

MOTOROLA 75TH ANNIVERSARY POSTER

ONE SMALL STEP FOR MAN, ONE GIANT LEAP

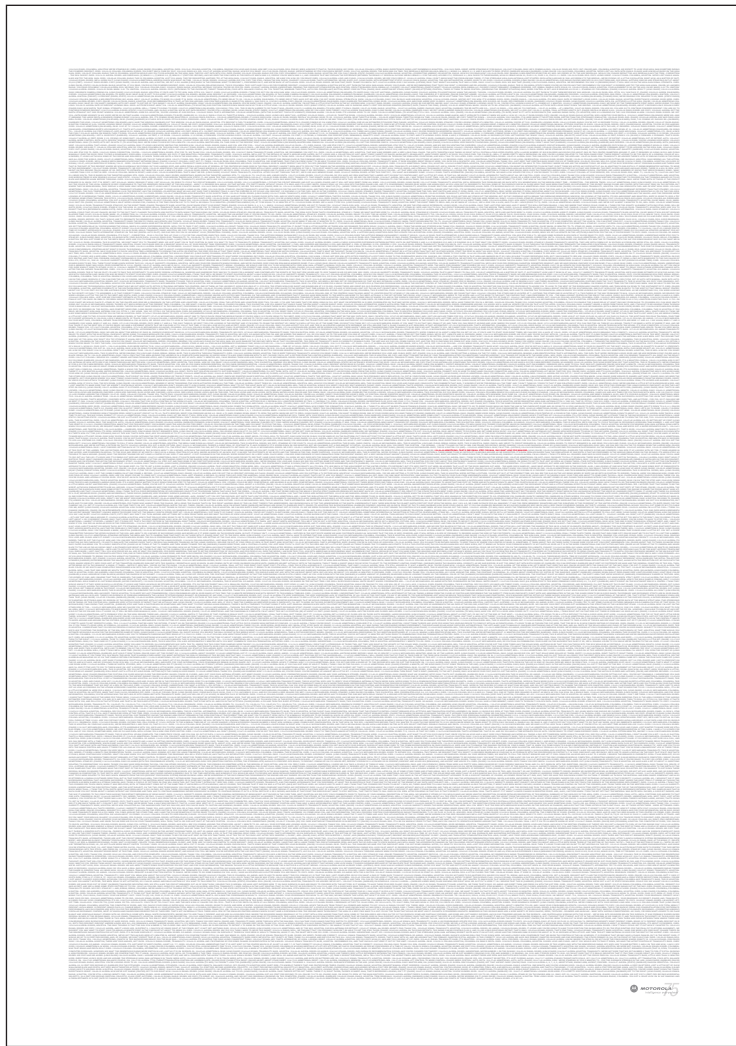
for mankind. Ten little words everyone has heard, but Fibre went on to take them and the other 31,260 in the Apollo moon landing transcript and turn them into an A-1 sized poster for Motorola's 75th anniversary. Without Motorola the world would never have heard Neil Armstrong's quote; the company provided the communications equipment for the lunar landing, and without Fibre still fewer people would know much more than the famous phrase. Armstrong's sound bite appears in red while the rest of the text is in silver ink.

Created originally for a Motorola press-pack, the company so loved the image; it decided to use the shimmering words to celebrate its anniversary. And, in 2003 the silver poster itself took a silver medal in the 82nd Art Directors Club of New York Awards.

'WE'RE OVER THE MOON'

