

All About Saul Leiter Textbook

All about Saul Leiter: A Comprehensive Exploration of the Iconic Photographer and Painter

Saul Leiter is widely regarded as one of the most influential figures in 20th-century photography, renowned for his pioneering use of color and his ability to capture the poetic, fleeting moments of urban life. His work bridges the worlds of fine art, street photography, and painting, making him a true Renaissance artist whose legacy continues to inspire contemporary photographers and artists. In this article, we delve into the life, career, artistic style, and enduring influence of Saul Leiter, providing a comprehensive overview that celebrates his contributions to visual culture.

Early Life and Background of Saul Leiter

Born in Pittsburgh, Pennsylvania

Saul Leiter was born in 1923 in Pittsburgh, Pennsylvania, into a Jewish immigrant family. His early life was marked by exposure to the vibrant cultural diversity of American cities, which would later influence his artistic perspective.

Artistic Foundations and Education

Leiter's initial interest was in painting, and he studied at the City College of New York. His early artistic pursuits were rooted in abstract art and expressionism, laying a foundation that would later inform his approach to photography.

The Artistic Evolution of Saul Leiter

Transition from Painting to Photography

While initially focused on painting, Leiter discovered photography in the 1940s. His transition was driven by a desire to capture the immediacy of urban life and explore new visual languages.

Embracing Color Photography

In an era dominated by black-and-white photography, Leiter was a pioneer in embracing color. His innovative use of color film in the 1950s set him apart and influenced the trajectory of street photography.

Saul Leiter's Photography Style and Techniques

Street Photography with a Poetic Touch

Leiter's street photography is characterized by its poetic, dreamlike quality. He often captured candid moments of city life in New York City and Europe, emphasizing atmosphere and mood over clear narrative.

Use of Color and Composition

Key elements of Leiter's style include:

- Vivid, layered colors that evoke emotion and depth
- Reflections and shadows creating complex visual textures
- Unusual framing and cropping to emphasize certain elements
- Incorporation of abstract patterns and geometric shapes

Techniques and Equipment

Leiter primarily used 35mm rangefinder cameras, such as Leica models, which allowed him to move discreetly through crowded streets. His mastery of light, color, and composition contributed to his distinctive visual language.

The Significance of Saul Leiter's Work

Innovator in Color Photography

Leiter's pioneering work in color photography challenged the prevailing notion that black-and-white was the only serious form of artistic photography. His use of color added emotional depth and visual richness.

Influence on Modern Photography

Leiter's style has influenced countless photographers, including William Eggleston and Martin Parr. His approach to capturing the mundane as poetic elevated street photography to fine art.

Recognition and Exhibitions

Despite his initial obscurity, Leiter's work gained significant recognition later in life. Major exhibitions include:

- The Museum of Modern Art (MoMA) in New York
- The National Gallery of Art in Washington, D.C.
- The Photographers' Gallery in London

Saul Leiter's Artistic Philosophy and Impact

Philosophy of Seeing

Leiter believed that photography was about "seeing" differently?finding beauty and meaning in everyday moments. His emphasis on intuition and emotion over technical perfection made his work uniquely expressive.

Blending of Media: Painting and Photography

Leiter seamlessly integrated his skills as a painter into his photography, often describing his images as "painterly" and emphasizing color and composition as primary tools.

Legacy and Influence

Saul Leiter's innovative approach:

- Broke down barriers between fine art and street photography
- Inspired a new appreciation for color in visual arts
- Continues to influence contemporary art and photography

Key Highlights of Saul Leiter's Career

- Early experimentation with abstract painting and photography
- Adoption of color film in the 1950s, pioneering color street photography
- Intimate portrayal of urban life with poetic sensibility
- Collaborations with fashion magazines and artists
- Posthumous recognition and celebrated retrospectives

Saul Leiter's Legacy in the Art World

Retrospectives and Publications

Leiter's work has been compiled into numerous books, including "Saul Leiter: Early Color" and "Saul Leiter: In My Room," which showcase his innovative use of color and urban scenes. Retrospective

exhibitions have cemented his status as a master of contemporary photography.

Influence on Contemporary Artists

Many modern photographers and painters cite Leiter as a major influence, appreciating his poetic vision and mastery of color. His work continues to inspire new generations to see the world through a more expressive and intuitive lens.

