Unfolding Reading

UNIT 3 PROJECTION PROJECT

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In Unit 3, through three progressively evolving stages, I continuously explored reading as a generative and situational event rather than a mechanical act.

Creating reading, documenting reading and activating reading became the methods through which I explored graphic communication within this project.

PROJECTION[1] **The New Art of Reading**

PROJECTION[2.1] A Book is a Volume

PROJECTION[2.2] Reading is an event that _____.

PROJECTION[1] · The New Art of Reading

Context

In my Unit 2 practice*, I produced ten completely blank books and turned the audience's reading of them into a form of performance, making their engagement part of the work itself.

Each reader revealed different forms of curiosity, behaviour, and reflection while exploring the books. Here, reading was no longer simply the act of turning pages, but an event shaped collectively by the surrounding environment, the reader, gestures, and other conditions present at the moment reading took place. It became generative and situational, producing different meanings and effects each time it occurred.

This process, full of unpredictability and surprise, confirmed my interest in reading and led me to wonder what new experiences might emerge if reading were brought back into contact with specific content.

* My work ***Read the Unreadable*** from Unit 2





Further details:
https://www.instagram.com/p/DVdVnJmjCvF/?img_index=1

PROJECTION[1] · The New Art of Reading

Content

To explore new forms of reading, it became crucial to understand the book from new perspectives. Therefore, using Ulises Carrión's essay The New Art of Making Books* as a reference, I reconsidered the idea of the "new book" from the perspective of making, while simultaneously approaching it as a reader, resulting in the production of nine books.

Through playful experiments in editing and binding, these works collectively respond to the six sections of the reference text:

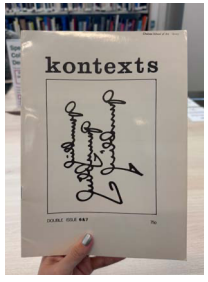
WHAT A BOOK IS,
PROSE AND POETRY,
THE SPACE,
THE LANGUAGE,
STRUCTURES,
THE READING.

Together, they form my work *The New Art of Reading*, presenting my reflections on reading and the form of the book.





Overview of the Work



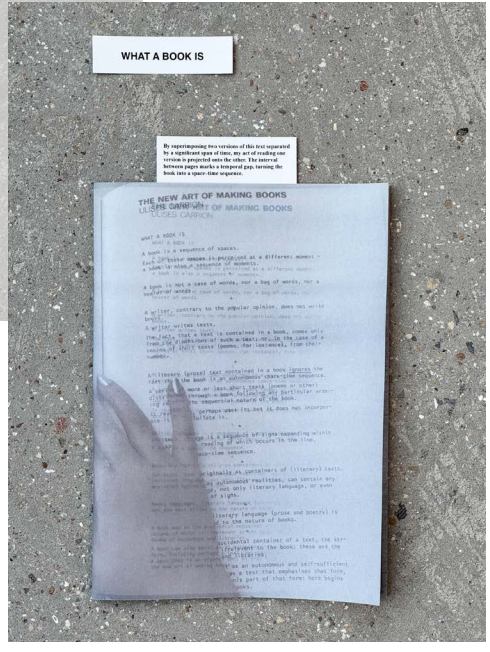
* ***The New Art of Making Books*** by Ulisses Carrión in **Kontexts** magazine (1975)

This essay made me realize that meaning in books comes not only from content, but also from form, interaction, and the reader's experience over time. It also showed me how books as objects can trigger new ways of reading.

