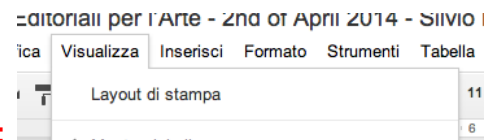


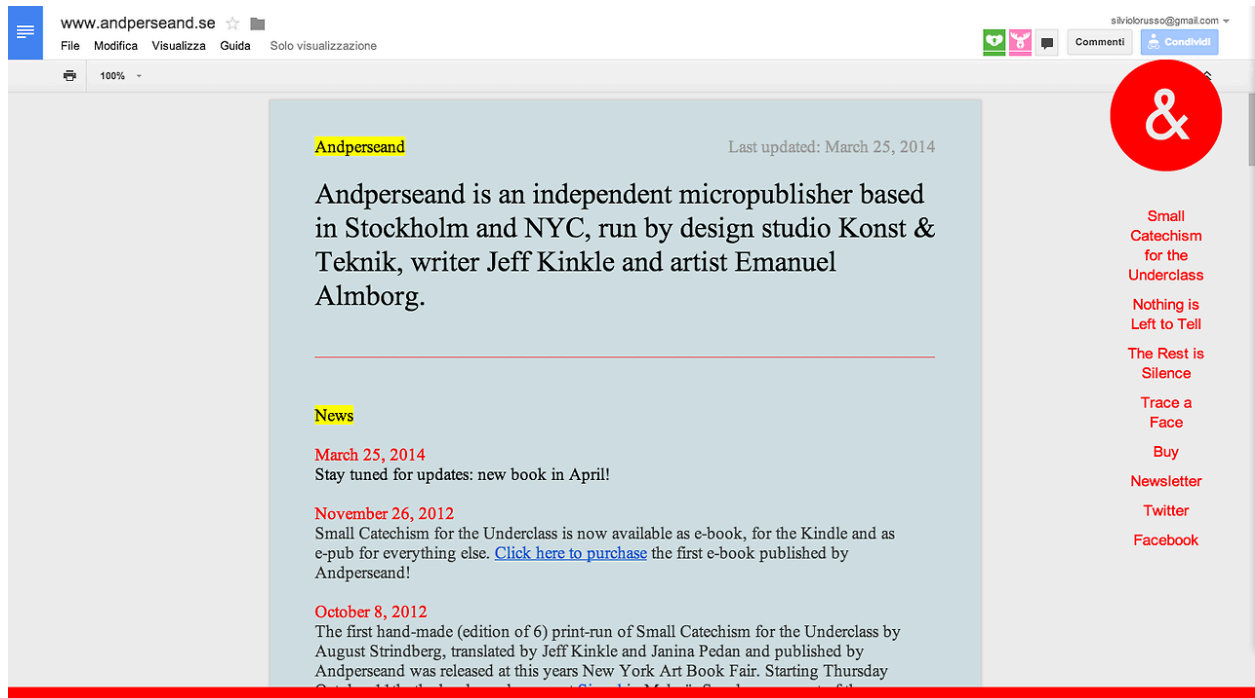
## 0. README

\*this presentation is an experiment\*

follow here → <http://bit.ly/postdigitalpub9>

For a better visualization please deactivate **Print Layout**:





- Freely inspired by <http://www.andperseand.se/>
- If Word is more than just a word processor, Google Docs is WAY more
  - the implications of (mis)using tools
  - tracking and privacy, for instance...

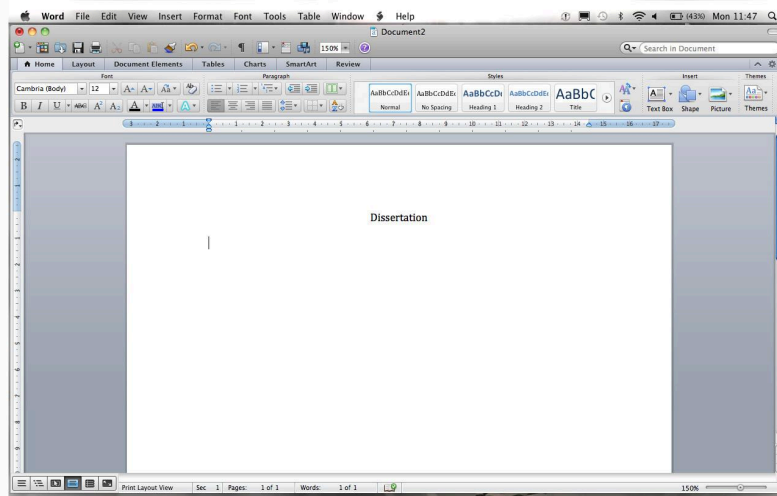


*«Our website is based on a pretty cool Google Docs hack that unfortunately isn't completely supported by smart phones or surf pads, so if you are using one right now, we recommend coming back here on a computer instead.»*

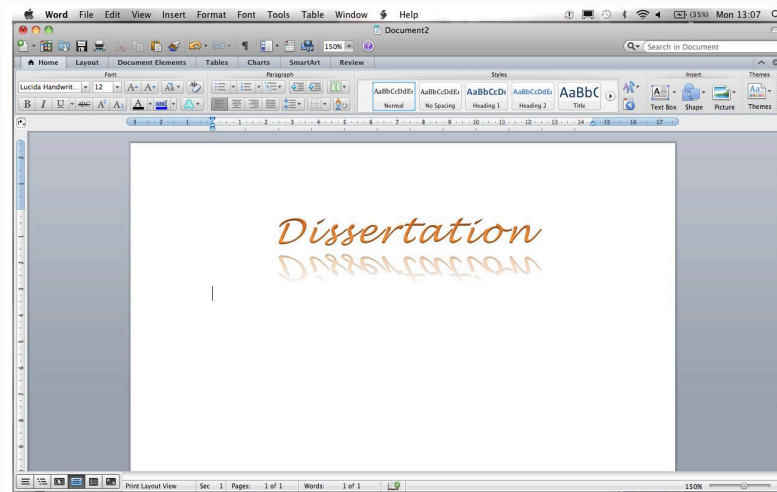
- Publishing nowadays could be about exploiting unexpected channels or forms of texts

# 1. ABOUT

## Hour 1



## Hour 2



DESKTOP PUBLISHING meme (2013?)

- artist/designer: [silviolorusso.com](http://silviolorusso.com)
- PHD candidate at [iuav university of venice](http://iuav.unive.it)
- [POST-DIGITAL PUBLISHING ARCHIVE](http://post-digital-publishing-archive.com)

*Currently investigating the intersections between publishing and digital technology from the perspective of art and design.*