Dan Holliday – The Fish Can Sing

This project was commissioned for Motorola by The Fish Can Sing



ANK YOU. 108:48:58 MCCANDLESS: HOUSTON, ROGER, OUT. (PAUSE) COLUMBIA, THIS IS HOUSTON. WE'RE REQUESTING
AND CLEAR. 108:52:47 ALDRIN: YOU'RE NOT TOO LOUD AND CLEAR, BUT I THINK IT'S THE SAME PROBLEM. HOUSTON, H
NO) (PAUSE) 108:53:56 ARMSTRONG: OKAY. WE WANT TO GO TO (BRIEF PAUSE WHILE HE FINDS THE LINE IN THE CHECK
CANDLESS: NEIL, THIS IS HOUSTON. WILL YOU GIVE US HACK WHEN YOU START YOUR CHRONOMETER. OVER. 108:55:00
ND WE COPIED YOUR MARK THERE. BUZZ. 108:56:09 ARMSTRONG: OKAY. I'VE GOT MY WATER WINDOW. 108:56:18 ALDR
(PAUSE) (GARBLED) 108:57:19 ARMSTRONG: OKAY. (PAUSE) INNER VISOR DOWN. (LONG PAUSE) 108:58:18 ARMSTRONG:
ONG: NEED SOME LIGHT? 109:04:26 ALDRIN: IT'S UNLOCKED, YEAH. 109:04:27 ARMSTRONG: UNLOCKED? (PAUSE) HOW?
PRESSURE TO BLEED SO...TO BLOW ENOUGH PRESSURE TO OPEN THE HATCH. IT'S ABOUT 0.1 (PSI) ON OUR GAUGE NOW
ER. (LONG PAUSE) 109:07:33 ARMSTRONG: THE HATCH IS COMING OPEN. (PAUSE) 109:07:40 ALDRIN: OKAY. HOLD IT FRO
SE) 109:08:55 MCCANDLESS: COLUMBIA, THIS IS HOUSTON. OVER. 109:09:01 COLLINS: COLUMBIA, GO AHEAD. 109:09:03
SS: ROGER, OUT. (LONG PAUSE) 109:10:39 ALDRIN: (TO NEIL) (HAVE YOU) TURNED YOUR WATER VALVE ON (GARBLED)? 10
ARMSTRONG: ALL RCU WINDOWS ARE CLEAR. (PAUSE) LM SUIT CIRCUIT IS 4.2... (CORRECTING HIMSELF) 4.3. AND I GOT A
CUT BREAKER OPEN? IF I CAN SEE THAT. (PAUSE) (YOU'LL) HAVE TO LEAN THIS WAY. 109:14:48 ALDRIN: CAN'T GO ANY
'S OUT. 109:15:45 ALDRIN: OKAY. ABOUT READY TO GO DOWN AND GET SOME MOON ROCK? 109:15:47 ARMSTRONG: MY
IS UP AGAINST THE PURSE. (PAUSE) ALL RIGHT. NOW IT'S ON TOP OF THE DSKY. FORWARD AND UP; NOW YOU ARE CLE
HAT'S GOOD. ROLL LEFT. GOOD. (PAUSE) 109:17:54 ARMSTRONG: OKAY. NOW I'M GOING TO CHECK INGRESS HERE. (PAUSE
PAUSE) 109:19:16 ARMSTRONG: OKAY. HOUSTON, I'M ON THE PORCH. 109:19:20 MCCANDLESS: ROGER, NEIL. (LONG PAU
SE) 109:20:56 ALDRIN: OKAY. EVERYTHING'S NICE AND STRAIGHT IN HERE. 109:20:58 ARMSTRONG: OKAY. CAN YOU PU
STON. LOUD AND CLEAR. BREAK. BREAK. BUZZ. THIS IS HOUSTON. RADIO CHECK, AND VERIFY TV CIRCUIT BREAKER I
TION - THE OPENING - I OUGHT TO HAVE ON THE (16 MM. ONE FRAME PER SECOND, MOVIE) CAMERA? 109:22:34 MCCAN
MCCANDLESS: BUZZ. THIS IS HOUSTON. F/2 (AND)... 109:23:28 ARMSTRONG: OKAY, I'M AT THE... (LISTENS) 109:23:29 MC
OW. (LONG PAUSE) 109:24:48 ARMSTRONG: THAT'S ONE SMALL STEP FOR MAN, ONE GIANT LEAP FOR MANKIND. (LONG
09:25:45 ARMSTRONG: THERE SEEMS TO BE NO DIFFICULTY IN MOVING AROUND AS WE SUSPECTED. IT'S EVEN PERHAP
26:54 ARMSTRONG: OKAY, BUZZ. WE READY TO BRING DOWN THE (70 MM HASSELBLAD) CAMERA? 109:26:59 ALDRIN: I'M
