



Idiocase
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Subject.

Letter of Recommendation

City of Stockholm
Country of Sweden

To whom it may Concern,

I submit the following letter of recommendation for Paul Szypula. I offer this recommendation as Founder of Idiocase, and Chief Creative Officer of threeoh.com

Paul Szypula is known and regarded as one of the leading members in the global design community; his achievements to date reflect this far and beyond average standards.

Through various online collaborations, I have had the opportunity to follow Paul closely as both a designer and media strategist. Paul has consistently proven himself to be an invaluable resource, an incredibly hard worker, and exceptional designer. His interest in media ranges from the theoretical underpinnings of an endeavor through the manifestation of ideas via sophisticated technology.

Mr. Szypula's instigation of the third May 1st Reboot 2002 is evidence of his leadership with major significance in the field.

I strongly recommend Paul and his skills to anyone.

Resume

James Widegren is the founder of Idiocase - a multi disciplinary design studio, threeoh.com - a forum for the promotion of well-designed communications media, and originator of the May 1st Reboot event, which in 2001 orchestrated ca 1700 web sites around the globe in a show of unified collaboration. It was the first and largest international mass launch in Internet history.

Prior to starting Idiocase James was Sr. Art Director for Vir2L Studios and freelance designer for Razorfish Ltd.

Before this, James studied Media Communication Information & Advertising in Kalmar, Sweden, then co-founded Nisch Interaktiv.

Whilst with Vir2L James was pivotal in the creation of the Vir2L Forum web site which won the New York Festivals New Media Competition, Cannes Cyber Lion: Gold, The Clio Award, Art Directors Club Award, and The Invision Award.

Best Regards.

James Widegren, Founder, Idiocase