

"Simplicity is the key. It is essential that a graphic can be understood very quickly. If not, I consider the graphic a failure."

White coral eyes with pupils ping bedrock were inserted after a moa the keel and reached its platform. They brought the stone face to life Charles Love, 1987 William Mulloy, 1970 Pavel Pavel, 1986 Jo Anne Van Tilburg, 1998 Using a desktop model, this U.S. U.S. archaeologist Love and Laying a 13-foot, 10-ton replica n of 180 Czech engineer Pavel, Heyerdahl, archaeologist speculated that a and 17 helpers walked a 13-foot, his team of 25 stood a 13-foot, on a wood sledge, 40 volunteers moai might be swung forward in 9-ton moai-another real one-with 9-ton replica on a wood sledge pulled it 230 feet on a wood steps while hanging by the neck a twisting rather than a rocking and hauled it over rollers. In two "ladder"-a Polynesian way of minutes, they moved it 148 feet motion. They damaged the base moving giant canoes. JO ANNE VAN TILBURG, EASTER ISLAND STATUE PROJECT

> an editing room that traditionally worked unhurriedly, with practically unlimited resources. "Now we want to phones. The print edition still rules, but I do not think that will last much longer," he ventures.

The genius from Bilbao has managed to create an opening in the digital ecosystem, one which has led

to several interesting multi-platform projects in recent months—one on the origins of London; another be more agile, focus on new content areas and, above on the Vikings. Baptista and his team at National all, pay attention to the way things look on mobile Geographic have managed to endow their animations with the same unmistakable quality as their print graphics. Just as in his childhood dreams, Baptista gets to weave together a cinematographic language and animated graphics in his work.