

***** MEDIA RELEASE

*Ambiguous
Horse*

200 Characters – A pocket sized collection of text messages from around the world

Publication launch date August 30th 2007.

Nearly two years in the making, **200 Characters – A day in the life of the Short Message Service** brings together favourite and undeletable text messages from inboxes the world over. The book is a celebration of the text message, a revealing look at the messages that made us cry and the messages that made us think “why?” The only stipulation was that the message must have some personal significance to receiver.

To discuss SMS is to discuss communication itself. Savvy marketers send advertising over it. We use it to tell our friends we’re running late with it. Malaysians are even able to divorce with it. A true communication phenomenon, the ubiquity of the text message is undeniable - each year over 500 billion SMS messages are sent worldwide. When it comes to communication it has been our generation’s medium of choice for almost a decade.

A new publication by **Ambiguous Horse**, **200 Characters** celebrates the refined art of text message communications, reflecting the vast array of uses the humble SMS has to come hold over its brief history. Love, lust, despair and longing, the whole gamut of human emotions (and emoticons!) are expressed across the 200 messages.

Ambiguous Horse is a management and creative agency for Melbourne's cultural producers. Founded and operated by Pip Carroll, the agency provides services to a range of cultural organisations including Moonlight Cinema, The National Design Centre and The City of Melbourne as well as acting as a sales agent for several small-scale designers and craftspeople.

Pip Carroll has spent many years working in the cultural sector, as an editor of Lucky Magazine, Marketing Manager for the Next Wave Festival and initiator of the Don't Sweat Shop, the ethical t-shirt manufacturing project that produced the infamous 'John So is my Bro' t-shirt. Her most recent project 'There's a Hole in my Bucket' has ignited the imagination of a design conscious Melbourne public.

200 Characters – A day in the life of the Short Message Service launches Thursday 30th August with an invitation only event at Horse Bazaar, 397 Little Lonsdale St, Melbourne. It will be available to buy from bookstores and selected retailers nationally.

Details

Title: 200 Characters – A day in the life of the Short Message Service

Editor: PJ Carroll www.ambiguoushorse.com

Designed by: Elizabeth Carey Smith www.ihearttype.com

Format: A6 (148 x 105mm – Postcard size) 120 Pages B&W with 4 page 2 colour Cover

Print: 80gsm Resa Recycled bond throughout with 300 gsm cover. Perfect Bound.

RRP: \$12.85

Pip Carroll is available for interview. Please contact her on 0428 993 779.



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