Digital Era and Preservation of His Work

Digital technology has facilitated wider access to Leiter's photographs, allowing enthusiasts and scholars to study his techniques and incorporate his principles into their own work.

How to Appreciate Saul Leiter's Work Today

- Explore his photo books and exhibitions to understand his use of color and composition.
- Study his approach to urban life and candid moments for inspiration.
- Experiment with color photography and abstract elements in your own art.
- Follow current photographers influenced by Leiter's aesthetic.

Conclusion: The Enduring Legacy of Saul Leiter

Saul Leiter's pioneering spirit and poetic vision have left an indelible mark on the arts. His innovative use of color, combined with his ability to find beauty in the mundane, continues to inspire photographers, artists, and art lovers worldwide. As a trailblazer who blurred the lines between painting and photography, Saul Leiter remains an essential figure in understanding the evolution of visual arts in the modern era.

By exploring his life, techniques, and influence, we not only honor his contributions but also gain insights into how seeing differently can transform our perception of the world. Whether through his street scenes, abstract compositions, or painterly approach, Saul Leiter's work invites us all to view everyday life with poetic wonder.

Keywords: Saul Leiter, Saul Leiter photography, color street photography, urban photography, modern art, abstract photography, influential photographers, street photography techniques, art history, fine art photography

All About Saul Leiter: A Pioneering Visionary in Color Photography

Saul Leiter stands as one of the most influential and innovative figures in the history of photography,

renowned for his pioneering use of color and his poetic, street-level perspective. His work bridges the worlds of fine art, commercial photography, and abstract painting, making him a truly multidisciplinary artist whose legacy continues to inspire generations. In this comprehensive guide, we delve into the life, style, techniques, and enduring impact of Saul Leiter, exploring what makes his work timeless and essential for understanding the evolution of modern photography.

Who Was Saul Leiter?

Early Life and Background

Saul Leiter was born on December 3, 1923, in Pittsburgh, Pennsylvania, into a Jewish family. Growing up in an environment that valued cultural diversity and artistic expression, Leiter developed an early interest in art and photography. He studied at the City College of New York, where he was exposed to a variety of artistic influences, including abstract expressionism and modern art movements.

Artistic Beginnings

Initially, Leiter worked as a fashion and commercial photographer, capturing advertisements and editorial images. His commercial work was characterized by meticulous composition and a keen eye for detail. However, he was also deeply interested in fine art photography and painting, which eventually shaped his distinctive style. His exploration of color photography was groundbreaking at a time when black-and-white images dominated the photographic landscape.

The Evolution of Saul Leiter's Style

Transition from Black-and-White to Color Photography

In the 1950s and 1960s, Saul Leiter was among the first photographers to embrace color photography as an artistic medium. At that time, color was often dismissed as less serious or as a commercial tool, but Leiter saw its potential to evoke emotion and atmosphere. His early experiments with color were subtle and poetic, often capturing glimpses of city life in New York and Europe.

Characteristics of Leiter's Photographic Style

- **Use of Color:** Leiter's color palette was soft, muted, and often pastel-like, creating a dreamlike quality. His colors were rarely vibrant or oversaturated; instead, they contributed to mood and emotion.

- Composition: He favored unconventional framing, including reflections, shadows, and layered compositions that added depth and complexity.

- Street Photography: Much of his work was candid, capturing spontaneous moments in urban environments, especially in New York City and Paris.

- Abstract Elements: Leiter often blurred the boundaries between photography and painting, incorporating abstract shapes and patterns.

Influences and Inspirations

Leiter's work was influenced by:

- Modernist painters like Mark Rothko and Pierre Bonnard.
- The abstract expressionist movement.
- Japanese photography and printmaking, which emphasized simplicity and harmony.
- The poetic realism of street scenes and everyday moments.

Saul Leiter's Techniques and Approach

The Use of Reflections and Shadows

Leiter frequently employed reflections in windows, puddles, and mirrors to add layers of meaning and visual interest. Shadows also played a significant role, creating contrast and mood.

Composition and Framing

- Unconventional Angles: He often shot from unusual vantage points, including low angles or from behind objects, creating a sense of intimacy and immediacy.

- Layering: By placing objects in the foreground, middle ground, and background, Leiter created complex, multi-dimensional images.