PROJECTION[1] · The New Art of Reading

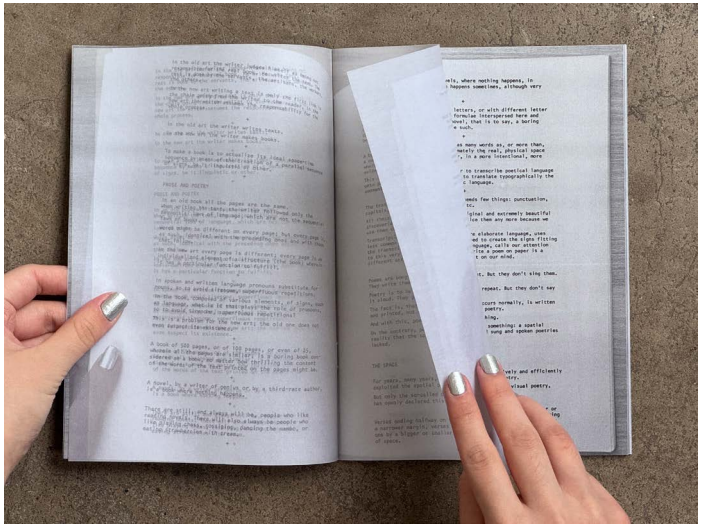
Body of Work

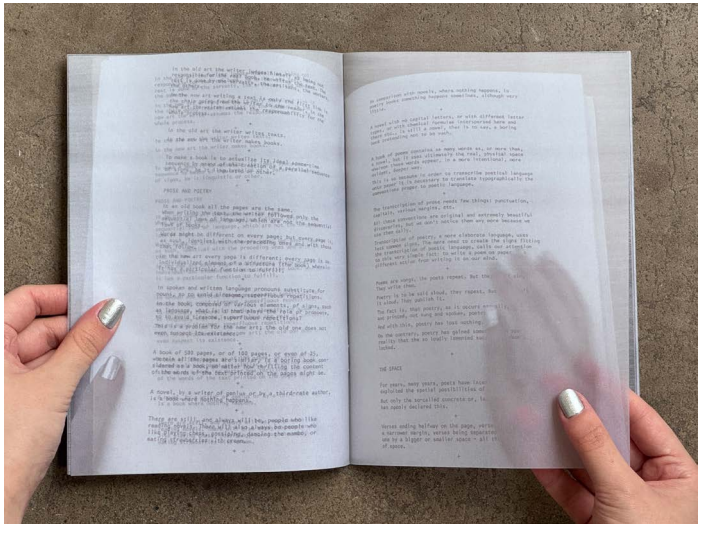




WHAT A BOOK IS 1

By superimposing two versions of this text separated by a significant span of time, my act of reading one version is projected onto the other. The interval between pages marks a temporal gap, turning the book into a space–time sequence.



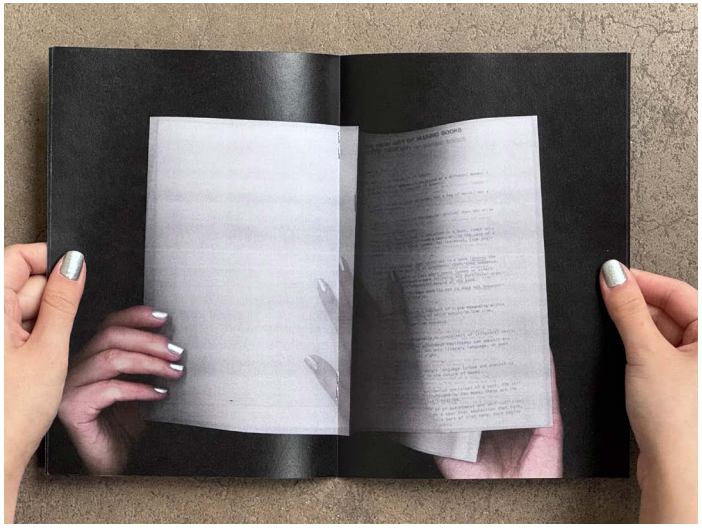






WHAT A BOOK IS 2

When we scan a book, the usual orientation is with the pages face down and the cover face up. I inverted this perspective, allowing the scanner to “read” my reading, and transformed the resulting image into a book that can be read.



