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Cover Trail

How the cover gets made

1

"The cover is on Facebook's plan for Oculus. They hope to one day put one in the hands of all their users."

"Why?"

"They believe it could be the future of social media."

"So rather than just looking at a photo of my aspirational avocado toast, people would actually feel like they're sitting at a restaurant, having a fully immersive 3D experience of the aspirational avocado toast?"

"They haven't specified how it would incorporate social media or what the experience of avocado toast would be like."

"Sounds like they have a lot of work to do. Can we shoot Zuckerberg wearing an Oculus floating on a virtual beach?"

"There's no harm in asking."

(To Facebook)

"Hello. We'd love to shoot Mark for the cover... Is there a concept? Yes. He'd be wearing an Oculus, floating on a virtual beach—"
(They hang up.)

"Sigh. Thank God for Photoshop."