Color Palette and Film Choice

- Leiter preferred Kodachrome film for its rich, warm tones.
- His color choices were deliberate, aiming to evoke specific emotions rather than just documenting reality.

The Integration of Painting and Photography

Leiter's background in painting influenced his photographic compositions. He approached his images with a painterly sensibility, emphasizing harmony, color balance, and abstract forms.

Notable Works and Themes

Key Photographic Series

- Street Scenes in New York: Capturing everyday life, with an emphasis on moments of quiet beauty amid urban chaos.
- Parisian Life: Images of cafes, reflections, and cityscapes that convey a romantic and poetic view of Paris.
- Reflections and Windows: A recurring motif that symbolizes perception, identity, and the layered nature of reality.

Common Themes

- City as a Living Canvas: Leiter's photographs portray the city not merely as a backdrop but as a dynamic, textured environment.
- Transience and Ephemerality: His images often capture fleeting moments, emphasizing the transient nature of urban life.
- Color as Emotion: The use of color serves to evoke mood, atmosphere, and psychological depth.

Saul Leiter's Impact and Legacy

Breaking the Boundaries of Photography

Leiter was instrumental in elevating color photography to an art form, challenging the dominance of black-and-white images in fine art. His innovative techniques influenced countless photographers and artists.

Influence on Contemporary Artists

Modern street photographers and artists working with color draw inspiration from Leiter's sensitive use of hue, composition, and mood. His work has inspired movements that emphasize the poetic potential of everyday scenes.

Recognition and Posthumous Fame

Though Leiter's work was appreciated during his lifetime, much of his international recognition grew posthumously. Exhibitions at major museums worldwide, including the Museum of Modern Art in New York, have cemented his place as a pioneering figure in photography.

Collecting and Appreciating Saul Leiter's Work

Major Collections and Exhibitions

- Museums: MoMA, the Metropolitan Museum of Art, and the Fotomuseum Winterthur.
- Publications: Several monographs and retrospectives have been published, celebrating his life and work.

Tips for Appreciating Leiter's Photography

- Pay attention to the subtle interplay of color and light.
- Observe the layered compositions and reflections.
- Consider the mood and atmosphere conveyed in each image.
- Explore his work both digitally and in print to appreciate the texture and nuances.

Conclusion: Why Saul Leiter Matters

All about Saul Leiter reveals a trailblazing artist whose innovative approach transformed street photography and color imagery. His poetic vision, mastery of composition, and sensitivity to color continue to inspire photographers and artists around the world. Leiter's work reminds us that everyday moments, when viewed through a thoughtful and artistic lens, can become timeless works of art. Whether capturing the quiet beauty of a city street or experimenting with abstract forms, Saul Leiter's legacy endures as a testament to the power of visual storytelling and the art of seeing anew.

Question Who was Saul Leiter and why is he considered influential in the world of photography? Saul Leiter was an American photographer and painter known for pioneering color photography and his distinctive street photography style. His work captured urban life with a unique use of color and composition, influencing many contemporary photographers. What are some of

Saul Leiter's most famous photographs? Some of Saul Leiter's most famous images include his candid street scenes in New York City, often featuring reflections, vibrant colors, and layered compositions that capture the energy of urban life. How did Saul Leiter contribute to the development of color photography? Saul Leiter was one of the first photographers to embrace color as a primary artistic tool in street photography during the 1950s, helping to elevate color photography from mere documentation to fine art. What are the main themes present in Saul Leiter's artwork? Leiter's work often explores themes of urban solitude, fleeting moments, reflections, and the interplay of light and color, capturing the poetic beauty of everyday life. At what age did Saul Leiter begin to gain recognition for his photography? Although he started taking photographs in the 1940s, Saul Leiter gained widespread recognition later in life, particularly after his work was exhibited internationally in the 2000s, when he was in his 80s. How did Saul Leiter's background influence his photographic style? Leiter's background as a painter and his experience with abstract art influenced his approach to photography, especially his use of color, composition, and layering to create poetic and visually compelling images. What distinguishes Saul Leiter's street photography from his contemporaries? Leiter's street photography is distinguished by its poetic and painterly quality, use of vibrant color palettes, reflections, and an emphasis on mood and atmosphere over straightforward documentation. Are Saul Leiter's works part of any major museum collections? Yes, Saul Leiter's photographs are part of major museum collections including the Museum of Modern Art (MoMA) in New York, the Art Institute of Chicago, and the Getty Museum, reflecting his significant contribution to art and photography. What is the legacy of Saul Leiter in contemporary photography? Saul Leiter's legacy lies in his pioneering use of color and his poetic approach to street photography, inspiring generations of photographers to explore color and mood as vital elements of visual storytelling.