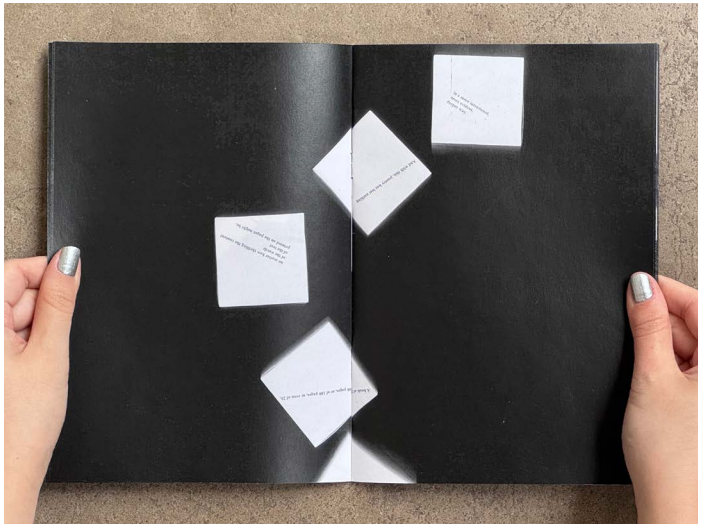


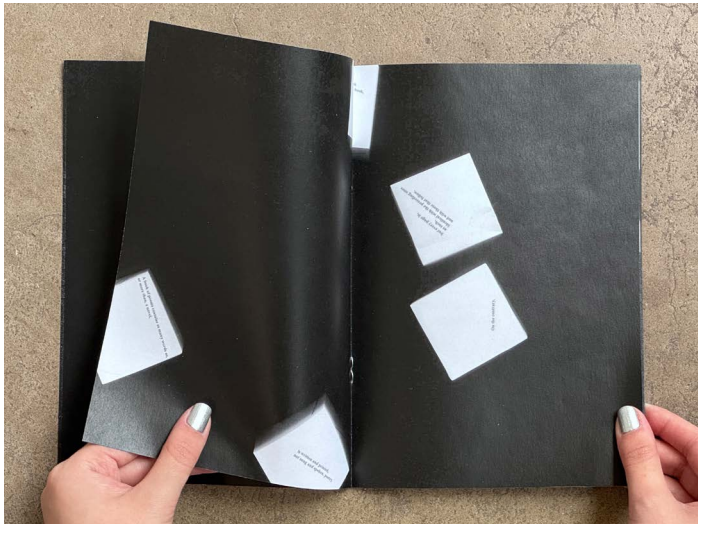




PROSE AND POETRY

I transformed the selected text from this section into five dice. When you roll them, they randomly combine to form sentences for you to read. Only if you are lucky enough will you encounter the original text.







THE SPACE 1

How can a building become a book? I divided selected sentences from the article, printed them, and placed them on every floor. As I climb the stairs, I am reading. Reading from the front propels the reader upward, the reverse side traces the descent. The book becomes a dynamic space.



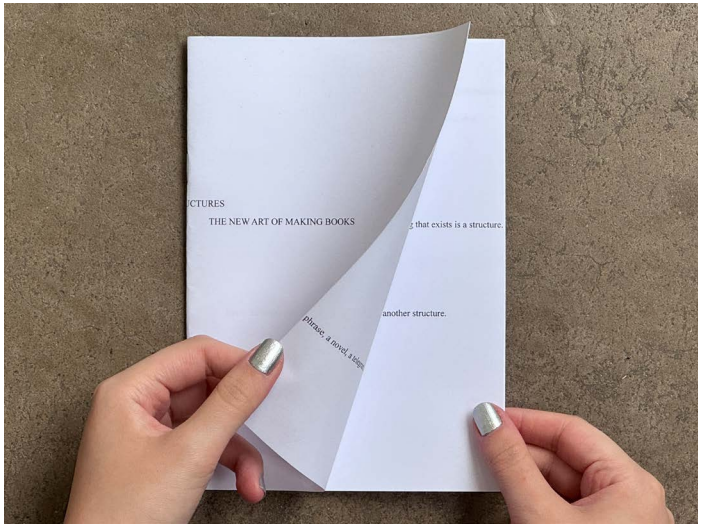


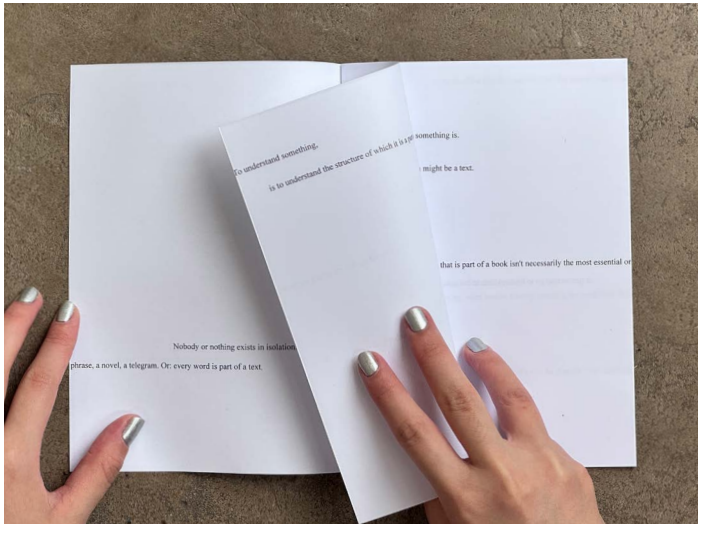




THE SPACE 2

It is difficult to identify where this book begins or where it ends. Because the arrangement of all the text is linear, the book ultimately forms a cyclical space.