---

## **2. What I'll Try to Show Today**

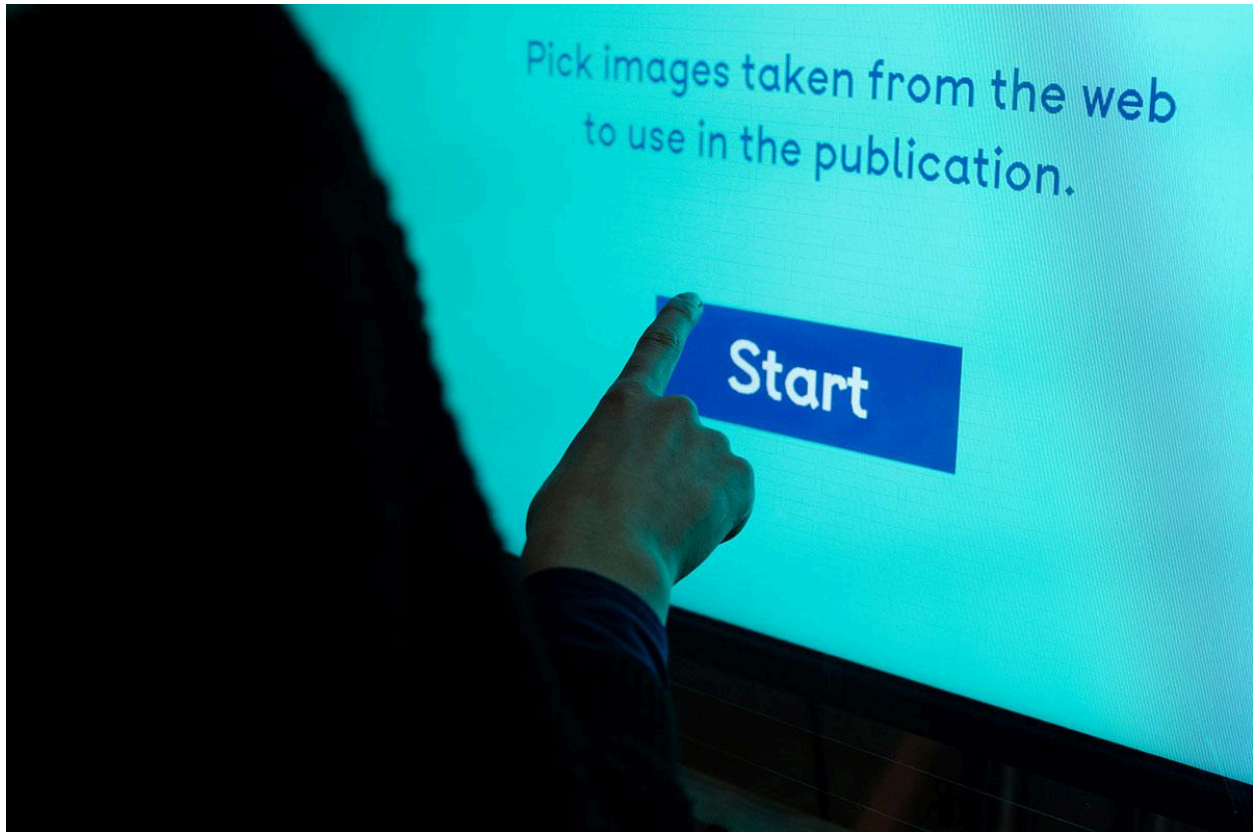
- **Inspired by some of your questions, I'll show a few projects that are related –in some way or another– to the field of publishing (at least as I intend it).**
- 

*3. How are art and design institutions dealing with this topic? What are the academy's focus (digital/print), and how do they promote themselves through their identity?*



Collate, Six:Thirty (2013)





**«Collate is a project exploring the possibilities of digital collaboration. An installation commissioned by London Design Festival allowed visitors to take part in creating an image based book at the V&A Museum.»**

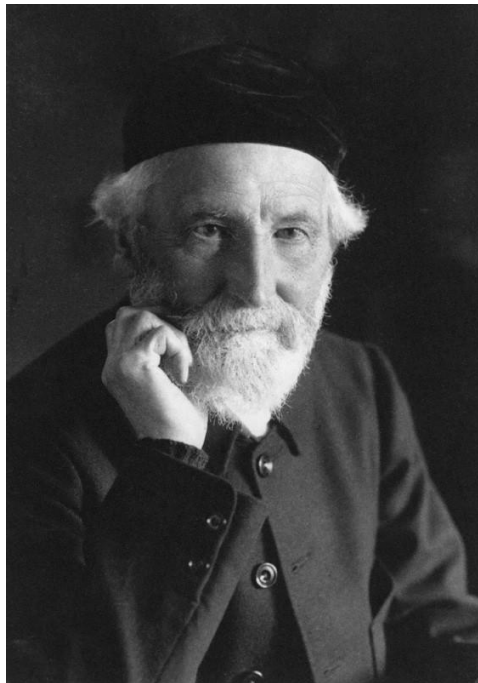


∞ edition via Print on Demand with

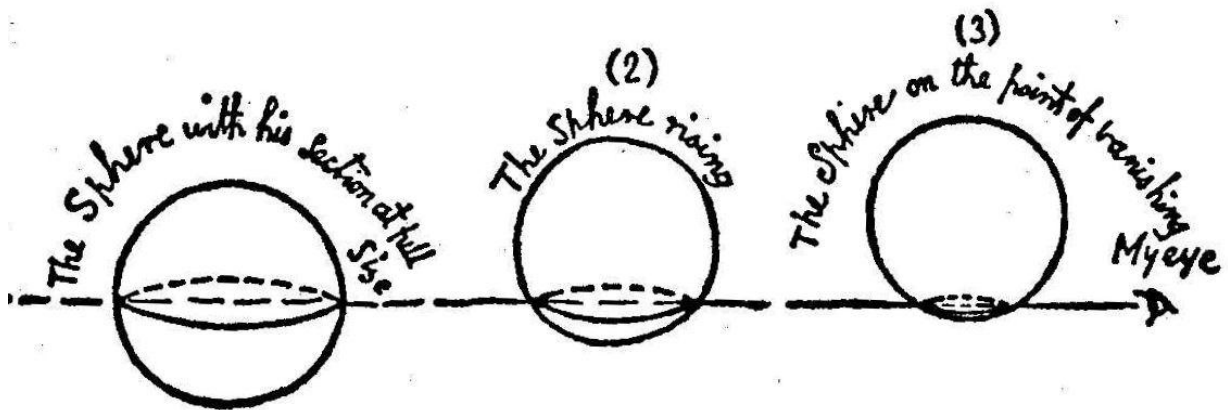
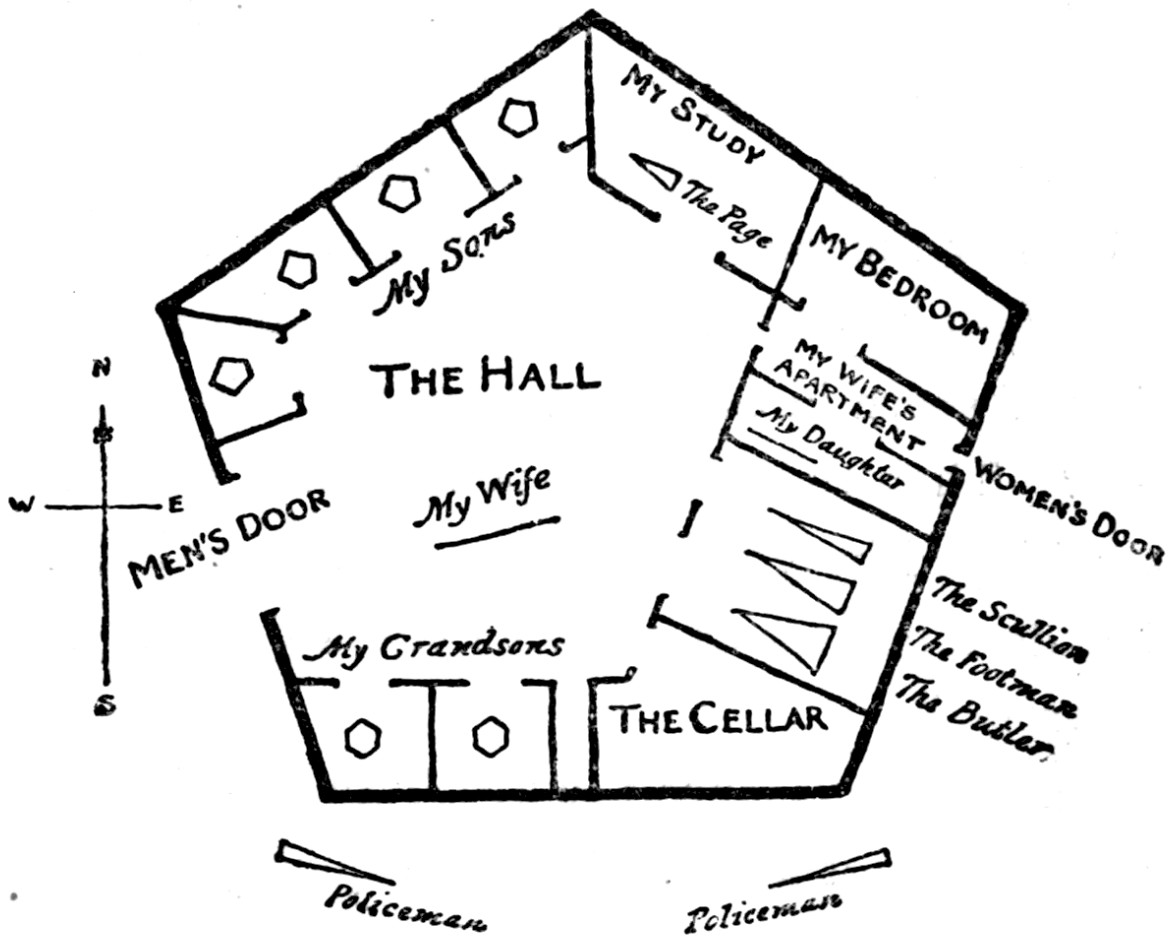


#### *4. What is the gray zone between skeuomorphic and flat design?*

Flatland, 2013



Edwin A. Abbott, author of *Flatland* (1884)





<http://silviolorusso.com/flatland/>

“the work exposes the “flatness” of the digital interaction where the interface is commonly hidden behind skeuomorphic effects and analog-like animations.”