Related keywords: Saul Leiter, street photography, color photography, abstract art, 1950s fashion, New York City, modernist photography, visual storytelling, avant-garde art, photographic techniques

What s it all about

What s it all about: Unraveling the Meaning and Significance of the Phrase

Understanding the phrase "what s it all about?" can seem straightforward at first glance, but it often carries layers of meaning depending on the context in which it is used. This article aims to explore the origins, various interpretations, and significance of this phrase, providing comprehensive insights for readers seeking clarity.

Origins and Linguistic Background

Historical Context

The phrase "what s it all about?" is a colloquial variation of the more formal "what is it all about," which has been part of the English language for centuries. Its roots trace back to conversational speech, where contractions and informal expressions are common. Over time, it has become a popular rhetorical question used to seek understanding or meaning behind a situation, event, or concept.

Language and Usage

The phrase is often employed in everyday speech, music, literature, and media to prompt reflection or to question the essence of something. Its informal tone makes it accessible and relatable, resonating with audiences across various age groups and backgrounds.

Common Interpretations and Uses

Asking for Clarification

One of the primary uses of "what s it all about?" is to request clarification or explanation. For example:

- "I don't understand this project; what s it all about?"
- "Can you tell me what s it all about?"

In such contexts, the speaker seeks to grasp the core idea or purpose behind a subject.

Expressing Curiosity or Skepticism

The phrase can also convey curiosity or skepticism, especially when someone questions the motivations or significance of an action or idea:

- "Everyone's talking about this new trend. What s it all about?"
- "He claims to have a plan, but I wonder what s it all about?"

Here, the speaker is probing to understand the true nature or intent behind something.

Philosophical or Reflective Inquiry

In more profound contexts, "what s it all about?" can be used to ponder life's bigger questions:

- "After all these years, I still ask myself what it's all about?"
- "Is there a purpose to this journey? What is it all about?"

Such usage reflects introspection and a desire to find meaning in existence or experiences.

Variations and Cultural Significance

Popular Music and Media

The phrase gained popularity in the 1960s through the song "What's It All About, Alfie?" by Cilla Black, which itself was inspired by the film "Alfie." The song's lyrics explore themes of love, life, and existential questioning, embedding the phrase into popular culture.

Literature and Art

Authors and artists often use variations of this phrase to title works or pose rhetorical questions that challenge audiences to think deeply about societal issues, personal identity, or philosophical concepts.

In Daily Conversation

In casual speech, "what is it all about?" serves as a quick way to express confusion, curiosity, or skepticism, making it a versatile phrase in informal communication.

Significance in Communication

Facilitating Understanding

Using this phrase helps clarify complex ideas or situations, prompting others to explain or elaborate, which enhances mutual understanding.

Encouraging Reflection

It encourages individuals to think critically about their beliefs, motivations, or the purpose behind their actions.

Building Connection

Shared curiosity or philosophical questioning can foster deeper conversations and stronger connections among individuals.

How to Use "What's It All About?" Effectively

In Questions and Discussions

To ask for clarification:

- "Can you tell me what's it all about this project?"

In expressions of curiosity or skepticism:

- "Everyone's excited about the new policy, but I wonder what's it all about?"

In philosophical pondering:

- "After contemplating life's mysteries, I keep asking myself what's it all about?"

Tips for Clear Communication

- Use proper punctuation and context to avoid ambiguity.
- Combine with additional questions or statements to deepen understanding.
- Be mindful of tone; the phrase can sound inquisitive, skeptical, or contemplative depending on delivery.

Conclusion

Understanding "what's it all about?" involves appreciating its role as a versatile phrase that captures human curiosity, skepticism, and philosophical pondering. Whether seeking clarification, expressing curiosity, or reflecting on life's purpose, this expression resonates across contexts, cultures, and media. Its enduring relevance highlights our innate desire to comprehend the world around us and find meaning in our experiences.