AUT NOW. (LONG PAUSE) 109:27:51 ALDRIN: OKAY. I THINK YOU'RE PULLING THE WRONG ONE. 109:27:55 ARMSTRONG: I
BLE. (LONG PAUSE) 109:28:55 ALDRIN: OKAY. I'M GOING TO BE CHANGING THE (GARBLED) CAMERA, PROBABLY THE SEQUENCE CA
HOUSTON. DID YOU COPY ABOUT THE CONTINGENCY SAMPLE? OVER. 109:32:26 ARMSTRONG: ROGER. I'M GOING TO GET
E DIFFICULT TO DIG THROUGH THE INITIAL CRUST... 109:34:12 ARMSTRONG: THIS IS VERY INTERESTING. IT'S A VERY SQ
ERY PRETTY OUT HERE. BE ADVISED THAT A LOT OF THE ROCK SAMPLES OUT HERE - THE HARD ROCK SAMPLES - HA
IT IT'S HARD FOR ME TO BEND DOWN FURTHER THAN THAT. (PAUSE) 109:36:07 ALDRIN: DIDN'T KNOW YOU COULD THRO
(PAUSE) THERE YOU GO. (PAUSE) 109:37:XX ARMSTRONG: CONTINGENCY SAMPLE IS IN THE POCKET. MY OXYGEN IS 81
URE. (LONG PAUSE) NEIL, THIS IS HOUSTON. WE'RE GETTING A PICTURE. YOU'RE NOT IN IT AT THE PRESENT TIME. WE
I WAS HAVING. I'LL TRY TO WATCH YOUR PLSS FROM UNDERNEATH HERE. 109:39:57 ARMSTRONG: OKAY. YOUR PLSS LO
ORIN: OKAY. BACK IN (GARBLED) (PAUSE) NOW A LITTLE OF FOOT MOVEMENT (GARBLED) PORCH. LITTLE ARCHING OF TH
ON MY WAY OUT. 109:41:53 ARMSTRONG: (LAUGHS) A PARTICULARLY GOOD THOUGHT. 109:41:56 ALDRIN: THAT'S OUR H
ALDRIN: OKAY. I'M GOING TO LEAVE THAT ONE FOOT UP THERE AND BOTH HANDS DOWN TO ABOUT THE FOURTH RING
IGNIFICENT DESOLATION. (LONG PAUSE) 109:43:47 ALDRIN: (RIGHT HAND STILL ON THE LADDER) LOOKS LIKE THE SECO
ID OR A ROCK. 109:44:23 ARMSTRONG: NOTICE HOW YOU CAN KICK IT OUT. 109:44:28 ALDRIN: YEAH. AND IT BOUNCES
6:05 ARMSTRONG: NO. IT DIDN'T. 109:46:08 ALDRIN: THERE'S ABSOLUTELY NO CRATER THERE AT ALL FROM THE ENGIN
? THE OTHER TWO BOTH BENT OVER. (LONG PAUSE) 109:47:04 ALDRIN: (STILL NEAR THE LADDER) CAN'T SAY TOO MUCH
THE SUN HITS (GARBLED) THEY SPLIT UP ALL THE VERY LITTLE FINE PORES (GARBLED) WILL TEND TO SLIDE OVER IT
IT TO BE CAREFUL THAT YOU ARE LEANING IN THE DIRECTION YOU WANT TO GO, OTHERWISE YOU (GARBLED) SLIGHTL
HER ANALYSIS. (GARBLED) (PAUSE) (GARBLED) SOIL COMPACTS UNDERNEATH (GARBLED) COMPLETELY NO (GARBLED) Y
RMATION. ALL LM SYSTEMS ARE GO. OVER. 109:51:46 ALDRIN: WE APPRECIATE THAT. THANK YOU. (LONG PAUSE) 109:52
H FIRST SET FOOT UPON THE MOON, JULY 1969 A.D. WE CAME IN PEACE FOR ALL MANKIND." IT HAS THE CREW MEMBE
E TV LENS) (GARBLED) HOW GOOD YOUR LENS IS, BUT IF YOU CAN (GARBLED) SMUDGES ON MY GLOVES (GARBLED) VER
F HIS HAND WHEN HE WAS PULLING OUT THE CABLE. 109:55:21 ALDRIN: (TO NEIL) OKAY. HOW'S THE TEMPERATURE LG
EVISION CAMERA. (PAUSE) NEIL, LOOK AT THE MINUS-Y (SOUTH) STRUT. THE DIRECTION OF TRAVEL THERE (GARBLED)
LITTLE CRATER HERE...IT MAY BE... 109:57:01 ALDRIN: NOW KEEP GOING. WE'VE GOT A LOT MORE (GARBLED) 109:57:03 A
RIGHT, WOULD BE BETTER. 109:57:53 ARMSTRONG: I DON'T WANT TO GO INTO THE SUN IF I CAN AVOID IT. 109:57:55 ALDR
