WELL	24 Jun 12 14:10
442	Rebecca MacKinnon - Consent of the Networked	8 Jun 12 04:11
441	Mark Dery - I Must Not Think Bad Thoughts	7 Jun 12 14:42
275	The Life and Times of David Gans	7 Jun 12 10:32
148	Read free books, join the conversation!	5 Jun 12 06:46
413	Victor Pickard "Will the Last Reporter Please Turn out the Lights"	1 Jun 12 18:49
243	John Einarson, "Mr Tambourine Man"	29 May 12 12:16
440	Howard Rheingold - Net Smart: How to Thrive Online	18 May 12 11:51
439	Michelle Mercer: Will You Take Me As I Am, Joni Mitchell's Blue Period	30 Apr 12 08:59
424	Alex Pareene, "A Tea People's History"	27 Apr 12 15:26
185	Hyphenation 14	25 Apr 12 07:44
438	Making (and discovering) Music in the 21st Century	18 Apr 12 19:13
436	SXSW 2012, Jon Lebkowsky	30 Mar 12 04:29

Esercizio: confrontiamo con Facebook

STEVE JOBS'
2005 STANFORD
COMMENCEMENT ADDRESS



“Stewart and his team put out several issues of The Whole Earth Catalog, and then when it had run its course, they put out a final issue. It was the mid-1970s, and I was your age.

On the back cover of their final issue was a photograph of an early morning country road, the kind you might find yourself hitchhiking on if you were so adventurous. Beneath it were the words: “Stay Hungry. Stay Foolish.” It was their farewell message as they signed off. Stay Hungry. Stay Foolish. And I have always wished that for myself. And now, as you graduate to begin anew, I wish that for you.

Stay Hungry. Stay Foolish.”

Whole Earth Epilog

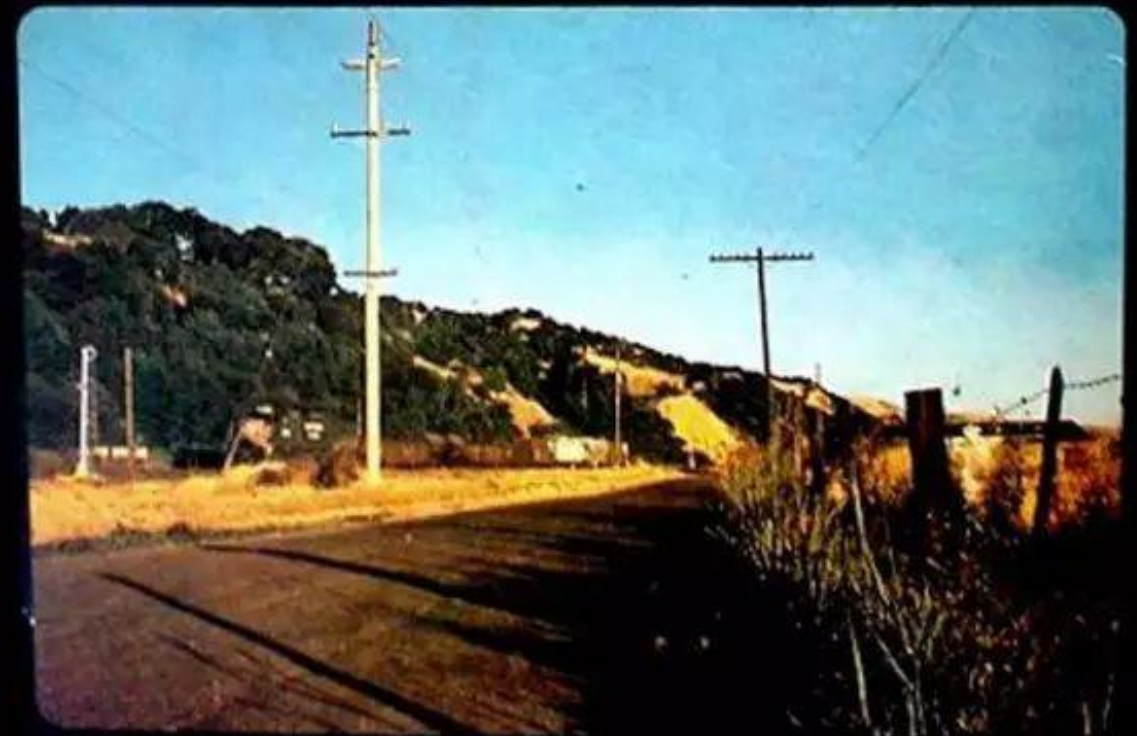
access to tools

U.S.A. \$4
Canada \$6
United Kingdom £1.75
Australia \$4 (recommended)
New Zealand \$4

Second Edition
October 1974



Stay hungry. Stay foolish.



grazie

antonio.vetro@polito.it