

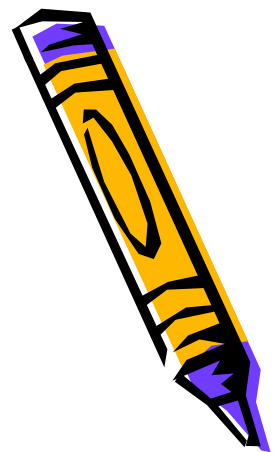


Post-it notes

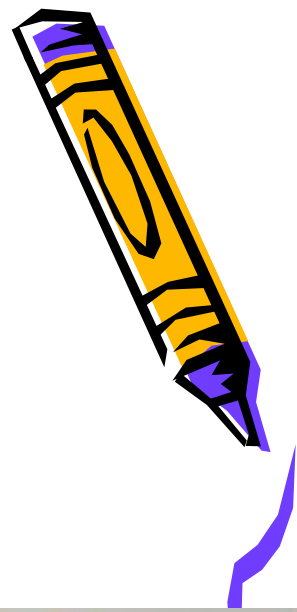


What's that?

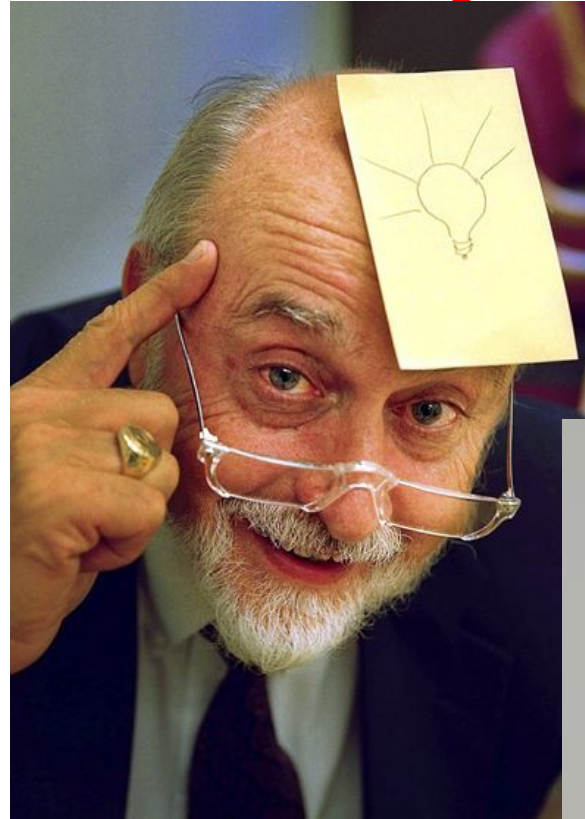
✓ A Post-it note is a piece of stationery with a readherable strip of adhesive on the back, designed for temporarily attaching notes to documents and to other surfaces: walls, desks, computer displays, and so forth. While now available in a wide range of colors, shapes, and sizes, Post-it Brand notes are most commonly a 3-inch (76 mm) square, canary yellow in color. The notes use a unique low-tack adhesive that enables Post-it Brand notes to be easily attached and removed without leaving marks or residue, unless used on white boards.



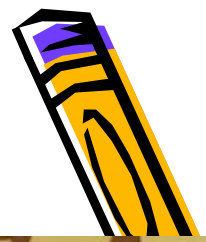
It's history



Dr. Spencer Silver, a 3M scientist, discovered the formula for the sticky stuff back in 1968. But it was Silver's colleague, Art Fry, who finally came up with a practical use for it. The idea for repositionable notes struck Fry while singing in the church choir. His bookmark kept falling out of his hymnal, causing him to lose his page. So, taking advantage of a 3M policy known as the "bootlegging" policy, Fry used a portion of his working hours to develop a solution to his problem. Now the world is singing the praises of his pet project: Post-it® Notes.



In Art



- In 2004, Paola Antonelli, a curator of architecture and design, included Post-it Brand notes in a show entitled "Humble Masterpieces." Rebecca Murtaugh is a California artist who uses Post-it notes in her artwork. In 2001, she created an installation in her bedroom using \$1000 worth of Post-it Brand notes: She covered the whole room in Post-it Brand notes, using the ordinary yellow for objects she saw as having less value, and neon colors for more important objects, such as the bed. Since 2002 Jérica López from Monterrey, Mexico (1979), has been painting series of figures and portraits with acrylic on Post-it Brand notes to depict, for instance, the faces of the Forbes identified "101 most powerful women" of the "Forbes" list of 2006. Some artists create entire murals of colored Post-it Brand notes.



