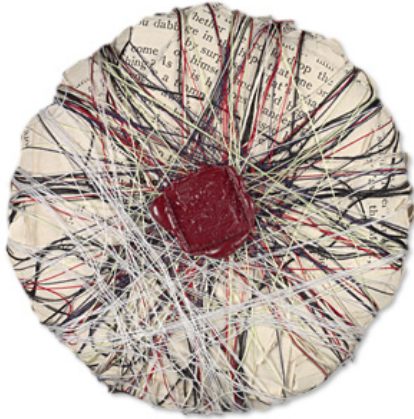

Innovation: The changing form of books



Medallion

In this activity sheet you'll learn about the way books have changed over the years. You'll also look at some interesting examples of new types of books on the Mirror of the World website.

In the spotlight

Medallion
Nicholas Jones
2000

Etisoppo Infinity
Jun Tagami
2004

The Order of Things
Norbert Schoerner
2001

Zines
Various authors

Words to know

Zine, ebooks, ezines, enewspapers, altered book, boustrophedon

Pages to visit

http://www.mirroroftheworld.com.au/innovation/changing_form/index.php

http://www.mirroroftheworld.com.au/innovation/changing_form/medallion.php

http://www.mirroroftheworld.com.au/innovation/changing_form/order_of_things.php

http://www.mirroroftheworld.com.au/innovation/changing_form/etisoppo.php

http://www.mirroroftheworld.com.au/innovation/changing_form/zines.php

Books that aren't even books

Books with no end, **altered books**, **ebooks**... Books aren't what they used to be.

Throughout history, we have experimented with many different mediums to write and record information: we've had clay tablets, scrolls made from animal skins, wax books, handwritten books and books written in gold.

Today books are a part of our everyday lives, but if you think about it, what exactly is a book? Is it just a bunch of printed pages, bound together along the spine and put between two covers?

Well, yes. But there are also many new and exciting experiments that are challenging this idea of the book. These new books not only make us think, but they look quite different to what we normally think of as a book.

In this activity sheet, you'll learn about experimental book forms, as well as a new type of magazine called a **zine**. You'll also find out how new technologies are influencing the way books are produced and preserved.

Book art

You'll look at three experimental book forms that make us think about the way we use books and what they actually are.

Nicholas Jones is a Melbourne artist who folds, cuts, sews and glues ordinary books to transform them into amazing artworks. Look at his book sculpture *Medallion* in the Mirror of the World website and use the Zoom & Pan interactive link to see the details up-close.
http://www.mirroroftheworld.com.au/innovation/changing_form/medallion.php

Question time 1

1. How do you think Nicholas Jones has altered this book?

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2. Why do you think Nicholas Jones made this book sculpture? Is he trying to tell us something? Do you think he hates books, or loves them? Is he destroying something, or creating something new?

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3. Now that this book has been transformed, you can't read it properly. Is it still a book? If not, then what is it?

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Activity 2 – Create your own book sculpture

How would you design your own book sculpture? Look at the websites below to get some more ideas before you start.

Both sites have galleries of book art and further information about 'altered' books.
<http://www.alteredbookartists.com>
<http://www.princetonol.com/grOUpS/iad/lessons/middle/Judi-books.htm>

Activity 3 – Get interactive!

All books and stories have a beginning, a middle and an end... or do they? Look at *The Order of Things* by designer Norbet Schoerner on the Mirror of the World website and read the text on the page.
http://www.mirroroftheworld.com.au/innovation/changing_form/order_of_things.php

Question time 2

The Order of Things has no beginning, middle or end. It is just an endless cycle of pages. So how do you know where to start? And where does it end?

1. What does *The Order of Things* remind you of? Can you think of something else that you don't need to read from beginning to end?

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2. Norbet Schoerner invented circular binding for *The Order of Things*. What would be some advantages and disadvantages of these kinds of books?

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Activity 4 – Create an original book of your own

Many people love *The Order of Things* because it is so original. What original design can you come up with? Think outside the square. Sometimes the craziest ideas are pure genius. The first step is...anything goes.

To help get you started, think about:

- How else you could present a series of images or words so that there is no beginning or end?
- What would a book combined with clothes, food or some other unlikely item look like?
- What new and unknown technology will you use?
- What materials you would use - think beyond just paper and ink. Will it be made of metal, wood, plastic, rubber, a hologram? Do you want to use recycled materials?

Activity 5 – Get interactive!

Look at *Etisoppo Infinity* on the Mirror of the World website. Make sure you follow the Zoom & Pan link on the left-hand side of the page to see the pages in minute detail.

http://www.mirroroftheworld.com.au/innovation/changing_form/etisoppo.php

Etisoppo is a 'super-mini magazine', which means you can take it with you anywhere you go. The pages are printed on cards that are loose inside a case. This means the reader/viewer can arrange the cards any way they want. You decide which order they go in and you can create different stories each time you look at it.

