

THE AESTHETIC OF *PHYSICALITY* GOES FURTHER: THE FLAME VIRTUALLY *SINGES* THE SIDE OF THE DEVICE WHEN ROTATED ON ITS SIDE, ACCOMPANIED BY VIRTUAL SMOKE AND A SUBTLE CRACKLING SOUND. **THIS IS A STATEMENT THAT THE DEVICE ISN'T *SIMULATING* A LIGHTER -- IT IS THE LIGHTER... AND ALL THE WHILE *DOUBLING DOWN* ON THE *ABSURDITY* OF A LIGHTER THAT IS NOT A LIGHTER.**

