

To: Joi Ito [REDACTED] Jeffrey Epstein[jeevacation@gmail.com]
From: Reid Hoffman
Sent: Sat 12/14/2013 5:52:53 AM
Subject: RE: (No subject)

fwiw, I do believe in truth, even with the fact that we're frequently misled to mistake epistemology for metaphysics.

that being said, I think that there's a number of plays available on amplification.

one: a logo around projective.

two: a statement of the center itself that is projective

three: representative depiction of the word projective that is itself projective.

:)

From: Joi Ito <j[REDACTED]>
Sent: Friday, December 13, 2013 4:28 AM
To: Jeffrey Epstein
Cc: Reid Hoffman
Subject: Re: (No subject)

I like it. :-)

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Sent from [Mailbox](#) for iPhone

On Fri, Dec 13, 2013 at 7:17 AM, Jeffrey Epstein <jeevacation@gmail.com> wrote:

I suggest the Center for Projective Communications. Like projective geometry of the 17th century, projective communications takes into account the appearance of truth as a projection from a context space. Though a statement appears true, it is merely a scalar projection from a complex space that involves various perspectives. Imagine a square on a plane. that is its appearance. it could be merely a projection of a cube or various other figures according to the light source and its orientation. what we perceive as a true signal can be the projection from a space that includes deception. so that to break down $1+1=2$. it is the appearance of a 1, though each may be the projection of another number, ie deception.

``I freely confess that I never had a taste for study or research either in physics or geometry except in so far as they could serve as a means of arriving at some sort of knowledge of the proximate causes...for the good and convenience of life,
Girard Desargues

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