1. Think about the different ways you can read *Etisoppo*. In what ways is it similar to *The Order of Things*? In what ways is it different?

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2. What do you think the word *Etisoppo* means?

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Now read what the makers of *Etisoppo* have to say:

'If you read *Etisoppo* from right to left it says opposite. In English, all words are read from left to right. In Japan, all words used to be read from right to left.

While these are just differences, understanding differences opens the door to respect for different cultures. English is fast becoming a universal language. Despite this, different languages, and ways of thinking will continue to exist.

Australia is called 'Down-Under'. It is the opposite country. We bring you new images from this opposite country with opposite perspectives. The world looks different from where we stand.'

(taken from the *Etisoppo* website <http://www.etisoppo.com/>)

Question time 3

1. The artists who made this 'book' call themselves *Etisoppo*. Why do you think they chose this name?

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2. What does *Etisoppo* have to say about the future of world languages?

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3. In English and many other languages words are written from left to right. Can you think of any other languages that don't do this? Which way do they write?

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Activity 6 - Which way do I read?

Use the link below to find out in which direction these languages go:
<http://www.omniglot.com/writing/direction.htm>

Language	Direction
Arabic	
Chinese	
Turkish	
Ancient Egyptian	
Mongolian	
Rongo Rongo	
Somali	
Hebrew	

Does anyone in your class speak a different language? Ask them some questions about their language and the way it is written.

It's all Double-Dutch to me

Some writing even changes between right-left and left-right! For example, some ancient civilizations in Hungary and Easter Island wrote this way. It's called 'boustrophedon' script. It changes direction in same the way that the ox ploughed the fields in ancient cultures.

If English was written in
 bluwow ti nedi t'qirae nobedqortseuod
 probably look like this, but it would be a
 bluwow?kniht uoy t'nob ,bser ot tluaittib elitil

Activity 7 - Create your own language

- Create a language that no-one else can read except you (and whoever you teach). In which direction will it be read? What kind of alphabet or script will you use? Look at the Omniglot website link above again for inspiration.
- Make sure that you keep a translation book, so that you don't forget your new language.

a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

- Write a note to your friend and see if they can guess what the note says. Let them choose one 'letter' at a time that you will then translate for them.
- How many letters do they need before they can guess what the note says?
- Now swap roles and see if you can decode their new language.

Zines – A new type of magazine

What is a zine? A zine is a low-budget magazine, which doesn't need lots of money or a big publishing company, just creativity and lots of energy. Zines are usually drawn and written freehand and then photocopied. They also feature cut-and-pasted photos and text. The aim is to make zines simply, quickly and cheaply – and original. They allow the creator to be artist, illustrator, writer and publisher.

Activity 8 – Make your own zine

Look at the front covers of the zines on the Mirror of the World website for inspiration.

http://www.mirroroftheworld.com.au/innovation/changing_form/zines.php

You can also look at some of the zines listed on the website below:

<http://www.zinebook.com>

This activity can be done in groups or as a class project.

- First decide what your zine is going to be about. Your zine can include stories, poems, original artwork, interviews with friends, or perhaps articles about punk music, hip hop, skating, celebrities, the latest movies and games, things we need to change about our school...etc.
- Think about your audience: who wants to read your zine? Is it for teenagers, adults, musicians, skaters, or people who love movies?
- Each person in your group can have a different role: you will need some writers, a cover designer, an illustrator and an editor.
- You can make your zine free-hand. Try writing in pencil first so you can erase mistakes, then copy over the pencil with a good black pen.
- Mix and match: you can cut and paste text and pictures made on the computer and use them next to free-hand drawings and writing.
- Make simple designs in black and white, so that they look good when they are photocopied.

The future of books

Nowadays there are many new and interesting ways of designing and making books. Who knows what will come next? One thing's for sure though – new technologies will play a big part in whatever happens in the future.

Computer technology today means that we communicate in writing without paper every day – we email, use laptops, and text each other on our mobiles.

Many people now look for information on the internet instead of using dictionaries and encyclopedias, magazines and newspapers. It's easy, cheap and sometimes much quicker. More and more people read online newspapers and magazines too. There are ebooks, **ezines** and **enewspapers**.

The internet is still very much like a big book, and it has taken a lot of its design from books, because that's what we're used to reading. Internet websites have pages, lists of contents, titles, and text with pictures.

But there's one important difference – it's a paperless publication. Some people think it is a good thing to use these new technologies, because it means we'll use less paper in the future. Some even think that one day we will live in a totally paperless society. Others say paper-based books will never disappear.

Question Time 4

1. Do you think it's possible that one day we will no longer use paper? How will we be able to function without it?

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2. Do you think we'll have books, newspapers and magazines in 50 years time? Why/Why not? How would you feel if they were no longer made?

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3. Ebooks (electronic books you can download from the internet) are a new book technology. What new 'book' technologies do you think we'll have in the future?

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4. What are some of the disadvantages of having so much information available on the internet?

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