- Post-it Brand notes are also used by film producers to lay out scenes. They are a very simplistic way of story boarding on a particular project on-the-go. They allow for easy removal of an item from the story board and an easy item to shift around when deciding how to put together many different ideas into one solid scene.



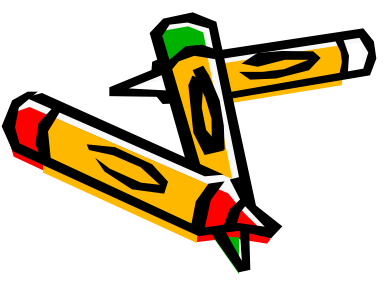
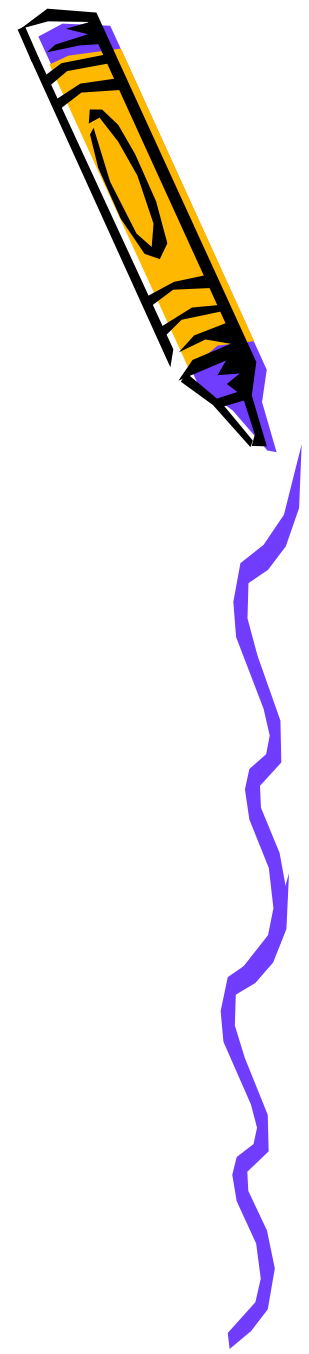
In Art



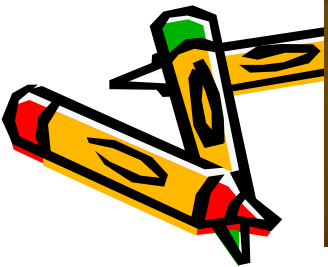
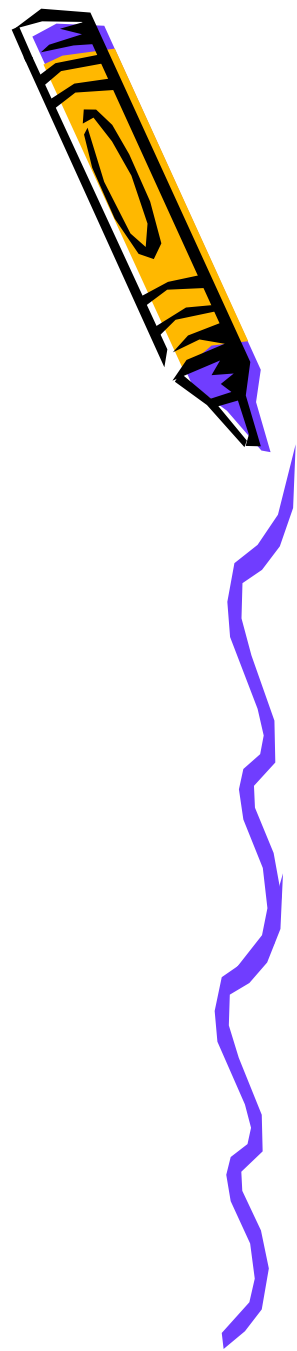
In Art



In Art



In Art



In technology

- Due to its user friendliness, post it notes have also been used in technology. Desktop notes are computer applications developed to allow users to put virtual post-it notes on their computer desktop.

