Synopsis: Think about the D|MA as a person in desperate need of a makeover. In the past couple of years, "makeover" shows have become popular subjects and sometimes foundations for TV show segments (Oprah, Extreme Makeover) and channels (Style Networks, HGTV). Many of these shows feature the contestants' life before the makeover (interviewing friends, family, etc.), during the makeover (the struggles of surgery, shopping, finding a new look), and the final showcase (where all the work is shown - unwrapped). In keeping with this trend, we can look at the D|MA as an ill-shodden, genetically mutated, neglected housefrau whose children and friends have nominated as candidate for an extreme makeover.

The book is more of a video or interactive piece which documents before, during and after account of the progress of work from research to implementation.