

## Microscopic handbag sells for \$63,000

3rd July 2023

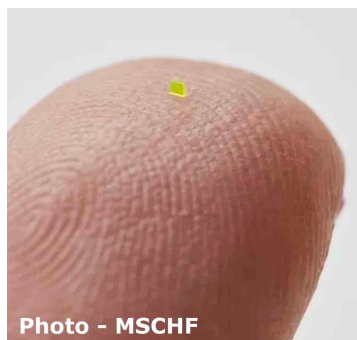


Photo - MSCHF

Miniaturization has been a pursuit of engineers and designers for decades. The trend to manufacture ever smaller products and devices has seen pocket-sized computers, mobile phones and motorbikes the size of a backpack. The latest

thing to be downsized is a miniature handbag that is so small it can only be seen with the aid of a microscope. The New York-based art collective MSCHF has created a microscopic Louis Vuitton-inspired handbag. The makers say their creation is "smaller than a grain of sea salt and narrow enough to pass through the eye of a needle". It measures 657 by 222 by 700 micrometres. It has also just been sold for \$63,750 at an online auction.

The neon-green miniature was made using a high-tech manufacturing technique called two-photon polymerization. This technology uses 3D printers to make mechanical biotech components and devices like microfilters and micropumps. MSCHF utilized the technology to see how small they could make a handbag. Chief creative officer Kevin Wiesner told the New York Times that he had not asked Louis Vuitton for permission to use its logo on the handbag. He said: "We are big in the 'ask for forgiveness, not permission' school of thought." He added: "I think the bag is a funny object because it derives from something rigorously functional, but it has basically become jewellery."

Sources: [nypost.com](https://nypost.com) / [cnn.com](https://cnn.com) / [dailymail.co.uk](https://dailymail.co.uk)

### Writing

Small is beautiful. Discuss.

### Chat

Talk about these words from the article.

miniaturization / engineers / designers / decades / backpack / microscope / handbag / 3D printer / biotech / permission / logo / forgiveness / functional / funny / jewellery

### True / False

- 1) The article says engineers have miniaturized things for centuries. T / F
- 2) Designers made a motorbike with its own backpack. T / F
- 3) You need a microscope to see the tiny handbag. T / F
- 4) The handbag is a little smaller than a grain of sand. T / F
- 5) Engineers used three-photon polymerization to make the bag. T / F
- 6) The same technology is used to make micropumps. T / F
- 7) The designers did not ask for permission to use a logo. T / F
- 8) A company spokesperson likened the handbag to jewellery. T / F

### Synonym Match

(The words in **bold** are from the news article.)

- |                       |                |
|-----------------------|----------------|
| 1. <b>pursuit</b>     | a. originates  |
| 2. <b>trend</b>       | b. design      |
| 3. <b>miniature</b>   | c. tendency    |
| 4. <b>aid</b>         | d. made use of |
| 5. <b>creation</b>    | e. assistance  |
| 6. <b>technique</b>   | f. activity    |
| 7. <b>components</b>  | g. practical   |
| 8. <b>utilized</b>    | h. method      |
| 9. <b>derives</b>     | i. scaled-down |
| 10. <b>functional</b> | j. parts       |

### Discussion – Student A

- a) What do you think of miniaturization?
- b) How important are engineers?
- c) Which of the things you use are smaller now than they were in the past?
- d) Would you like smartphones to be made smaller?
- e) How useful is a miniature handbag?
- f) Why would someone pay \$63,000 for the miniature handbag?
- g) What do you think of expensive brands?
- h) What kinds of bags do you like?

## Phrase Match

- |   |                          |
|---|--------------------------|
| 1. a pursuit of engineers and designers | a. 3D printers           |
| 2. The trend to manufacture             | b. to be downsized       |
| 3. The latest thing                     | c. the eye of a needle   |
| 4. smaller than a                       | d. thought               |
| 5. narrow enough to pass through        | e. grain of sea salt     |
| 6. The neon-                            | f. become jewellery      |
| 7. This technology uses                 | g. for decades           |
| 8. permission                           | h. green miniature       |
| 9. school of                            | i. to use its logo       |
| 10. it has basically                    | j. ever smaller products |

## Discussion – Student B

- What do you think about what you read?
- What do you know about 3D printers?
- What do you think of technology?
- Should the designer have asked for permission to use the logo?
- How creative are you?
- An economist once said 'small is beautiful'. Do you agree?
- Is the handbag a bag or is it jewellery?
- What questions would you like to ask the designers?

## Spelling

- a piruuts of engineers
- ever smaller products and cdivees
- a tinuierma handbag
- Louis Vuitton-rpnside handbag
- pass through the eye of a ldneee
- at an online iucnato
- a high-tech manufacturing tuheienqc
- mechanical biotech onpcnsmteo
- MSCHF uldietz the technology
- opsmrensi to use its logo
- ask for gnirsevsfoe
- derives from something rirlouoygs functional

### Answers – Synonym Match

1. f	2. c	3. i	4. e	5. b
6. h	7. j	8. d	9. a	10. g

## Role Play

### Role A – Louis Vuitton

You think Louis Vuitton has the best logo. Tell the others three reasons why. Tell them what is wrong with their logos. Also, tell the others which is the least effective of these (and why): McDonald's, Apple or Coca Cola.

### Role B – McDonald's

You think McDonald's has the best logo. Tell the others three reasons why. Tell them what is wrong with their logos. Also, tell the others which is the least effective of these (and why): Louis Vuitton, Apple or Coca Cola.

### Role C – Apple

You think Apple has the best logo. Tell the others three reasons why. Tell them what is wrong with their logos. Also, tell the others which is the least effective of these (and why): McDonald's, Louis Vuitton or Coca Cola.

### Role D – Coca Cola

You think Coca Cola has the best logo. Tell the others three reasons why. Tell them what is wrong with their logos. Also, tell the others which is the least effective of these (and why): McDonald's, Apple or Louis Vuitton.

## Speaking – Logos

Rank these with your partner. Put the best logos at the top. Change partners often and share your rankings.

- |                 |             |
|-----------------|-------------|
| • Louis Vuitton | • Starbucks |
| • McDonald's    | • Ferrari   |
| • Apple         | • Coca Cola |
| • Nike          | • Shell     |

### Answers – True False

1	F	2	F	3	T	4	F	5	F	6	T	7	T	8	T
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Answers to Phrase Match and Spelling are in the text.