## Page Flips





[Online Newspapers, édition française](#), Olia Lialina, février 2013

(recently she had a [nice talk](#) at Transmediale in which she traced the microhistory of the page-flip effect)



[Color Flip .com](#), Rafaël Rozendaal (2008)

---

## *5. Difference between printed and digital book covers? What is the change in function and design?*

«Visually, the design and importance of the book cover is under threat. Both artwork and advertisement, it's hard to do justice to great design in a 70-pixel-high jpeg on a website.» — [James Bridle](#)

[LO-RES BOOKS](#), Benjamin Shaykin (2010)



«With Lo-Res Books, I am interpreting my own library, reducing the books in my memory and on my shelves to their smallest digital selves. In this pixelated form, they become abstract, mere suggestions of books. Blown up to poster size, these icons are transformed into flags or beacons. While seemingly abstract, they act as a kind of semaphore, signaling a shared cultural connection between anyone who can decipher them.»

*«If digital covers as we know them are so ‘dead,’ why do we hold them so gingerly? Treat them like print covers? We can't hurt them. They're dead. So*

Amazon.com: The Best Books of 2011

http://www.amazon.com/best-books-2011/b/ref=bhp\_banner\_boty\_A?ie=UTF8&node=3321372

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**Top 100 Editors' Picks**

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**The Best Books of 2011**

Save up to 40% on our editors' picks for the top 100 best books of the year, plus year-end top 10s in over two dozen categories

So many books. So many choices. We've held countless meetings and votes, we've pored over the books and occasionally poured our hearts out to get you this final Top 100. Don't just look at the Top 10 or 20. There are great books all up and down the Top 100 list. One of them might be the perfect read for you. [Kindle Top 100](#) | [Print Top 100](#)

**Best Books of 2011: The Top 20**

Page 1 of 7

**The Art of Fielding: A Novel**  
 > Chad Harbach  
 Hardcover: **\$15.20**  
 Kindle Edition: **\$12.99**

**1Q84**  
 Haruki Murakami, Jay Rubin, Philip...  
 Hardcover: **\$18.97**  
 Kindle Edition: **\$14.99**

**What It Is Like to Go to War**  
 > Karl Marlantes  
 Hardcover: **\$16.50**  
 Kindle Edition: **\$8.82**

**Best-Selling Books of 2011: Customer Favorites**

Page 1 of 3

**Steve Jobs**  
 > Walter Isaacson  
 Hardcover  
**\$35.00 \$17.49**

**Bossypants**  
 > Tina Fey  
 Hardcover  
**\$26.99 \$16.19**

**In the Garden of Beasts: Love, Terror... Love, Terror...**  
 > Erik Larson  
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**History**

**LOOK INSIDE!**

Erik Larson has crafted a gripping, deeply-intimate narrative with a climax that reads like the best political thriller in *In the Garden of Beasts: Love, Terror, and an American Family in Hitler's Berlin* ([Kindle Book](#) | [hardcover](#)), and tops our History list for 2011. See more:

- [Top 10 History Kindle Books](#)
- [Top 10 History Print Books](#)

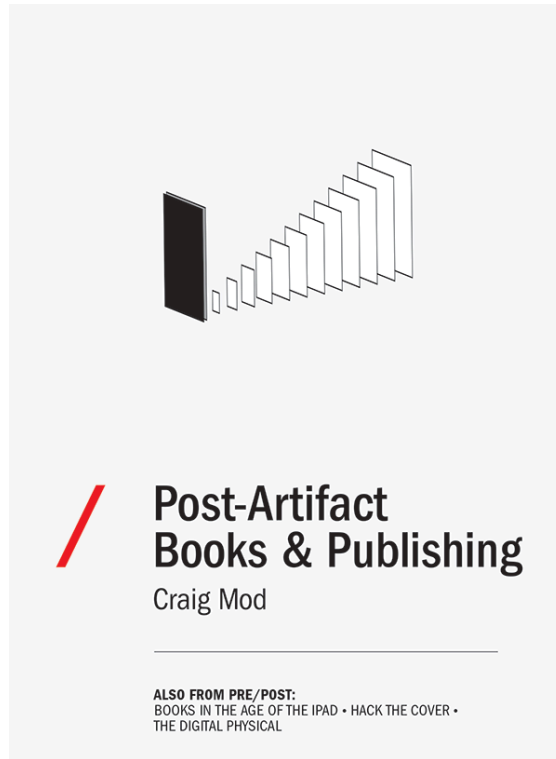
**Children's Picture Books**

**LOOK INSIDE!**

Best-selling author Eric Carle's *The Artist Who Painted a Blue Horse*, a beautifully illustrated celebration of creativity and art, tops our list of the best Children's Picture Books for 2011. See more:

- [Top 10 Children's Picture Books](#)





*6. Study into publishers of education book for children.*

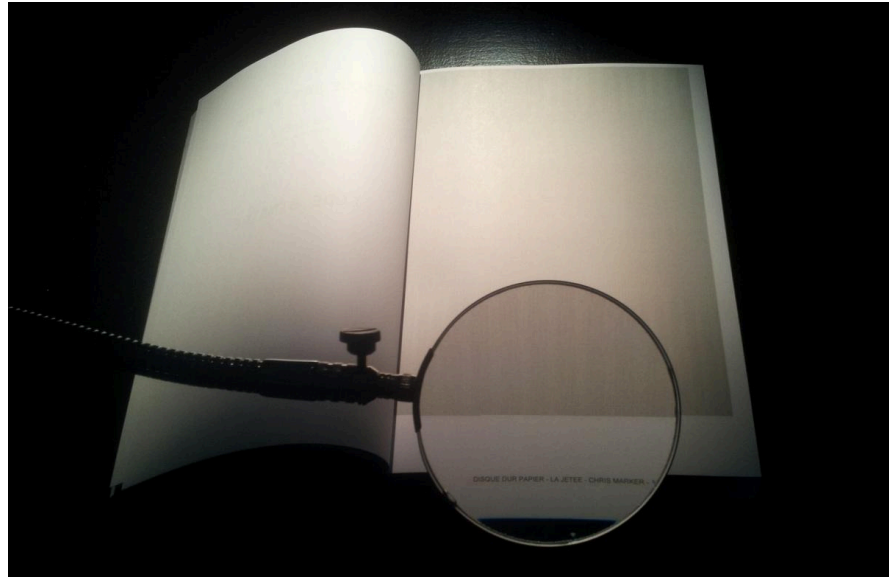
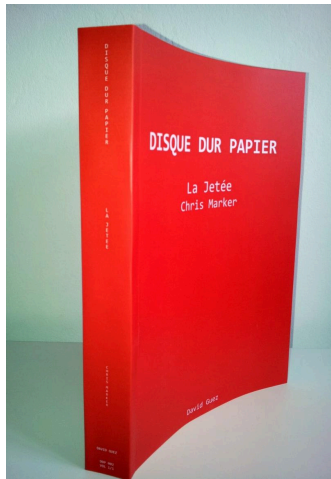
«A Magazine Is an iPad That Does Not Work» 2011