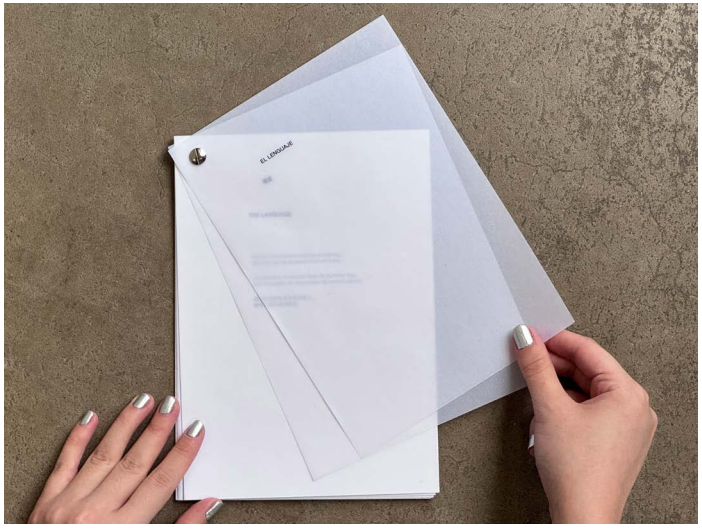


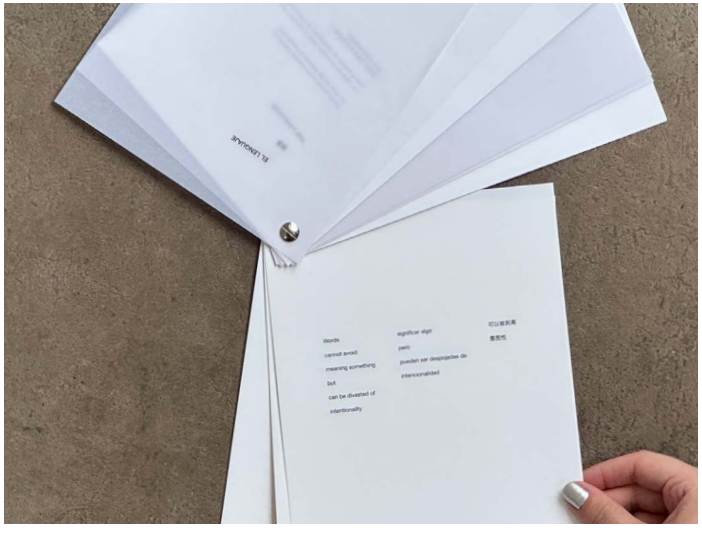




THE LANGUAGE

Words cannot avoid meaning something, but they can be divested of intentionality. In this book, words are not treated as the author's personal expression, but as structural elements whose meaning arises from their interrelations.



