Like the flow of water from a fountain, the local deformation of a paramagnetic substrate enables the gravity-driven transport of a liquid. In their Communication (DOI: 10.1002/anie.201710668), D. Baigl et al. show that, using a magnet, the deformation of the substrate (illustrated by the deformed text) allows the manipulation of drops and liquid marbles (the dots of the letters “i”). This method does not rely on magnetosensitive particles and can be used with most conventional liquids such as water or oil.