

From: Richard Dawkins <richard.dawkins@zoo.ox.ac.uk>
Subject: Re: New T-Shirt Idea
Date: April 15, 2007 12:19:18 AM PDT
To: Josh Timonen <joshtimonen@gmail.com>
Cc: "web. master" <web.master@rdfrs.org>

Well, I don't know whether everybody will take the allusion of the A, but it is undoubtedly a stunning design for a T-shirt! How about the exclamation point as well? Maybe that would spoil the clean look.
Richard

On 15 Apr 2007, at 08:08, Josh Timonen wrote:

A passage from PZ's article tonight gave me an idea:

"And it certainly is true that Dawkins puts an exclamation point on godlessness, and good for him. The path we've taken in the past, the cautious avoidance of the scarlet letter of atheism, has not worked. Dawkins represents a different, bolder, more forthright approach — we are staking out a place in the public discourse and openly discussing our concerns, rather than hiding in fear of that old Puritan scowl. We will not go back in the closet."

Amin and I had been talking about doing some edgier designs, aimed at our younger website visitors. This wouldn't be our ONLY shirt design of course, but I'm sure it would sell! Anyone who knew who of Richard Dawkins would understand the A for Atheism, and hopefully the Scarlet Letter reference and symbolism. It's also a little more subtle than the black shirts with "ATHEIST" in big white letters across the chest which are currently available, for example.

It's also a website plug - which is always a bonus! Of course it would probably be best to classify this as a non-RDF item.

Let me know what you think.

Josh

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