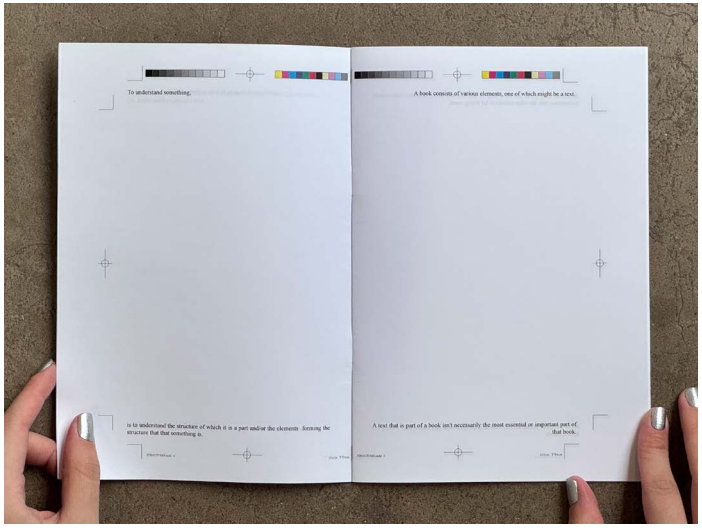


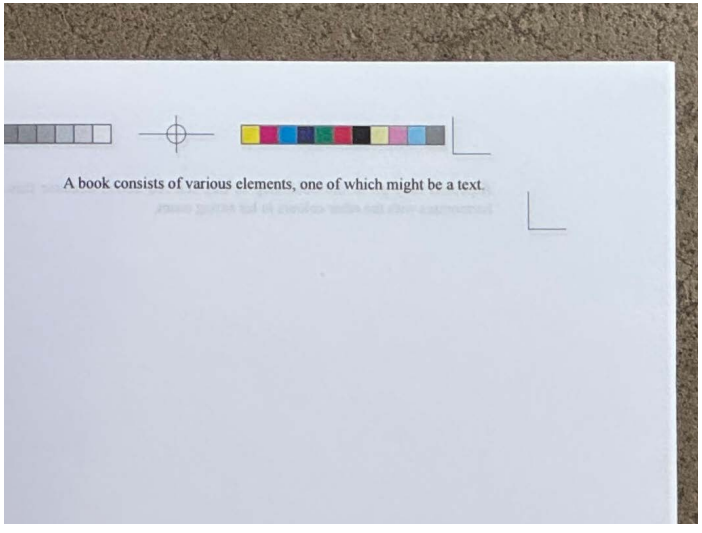


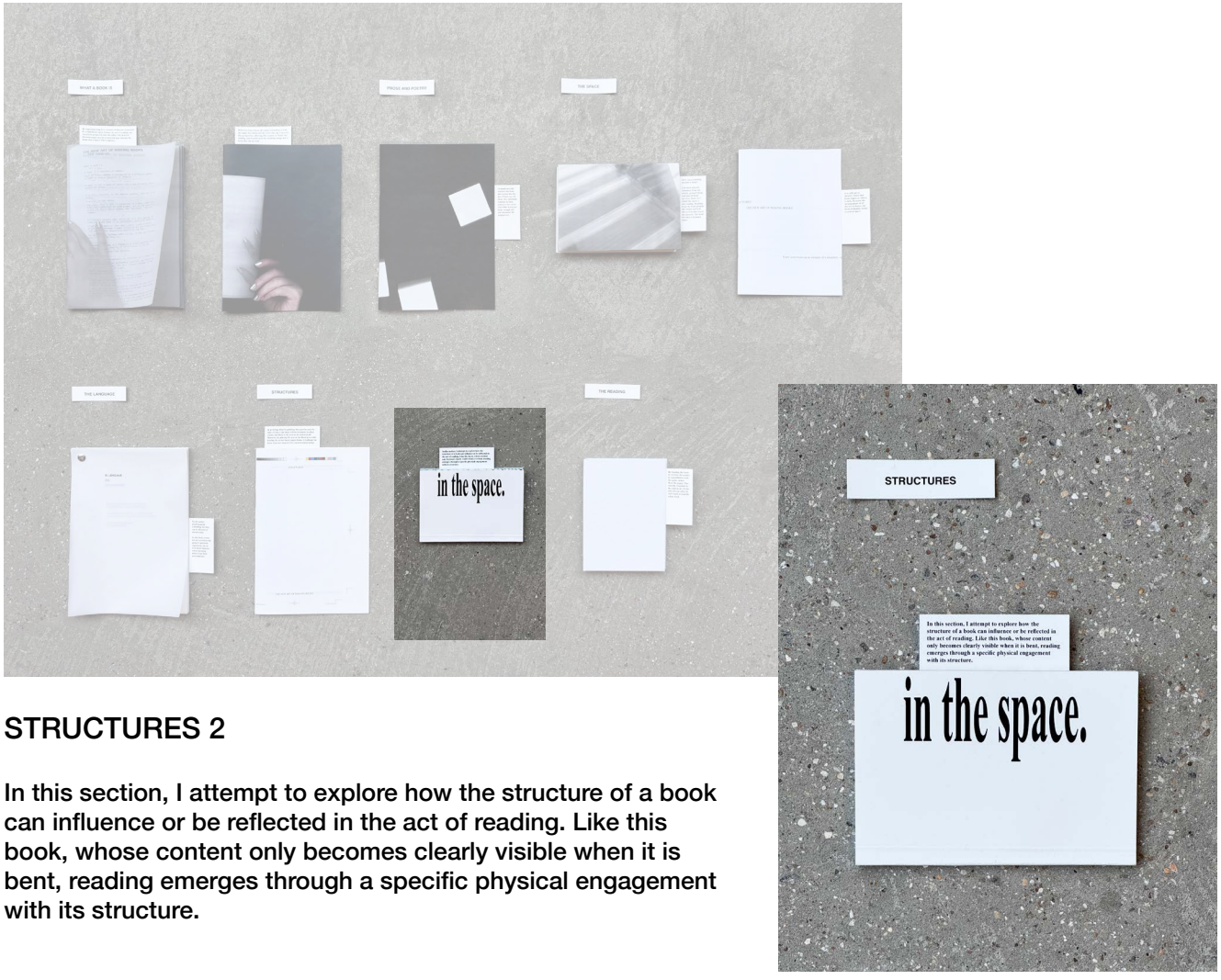


STRUCTURES 1

In printing, bleed is printing that goes beyond the edge of where the sheet will be trimmed. In other words, the bleed is the area to be trimmed off. However, by placing the text in the bleed area while leaving the actual inner pages blank, I challenge the book structure imposed by conventional printing.







STRUCTURES 2

In this section, I attempt to explore how the structure of a book can influence or be reflected in the act of reading. Like this book, whose content only becomes clearly visible when it is bent, reading emerges through a specific physical engagement with its structure.







THE READING

By binding the book in reverse, the reader is compelled to read the spine rather than the pages. This directly responds to the statement: In the new art you often do NOT need to read the whole book.



PROJECTION[1] · The New Art of Reading

Body of Work

By investigating what kinds of new readings a new book can generate, I play with the structures, spaces, and temporal dimensions that a book can present, using conventional book forms to explore possibilities of reading that extend beyond common assumptions.

This work is also my reflection on graphic (publication) design, questioning how a creator might reconstruct the traditional objects and grammar of design.



PROJECTION[1] The New Art of Reading

PROJECTION[2.1] A Book is a Volume

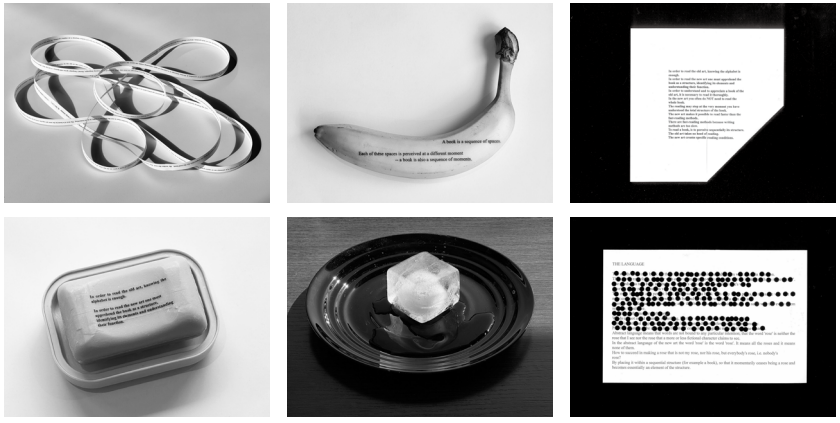