By recognizing its origins, uses, and significance, individuals can leverage this phrase effectively in communication, fostering better understanding and deeper conversations. Ultimately, "what's it all about?" serves as a timeless reminder of our quest for knowledge, purpose, and connection.

What Is It All About?

Understanding the Core of a Concept, Phenomenon, or Topic

Introduction: Deciphering the Essence of ?What Is It All About?

The phrase "what is it all about?" is a universal inquiry that resonates across cultures, disciplines, and individual pursuits. It encapsulates the human desire to understand, find meaning, and grasp the core purpose behind everything from abstract ideas to tangible objects. Whether pondering the meaning of life, the purpose of a specific project, or the significance of a cultural phenomenon, this question drives curiosity, reflection, and exploration.

This comprehensive exploration aims to dissect the multifaceted nature of ?what it?s all about? by examining its philosophical roots, practical applications, interpretative challenges, and implications across various domains. By doing so, we strive to deepen our understanding of how humans seek meaning and how that quest shapes our perceptions and actions.

Philosophical Foundations of ?What Is It All About?

The Quest for Meaning and Purpose

At its core, the question ?what is it all about?? is rooted in existential philosophy. It reflects the innate human desire to find purpose amidst the chaos and complexity of life. Philosophers have long debated whether life or phenomena have inherent meaning or whether meaning is something we impose ourselves.

- Existentialism: Thinkers like Jean-Paul Sartre and Albert Camus suggest that life has no predefined purpose, and it is up to individuals to create their own meaning. The question then becomes a personal journey of self-discovery.
- Absurdism: Camus, in particular, explored the absurdity of seeking meaning in a universe that offers none, prompting the question ?what is it all about?? as a reflection of human longing versus cosmic indifference.
- Teleology: Conversely, some philosophical traditions propose that everything has a purpose or end goal, which can be uncovered through reasoning or divine revelation.

Meta-questions and the Search for Understanding

Beyond seeking purpose, the question also probes into the nature of understanding itself?how do we comprehend the world around us? It invites reflection on:

- The limits of human knowledge

- The reliability of perception
- The frameworks we use to interpret reality

This introspective dimension adds depth, transforming "what is it all about?" from a mere quest for purpose into an inquiry into the very nature of existence.

Practical Dimensions: Applying the Question in Everyday Life

Personal Reflection and Self-Discovery

On an individual level, asking "what is it all about?" can serve as a catalyst for self-awareness and growth.

- Identifying Core Values: It encourages introspection to determine what truly matters to us.
- Aligning Actions with Purpose: It helps in aligning daily activities with long-term goals or beliefs.
- Overcoming Existential Dilemmas: When faced with crises or uncertainties, this question provides a framework for finding clarity or redefining priorities.

In Professional and Creative Contexts

Professionals and creators often ask this question to refine their projects, products, or artistic endeavors.

- Business Strategy: Companies ask "what is it all about?" to clarify their mission, vision, and value proposition.
- Content Creation: Writers, artists, and filmmakers explore the core message or purpose behind their work.
- Innovation and Problem Solving: Entrepreneurs and engineers seek to understand the fundamental problem they are solving to develop effective solutions.

Societal and Cultural Implications

On a larger scale, societies and cultures grapple with "what it's all about?" to define collective identities and goals.

- National Identity: Countries reflect on their core values and purpose.
- Cultural Movements: Movements often emerge from questions about societal purpose or direction.

- Global Challenges: Issues like climate change, inequality, and technological advancement prompt global introspection on humanity's collective trajectory.

Interpreting 'What Is It All About?': Challenges and Nuances

Subjectivity and Multiple Perspectives

One of the most significant challenges in addressing this question is its inherently subjective nature.

- Different individuals or cultures may have vastly divergent answers based on their beliefs, experiences, and values.
- For some, 'what it's all about' might be spiritual enlightenment; for others, personal happiness or material success.

Complexity and Ambiguity

Many phenomena are complex, layered, and multidimensional, making definitive answers elusive.

- Abstract Concepts: Ideas like love, justice, or consciousness resist simple definitions.
- Interconnected Systems: Societal, ecological, and technological systems are deeply interconnected, complicating straightforward explanations.

Changing Contexts Over Time

What seems meaningful at one stage of life or in one era may shift over time. This fluidity adds to the challenge of pinning down 'what it's all about.'