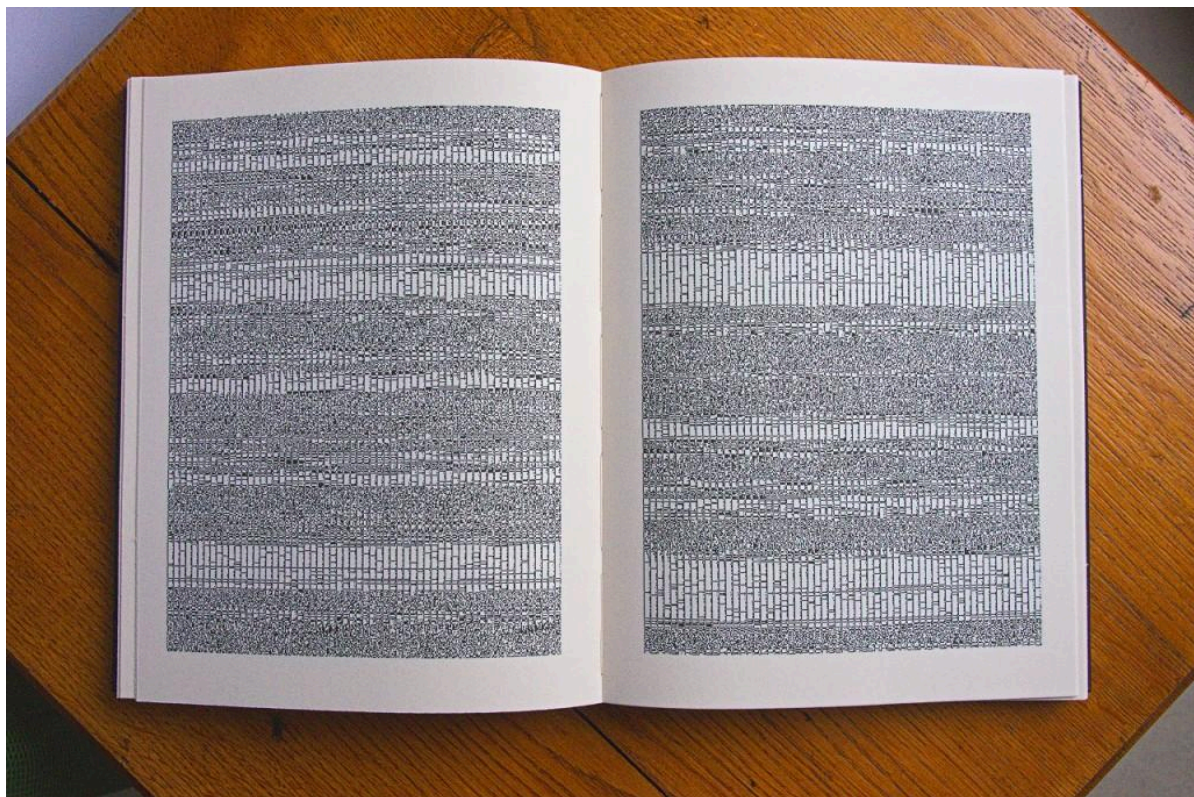
*7. What is more perishable? print or digital?  
Experiments various aspects of deterioration.*

**Paper as a storage medium (for digital data)**

Disque dur Papier, David Guez (2012)



*The SKOR Codex*, La Société Anonyme (2013)



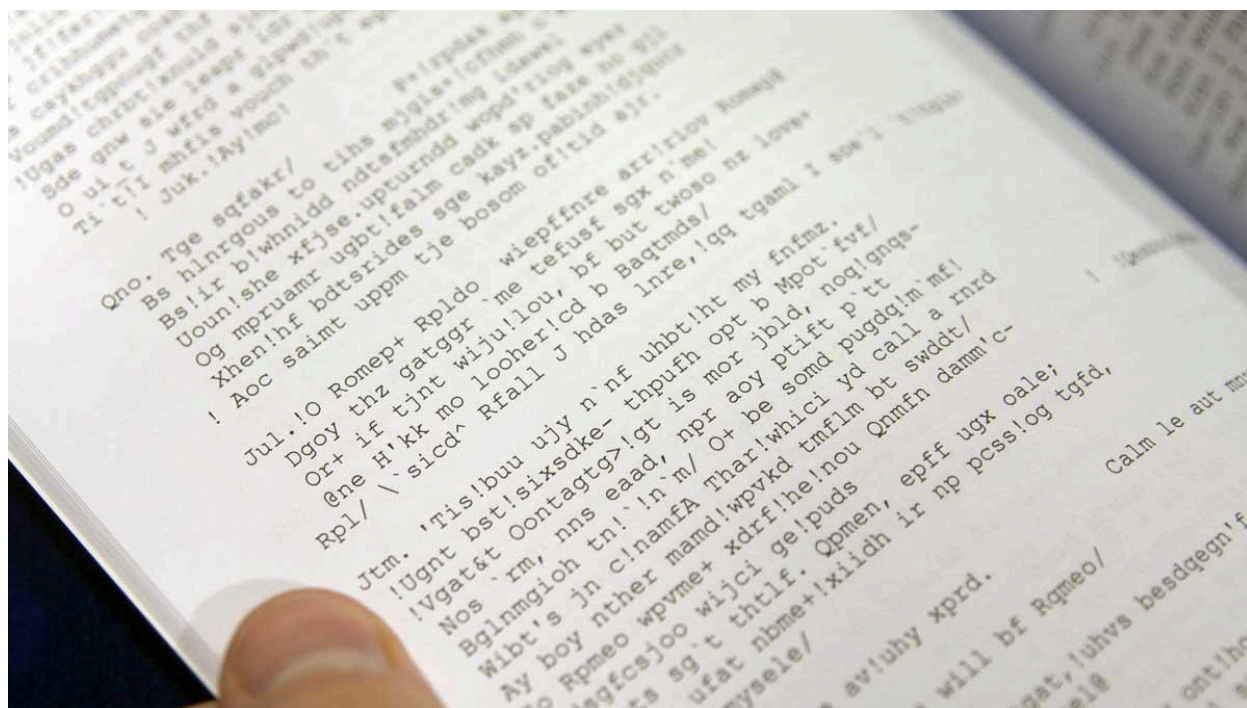
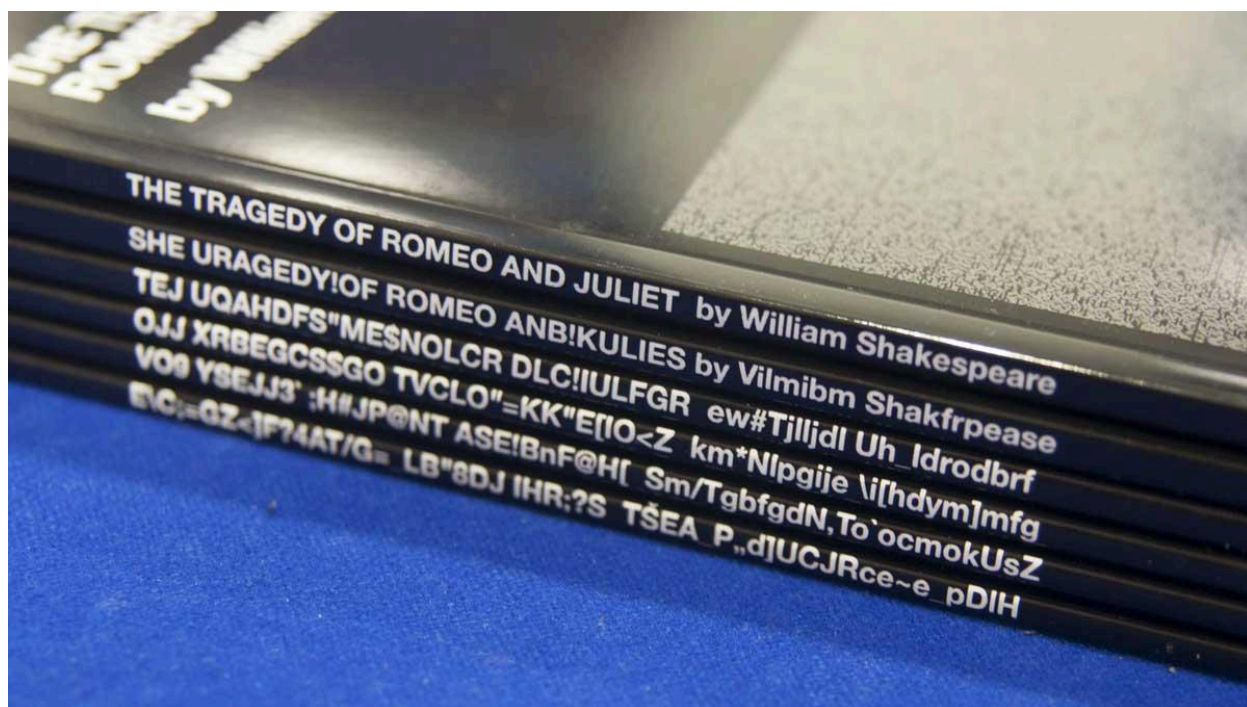
[War postdigital besser?](#), Eds. Martin Conrads and Franziska Morlok (2014)