PROJECTION[2.2] Reading is an event that _____.

PROJECTION$^{2.1}$ · A Book is a Volume

Content

In this stage, I explored whether it might be possible to move beyond traditional materials and disrupt the object of the book itself in order to trigger new forms of reading. Inspired by Ben Denzer's work Catalog Press*, I decided to experiment with different media through print-based material investigations.

Borrowing the first half of the sentence, *A book is a volume*, I attempted to complete the second half myself through a series of reading experiments, using these outcomes as reflections on the object being read.



Overview of Projection^2 Experiments

* ***Catalog Press*** by Ben Denzer

This work wraps a variety of different objects within traditional hardback book covers, using familiar book structures to challenge the material existence of the book itself. The audience's reading of the work becomes, in reality, an act of handling and playing with objects. The work encouraged me to reflect on how the object being read can shape our understanding of what reading is.

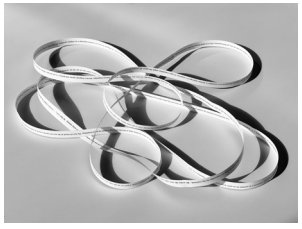


PROJECTION$^{2.1}$ · A Book is a Volume

Experiments

1

A book is a volume
that loops.



Continuing from work in Projection[1], I still used Ulises Carrión's essay The New Art of Making Books as the textual material for my experiments.

In this experiment, I arranged the text linearly across a long strip of paper and transformed it into a Möbius strip, creating an uninterrupted reading experience.