Deep Dive Into Domains: How Different Fields Approach the Question

Philosophy and Theology

Philosophers and theologians have historically sought to answer 'what it's all about?' through reason, faith, and spiritual insight.

- Religious Perspectives: Many religions posit that life's purpose is tied to divine plans, spiritual growth, or moral obedience.
- Philosophical Inquiry: Rational inquiry seeks logical explanations for existence, purpose, and morality.

Science and Empirical Inquiry

Science approaches ?what it?s all about? by examining observable phenomena.

- Cosmology: Investigates the origins of the universe, seeking answers about its purpose or lack thereof.
- Biology: Explores evolution and survival, often framing life?s purpose in terms of reproduction and adaptation.
- Neuroscience: Studies consciousness and perception, attempting to understand what it means to be human.

Art and Literature

Creative expressions serve as explorations of meaning, often posing ?what it?s all about? through storytelling, symbolism, and emotional resonance.

- Art challenges viewers to interpret underlying messages or themes.
- Literature often explores existential questions, moral dilemmas, and human experiences.

Psychology and Personal Development

Psychology examines what drives human motivation and fulfillment.

- Many therapeutic approaches help individuals find personal meaning.
- Concepts like self-actualization (Maslow) address the pursuit of purpose.

Implications of the Question in Contemporary Society

Technology and the Digital Age

Rapid technological advancements have transformed how we seek and find meaning.

- Social Media: Alters perceptions of success, connection, and purpose.
- Artificial Intelligence: Raises questions about consciousness, identity, and what it means to be human.
- Digital Identity: Challenges traditional notions of self and authenticity.

Sustainability and Global Responsibility

In facing ecological crises, 'what it's all about' now extends to our relationship with the planet.

- Collective purpose centers around sustainability, conservation, and responsible innovation.
- Movements like climate activism embody society's search for meaning in stewardship.

Ethical and Moral Dimensions

Deciding 'what it's all about' involves moral judgments about right and wrong.

- Ethical frameworks influence policies, social norms, and personal choices.
- The question underpins debates on justice, rights, and societal progress.

Conclusion: The Ongoing Journey of Inquiry

Ultimately, 'what it's all about' is a dynamic, multi-layered question that fuels human curiosity and introspection. It is not a question with a singular, definitive answer but rather a perpetual prompt for exploration, reflection, and growth. Every individual, community, or discipline approaches it from different angles, contributing to a collective tapestry of understanding.

By engaging deeply with this question, we embrace the complexity of existence, acknowledge diverse perspectives, and foster a mindset of continuous inquiry. Whether seeking personal purpose, societal goals, or cosmic understanding, the pursuit of 'what it's all about' remains one of the most profound and enduring aspects of the human experience.

In summary:

- It is a fundamental question rooted in the human desire for meaning.
- It spans philosophy, science, art, and everyday life.
- It involves subjective interpretations, complex systems, and evolving contexts.
- It challenges us to reflect, adapt, and seek understanding across various domains.
- Its ongoing nature makes it a vital part of personal growth and societal progress.

By embracing this inquiry, we participate in a timeless quest that shapes our identities, guides our actions, and enriches our understanding of the universe and ourselves.

QuestionAnswer What is the main purpose of the phrase 'what's it all about'? It's used to ask for

a summary or understanding of the core idea or meaning behind something. How can I interpret 'what's it all about' in a conversation? It typically indicates that someone wants clarification or more information about the topic being discussed. Is 'what's it all about' a common expression in everyday English? Yes, it's a popular colloquial phrase used to inquire about the essence or significance of something. Can 'what's it all about' be used in a philosophical context? Absolutely, it can be used to question the meaning or purpose of life, existence, or complex topics. What are some alternative ways to ask 'what's it all about'? Some alternatives include 'What's the point?', 'What's the meaning?', or 'Can you explain what it's all about?' How has the phrase 'what's it all about' gained popularity in media? It has been frequently used in movies, TV shows, and music to express curiosity or seek understanding about a situation. Is 'what's it all about' mainly used in informal settings? Yes, it's predominantly informal and commonly used in casual conversations rather than formal contexts. What should I consider when someone asks 'what's it all about'? You should consider providing a clear, concise explanation or overview to help them understand the main idea or purpose.

Related keywords: meaning, purpose, overview, explanation, summary, significance, theme, main idea, gist, context

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