**Literary effects of algorithmic deterioration**

[Shakespeare.txt.jpg](#), Tom Scott (2013)



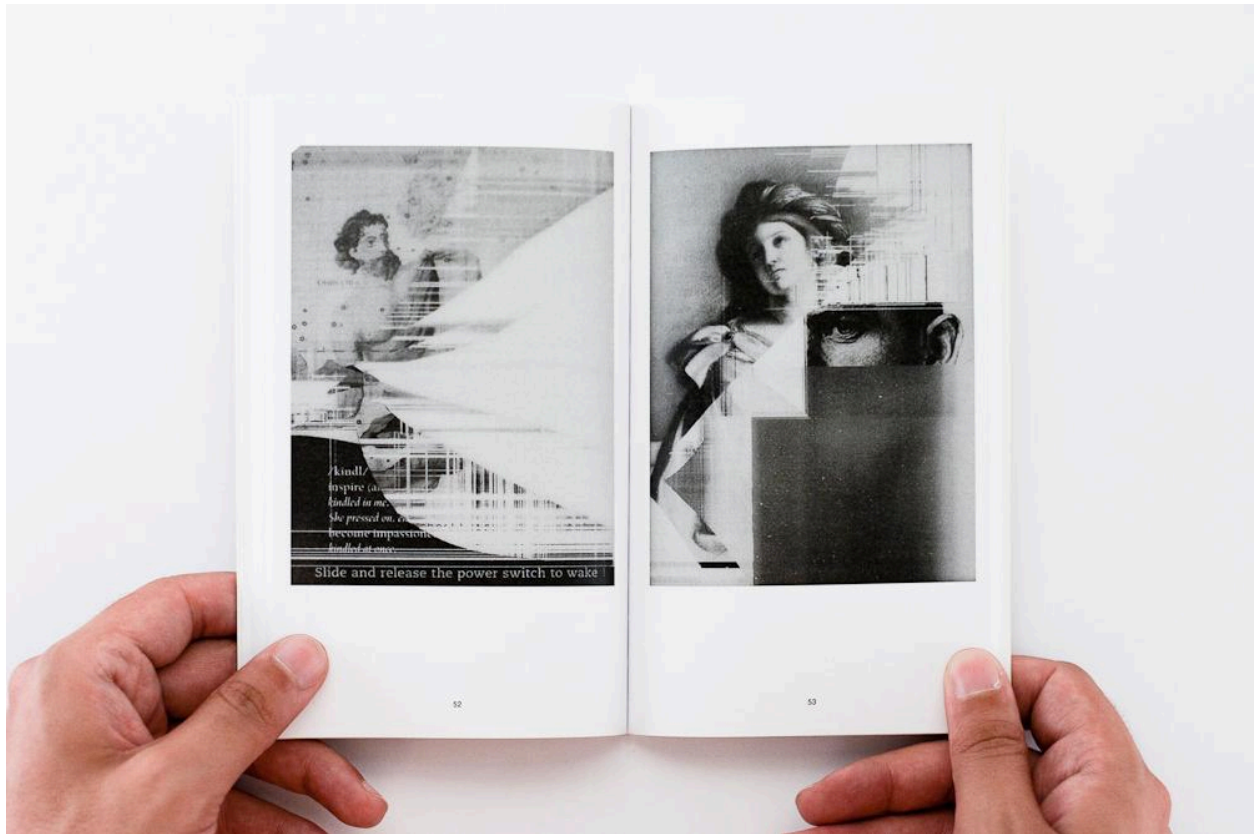


«JPEG image compression is lossy. Every time you edit and save a picture, some of the original content is lost. But it's difficult to see that with the naked eye, so I compressed Shakespeare instead. That's the balcony scene from Romeo and Juliet, compressed at "maximum" quality in Photoshop: I loaded the text as a RAW, then outputted the compressed file back to plain text.»

## WHAT ABOUT DEVICES?

**56 Broken Kindle Screens, 2012** (in collaboration with [Sebastian Schmieg](#))





<http://silviolorusso.com/work/56-broken-kindle-screens/>

56 Broken Kindle Screens is a print on demand paperback that consists of found photos depicting broken Kindle screens. The Kindle is Amazon's e-reading device which is by default connected to the company's book store.

The book takes as its starting point the peculiar aesthetic of broken E Ink displays and serves as an examination into the reading device's materiality. As the screens break, they become collages composed of different pages, cover illustrations and interface elements.

∞ edition via Print on Demand with  [Lulu](#)