3: OKAY. 109:58:32 ALDRIN: OKAY. THAT'S ALL THE CABLE WE HAVE. (GARBLED) ALL THE WAY OUT. I'LL START WORKING
109:59:13 MCCANDLESS: ROGER. YOU LOOK OKAY AS FAR AS DISTANCE GOES, NEIL. AND WE'LL LINE YOU UP AGAIN WI
L. 109:59:58 ARMSTRONG: OKAY. I'M GOING TO MOVE IT. (PAUSE) 110:00:10 MCCANDLESS: OKAY. THERE'S ANOTHER GOOD
ARMSTRONG: ALL RIGHT. AND THEN ON BEYOND IT ABOUT 10 FEET IS AN EVEN LARGER ROCK THAT'S VERY ROUNDED.
S: ROGER. AND WE SEE THE SHADOW OF THE LM. 110:01:48 ARMSTRONG: ROGER. THE LITTLE HILL JUST BEYOND THE
W'D LIKE IT TO COME LEFT ABOUT 5 DEGREES. OVER. (PAUSE) NOW BACK TO THE RIGHT ABOUT HALF AS MUCH. 110:0
E) 110:04:05 ALDRIN: SOME OF THESE SMALL DEPRESSIONS (GARBLED) SOFT AND YOU TEND TO SINK, OH, MAYBE 2 OR
AND IT WILL RETAIN A SLOPE OF PROBABLY 70 DEGREES ALONG THE SIDE OF THE FOOTPRINTS. 110:06:29 ARMSTRONG
ER. (LONG PAUSE) 110:08:26 ALDRIN: (GARBLED) (LONG PAUSE) 110:08:53 COLLINS: HOUSTON, COLUMBIA ON THE HIGH C
S: THAT'S ALL RIGHT. I DON'T MIND A BIT. (PAUSE) HOW IS THE QUALITY OF THE TV? 110:09:35 MCCANDLESS: OH, IT'S B
N: IT WON'T GO UP. (PAUSE) OKAY. 110:12:27 ARMSTRONG: ROGER, HOUSTON. LOUD AND CLEAR. 110:12:29 MCCANDLE
KAY. YOU DO HAVE TO BE RATHER CAREFUL TO KEEP TRACK OF WHERE YOUR CENTER OF MASS IS. SOMETIMES, IT TA
P-FOOTED HOP) THE SO-CALLED KANGAROO HOP DOES WORK, BUT IT SEEMS AS THOUGH YOUR FORWARD MOBILITY IS
110:15:47 MCCANDLESS: TRANQUILITY BASE, THIS IS HOUSTON. COULD WE GET BOTH OF YOU ON THE CAMERA FOR A I
LESS: ALL RIGHT. GO AHEAD, MR. PRESIDENT. THIS IS HOUSTON. OUT. 110:16:30 NIXON: HELLO, NEIL AND BUZZ. I'M TA
E, THE HEAVENS HAVE BECOME A PART OF MAN'S WORLD. AND AS YOU TALK TO US FROM THE SEA OF TRANQUILITY, IT I
BUT MEN OF PEACE OF ALL NATIONS, AND WITH INTERESTS AND THE CURIOSITY AND WITH THE VISION FOR THE FUTUR
USE) 110:18:53 COLLINS: ROGER. GO AHEAD. 110:18:56 MCCANDLESS: ROGER. P22 LANDMARK ID, LM, TL, 110:26:56; T2
D, A LARGE PORTION OF THEM WILL IMPACT AT A CERTAIN DISTANCE OUT. SEVERAL (GARBLED) PERCENTAGE IS, OF CC
COLLINS: SO BE IT. (PAUSE) 110:21:24 ALDRIN: I'VE NOTICED SEVERAL TIMES IN GOING FROM THE SUNLIGHT INTO THE S
ITIONS. (GARBLED) INSIDE THE SHADOW AREA, VISIBILITY, AS WE SAID BEFORE, IS NOT TOO GREAT, BUT WITH BOTH V
T A MINUTE. OKAY. YOU'RE CLEAR NOW. 110:22:51 ARMSTRONG: THANK YOU. 110:22:55 ALDRIN: (AT THE MESA) NOW, L
NDESS: BUZZ, THIS IS HOUSTON. YOU'RE CUTTING OUT ON THE END OF YOUR TRANSMISSIONS. CAN YOU SPEAK A LIT
HE (GARBLED) RADIATION AND THE HELMET. SO I THINK THERE'S A TENDENCY TO FEEL A LITTLE COOLER IN THE SHAD

ACTUAL SIZE (DETAIL)

FOR MORE INFORMATION CONTACT

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