

From: Joi Ito [REDACTED]
Subject: Kodo
Sent: Friday, June 6, 2014 1:08:36 PM
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<https://www.youtube.com/watch?v=TS6edgAGK3A>

Our LLC's are named after the historical smells from this ceremony coming from Tales of Genji.

<http://en.wikipedia.org/wiki/K%C5%8Dd%C5%8D>

We need to do a version of this in Kyoto.

I'm going to get trained in this and do it for you so you can smell the smell of each of the LLCs.

- Joi