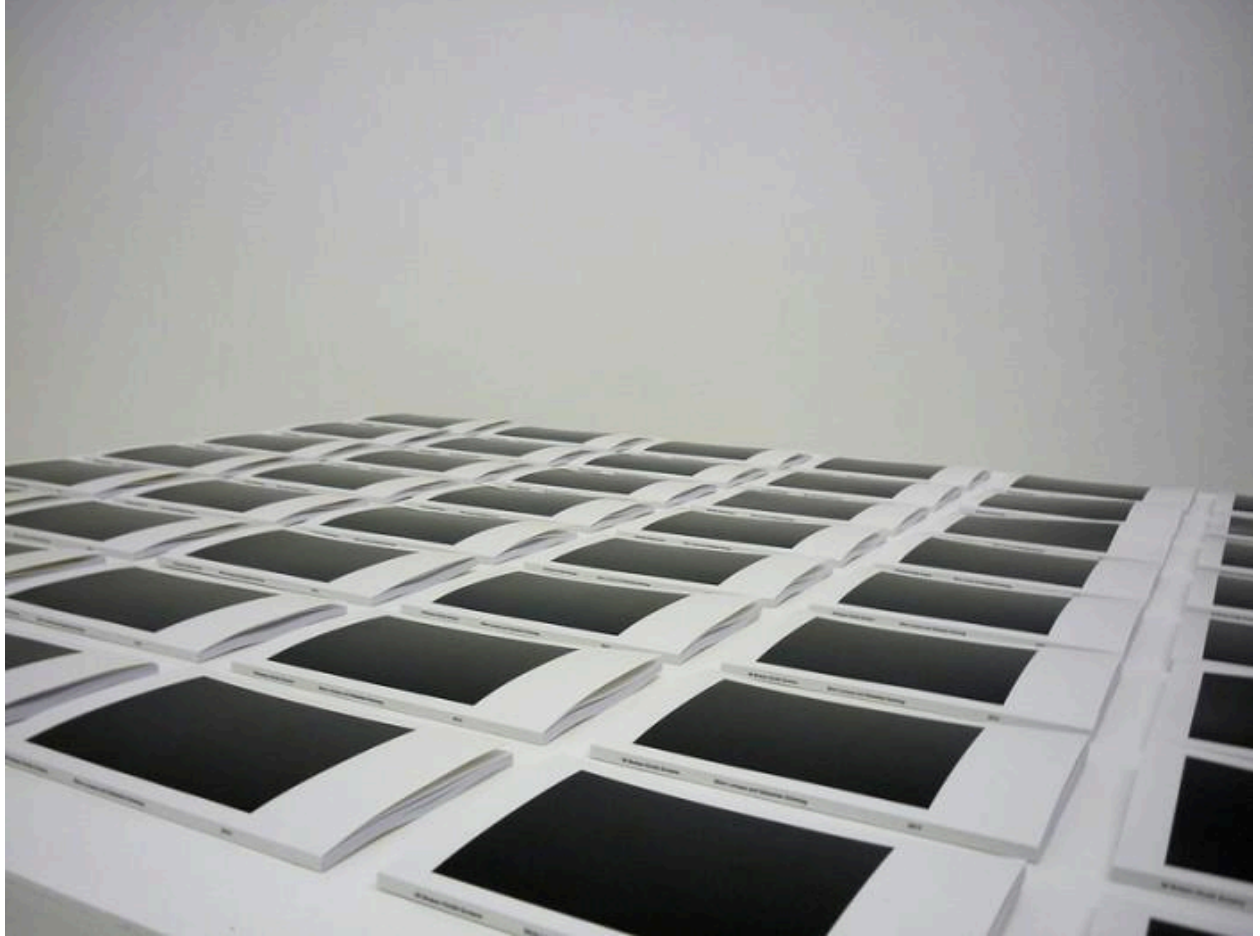


56bks on a [Kindle Touch](#)

**56BKS** [@ Link Art Center](#)



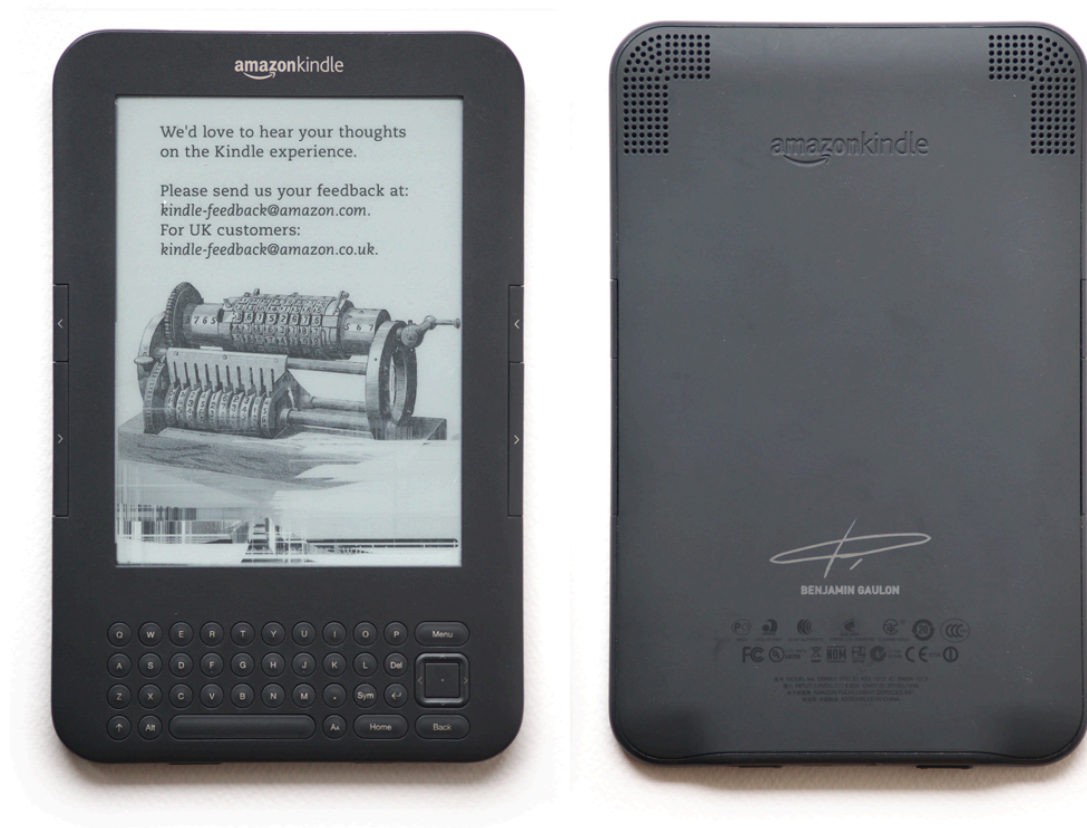




**Page Flip Again!**



## Broken Kindles as Ready-Mades



[\*KindleGlitched\*](#), Benjamin Gaulon (2012)

## **NEXT LEVEL:** Broken Kindle Screens as Ready-Mades





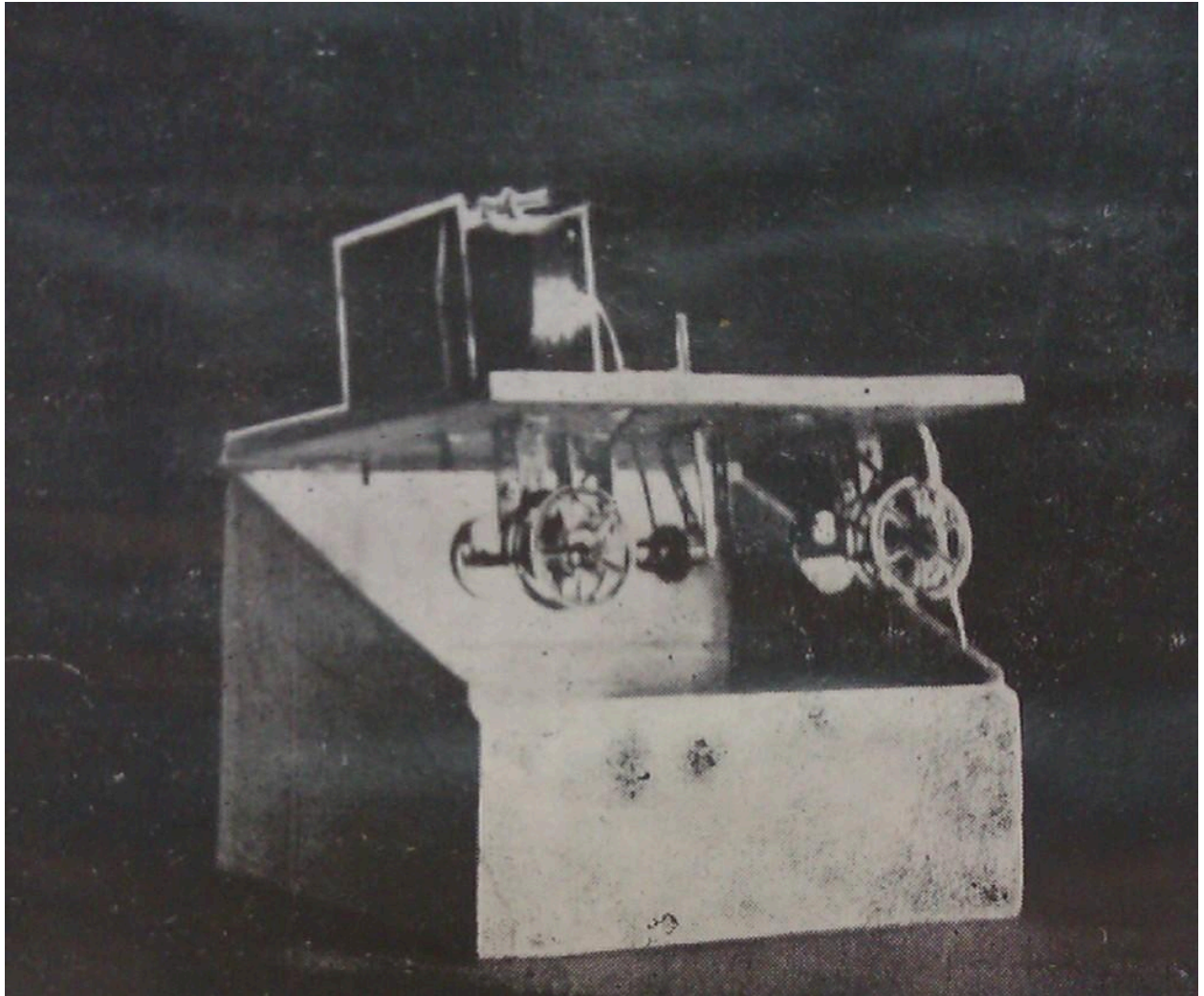
[Ghost in the Machine](#), Simon Ward (2013)

*It is at that stage that the electronic book merges with the photographic, that evokes a failed but beautifully fixed image reminiscent of a 5x4 inch glass plate or a daguerreotype.*

---

*9. How does the mind store digital and printed information. And what is the difference? How exactly does the technology we use to read change the way we read?*

A short story about Bob Brown's Reading Machine and efficiency

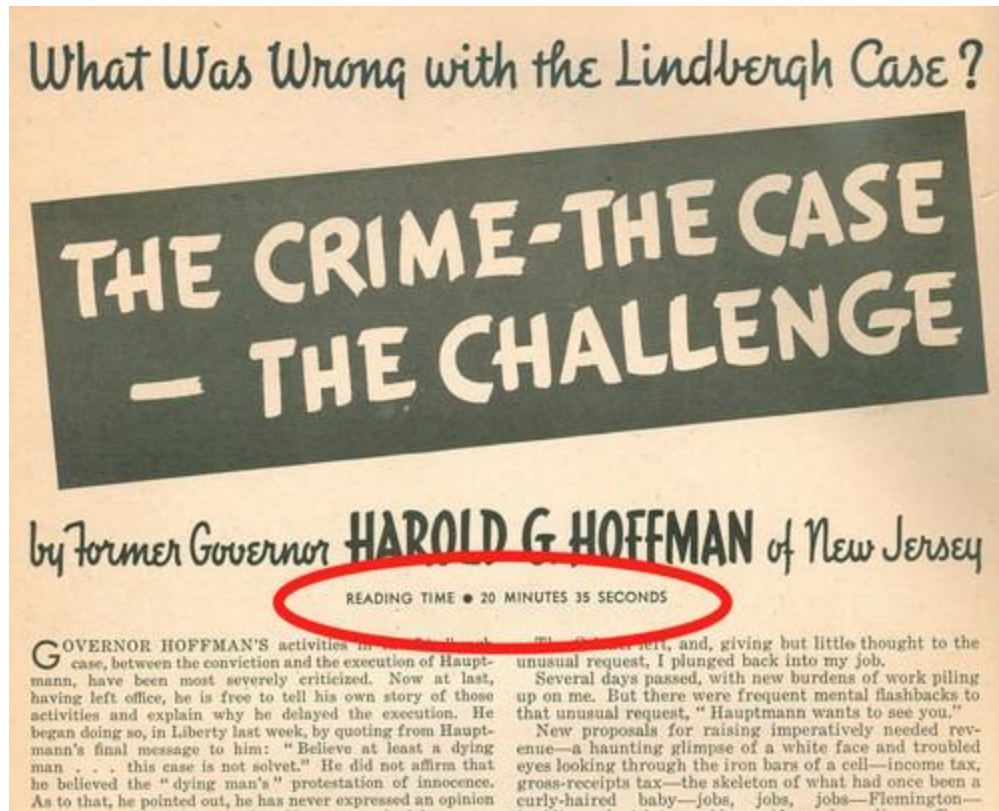


Bob Brown's Reading Machine (1930s)

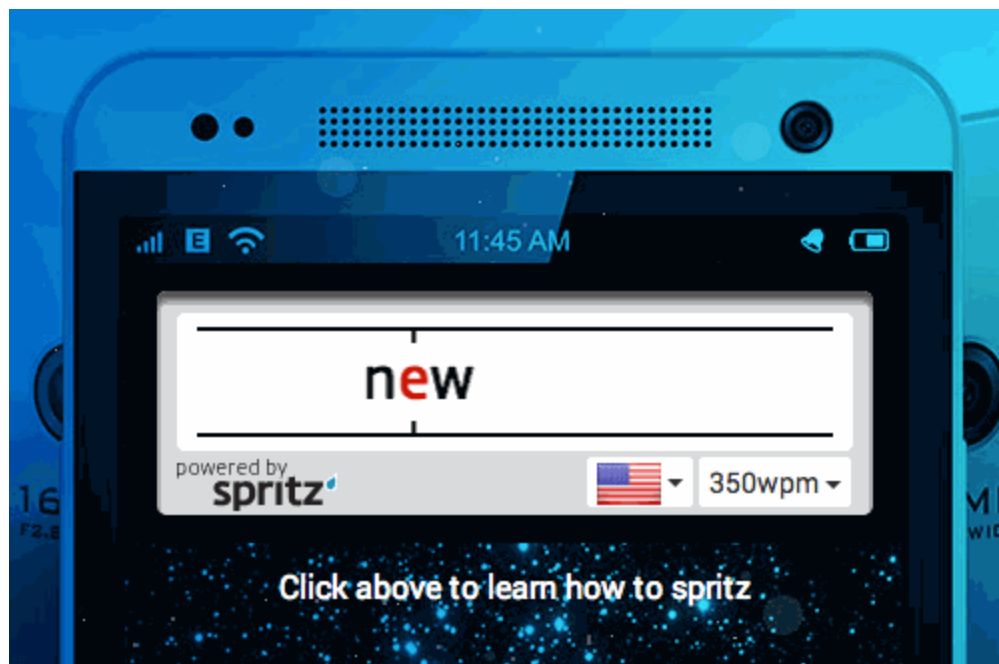
Harrys-soul-sigh-lifting-eyebrows-crowfooting- - -  
smooth-unflurried-wide-blank-forehead-into- - -  
heavenly-angelic-perplexity-wrinkles- - - - -  
Misunderstood-Harry- Miserable-Ma-swapping- - -  
sighful-misunderstood-miserable-glances- - - - -  
knowing-looks-interchanged-.-Hungarian- - - - -  
rhapsodic-adolescent-days-Harry-doing-violin- - -  
chores-while-Maw-hustled-red-sweating-panting- -  
brothers-carrying-pails-around-farm.-Crucial-day- -  
dawns-.-Harry-a e t a t-eighteen-Father-asks- - -  
Whatho!-Dull-boy-work-or-play?-Harry-sighs- - -  
c a d e n z a-Maw-sobs-l a r g h e t t o-musical- - - -  
interlude-d u o-Harry-nobly-rises-occasion-plays- -  
p i z z i c a t o!-Maws-savings-send-him-Milwaukee-  
first-faltering-step-up-musicmaster-ladder- - - -  
restaurant-job-sawing-wooden-violin-exchange- - -  
bellyfuls-beef-stew-better-than-being-pearl-diver- -  
anyway-writes-Maw-only-pot-boiler-great-future- -  
greater-heights-ahead-Christ-look-what-Kreisler- -  
went-through-Ysaye-Micha-Ellmann-all-geniuses-.-  
Harrys-curly-milky-six-socked-beauty-attracts- - -  
ladies-trembling-horsd'oeuvres-acrobats-go-nuts- - -  
before-cheese-course-send-him-scented-notes-bank-  
notes-.-Harry-tinkles-like-street-car-conductor- - - -  
through-solos-.-his-arty-eyes-above-.-loose-lipped- -  
ladies-applaud-eyeing-his-thick-jiggling-brows-.- -  
browse-.-Harry-manfully-works-way-East-ladies- -  
helping-heavily-.-Takes-second-selfmaking-step- - -  
great-career-violin-virtuoso-almost-virtuous-meets-  
night-club-proprietress-earns-drinks-plus-food- - -  
jiggles-jingles-fourteen-hour-day-including- - - - -  
cocktail-teas-.-Writes-Maw-proud-progress- - - - -  
Histrionic-brunette-hairdresser-sobs-into-gin- - - -  
sends-Harry-real-violets-after-Masterly-rendition- -

Bob Brown's *The Readies* (1930)

«A simple reading machine which I can carry or move around, attach to any old electric light plug and read hundred thousand word novels in ten minutes if I want to, and I want to.»



Liberty magazine, Feb. 5, 1938



[Spritz](#) (2014)



# Reading = Writing

## AMBIENT FICTION READING SYSTEM 01

A LIST OF THINGS I READ DIDN'T READ AND HARDLY READ FOR EXACTLY ONE YEAR

SUNDAY, FEBRUARY 18, 2007

October 16, 2006

Monday, October 16, 2006

10:34-45 HOME OFFICE NYT Wallflower at the Web Party  
12:41-3 Competition Fails to Cut Electricity Prices  
12:44 A Razor Sharp Profile Cuts Into a Mile-High Cityscape  
12:46-7 Works by Johns and de Kooning Sell for 143.5 Million  
12:51-4 The Broker Who Fell to Earth

4:51 SUBWAY NYMAG Flight of the Bumbleboys  
5:28-33 WSJ How a Blogger Put Himself in the Middle of Mark Foley  
Story  
5:33-9 In Era of Blockbuster Books, One Publishers Rolls the Dice

9:16-21 Not So Hidden Asset, His Wqife, Is Force in Lamont's Senate  
Bid  
9:22-5 A Fabled Run and One Last Night of Rock  
9:38-31 NY Mag Could the Democrats Lose?  
9:35-41 Market Rate for Mighty Mira  
9:42-8 Can This Marriage Be Saved?

POSTED BY TAN LIN AT 11:27 PM 

ABOUT ME

TAN LIN

NEW YORK, NEW YORK, UNITED STATES

[VIEW MY COMPLETE PROFILE](#)

PREVIOUS POSTS

[October 14, 2007](#)

[October 11, 2007](#)

[October 10, 2007](#)

[October 8, 2007](#)

[October 6, 2007](#)

[October 5, 2007](#)

[October 4, 2007](#)

[October 3, 2007](#)

[October 2, 2007](#)

[October 1, 2007](#)



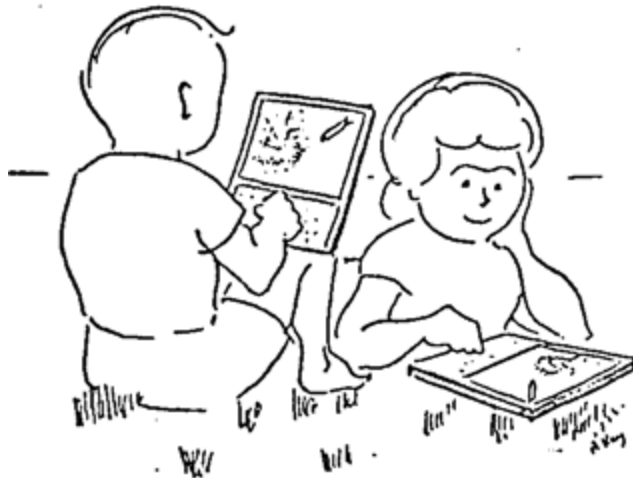
Tan Lin, *Ambient Fiction Reading System 01: A List of Things I Read Didn't Read and Hardly Read for Exactly One Year* (2006).

*10. How educational institutions are dealing with this topic? What does the book mean to the next generation.*

Tablet hype

From production to consumption

«From the day of his arrival, computers were mainly, if not exclusively, instruments of intellectual production. For the first time we meet with a computer that is mainly a tool of intellectual consumption» - Roberto Casati



[The Dynabook](#) - Alan Kay (1968-1962)

Distraction

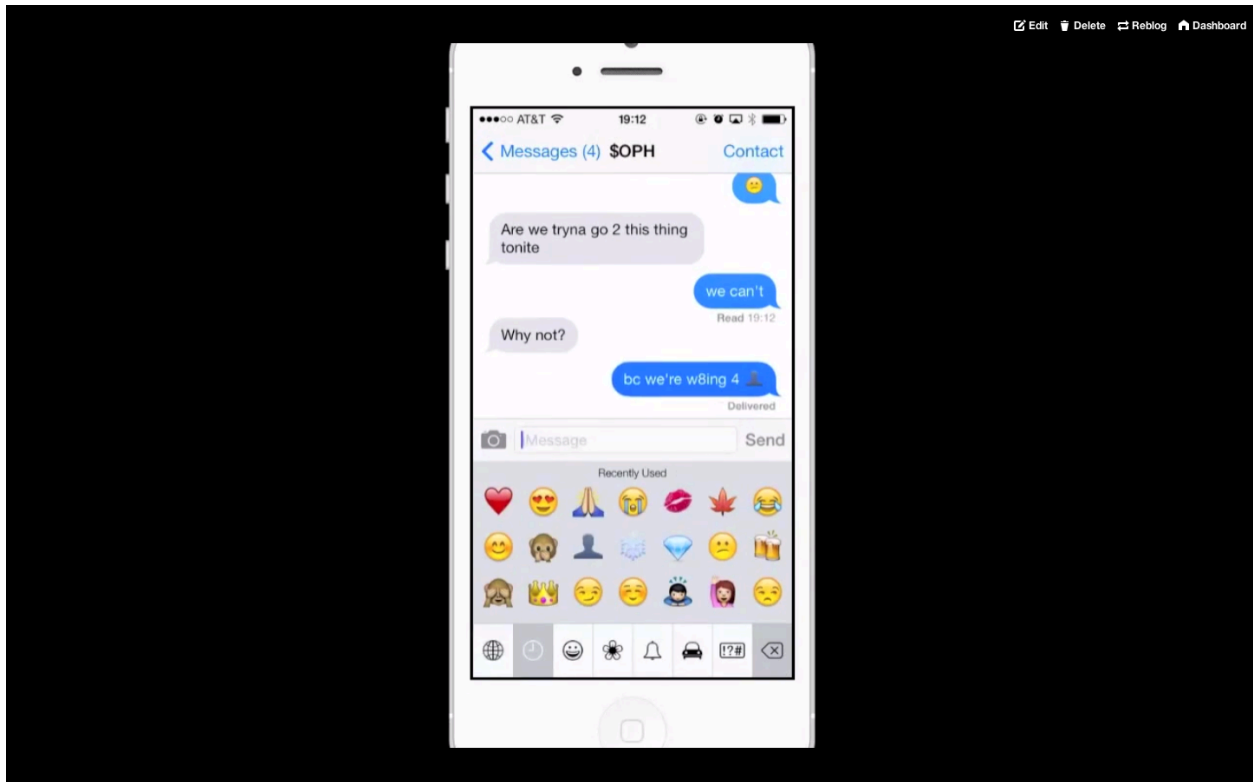
«One of the most ignominious trends in writing is multimedia books: “transmedia”, apps, “augmented” or “enhanced” ebooks, a category error by publishers desperate to embrace technology and making the mistake that other forms of media — video, audio, nebulous “interactivity” — are somehow improvements on the text. In fact, the reverse is true. Books are a medium of the imagination, a true interactivity where the reader animates the writers’ intentions in their own mind. The distraction of multimedia reduce the bandwidth of the imagination.» [James Bridle](#)

Gamification

«Why pollute yet another medium with yet another layer of social spam and gamification?» Florian Cramer

So what to do?

Casati proposes a series of low-tech exercises to educate “digital natives” (an expression he doesn’t accept) to educate young generations to literacy and media. Example: contribute to a Wikipedia page.



[W8ING](#), Sophia Le Fraga (2014)

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Adobe's [Colophon 3 Alphabet](#), used to promote PostScript language (1987)

⇒ [silviolorusso.com](http://silviolorusso.com)

⇒ [@silvi0l0russo](mailto:@silvi0l0russo)

⇒ [@p\\_dpa](mailto:@p_dpa)