2

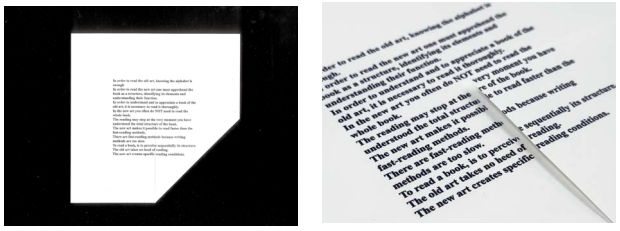
A book is a volume
that can be peeled.



I printed sentences directly onto an banana and documented its transformation through daily readings. As the banana gradually darkened over time, its material change began to respond to the meanings of the sentences printed on it.

3

A book is a volume
of folded planes.



Readers sometimes fold the corners of pages as markers while reading. Inspired by this gesture, I printed sentences directly onto folded pages, so that only when the reader folded the page into the correct position could the complete text be read.

4

A book is a volume
of dynamic friction.





I printed text onto a soap and invited readers to wash their hands with it. This seemed to combine two functions: reading and cleansing.

5

A book is a volume
of stilled kinetic energy.



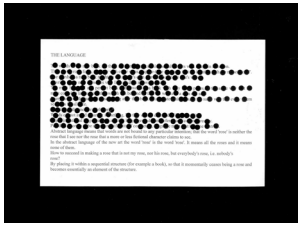


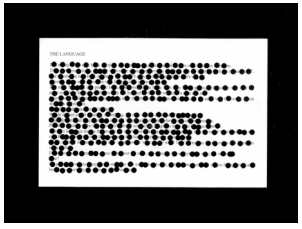


I embedded text in ice cubes. Only through the melting of the ice could the text gradually be revealed and read.

6

A book is a volume
structured by the rhythm of the hand.





This experiment visualised reading itself. I printed out a text and, as I read each word, I used a hole punch to remove it one by one. By the time I finished reading, the page had become completely unreadable.

PROJECTION[1] The New Art of Reading

PROJECTION[2.1] A Book is a Volume

PROJECTION[2.2] Reading is an event that _____.

*Reading is an event, not an act.**

An event implies that it is generative and situational. It is not a mechanical repetition, but something that brings forth different meanings and effects each time it occurs within a different context. Beyond reading words, one is also reading the environment, sounds, smells, and other conditions through which reading takes place. In my opinion, to state that reading is an event is to see reading as an ongoing process of decoding, clarifying, and discerning.

* Gerritzen, M., Lovink, G. and Kampman, M. (2011) I Read Where I Am: Exploring New Information Cultures. Breda, Netherlands: Courtesy Graphic Design Museum, pp. 91.

PROJECTION$^{2.2}$ · Reading is an event that _____.

Content

This is the final work of the unit, *Reading is an event that* _____. Its title takes the form of an incomplete sentence. The first half of the sentence is printed on the fore-edge of each book, like a riddle waiting to be explored. Reading becomes the necessary path toward uncovering the answer. The second half of the sentence cannot be known unless the reader follows the structure of the book itself.

The three volumes of the work each contain a different method of decoding, inviting readers to search for answers through reading a crumpled sheet of paper, a single page, and a notebook.









PROJECTION$^{2.2}$ · Reading is an event that _____.

Structure

Presented in the form of flip books, the work requires readers to place their fingers along the fore-edge and bend the book, allowing the text printed on the edge to gradually reveal itself.

Readers carry the first half of the sentence in their minds, and as the second half slowly emerges, the reading of the work becomes complete.







Vol.1
Unfold the paper ball. Crumple it again.







Vol.2
Pull the paper out. Pull the paper away.







Vol.3
Tear the paper. Tear the paper again.







PROJECTION$^{2.2}$ · Reading is an event that _____.

Body of Work



Book-flipping video: https://youtu.be/abxWq7a_fcI

PROJECTION$^{2.2}$ · Reading is an event that _____.

Reading is an event that unfolds over time.

This sentence becomes the complete answer to the work. I arrived at it through the repeated experiments carried out during this unit, and it represents my understanding of reading.

In the work, the completed second half of the sentence eventually disappears again within each of the three books. The paper returns to a crumpled form, the text appears and disappears, marking the end of one cycle of reading. But once the books are passed to another reader, a new cycle of reading can begin to unfold again.

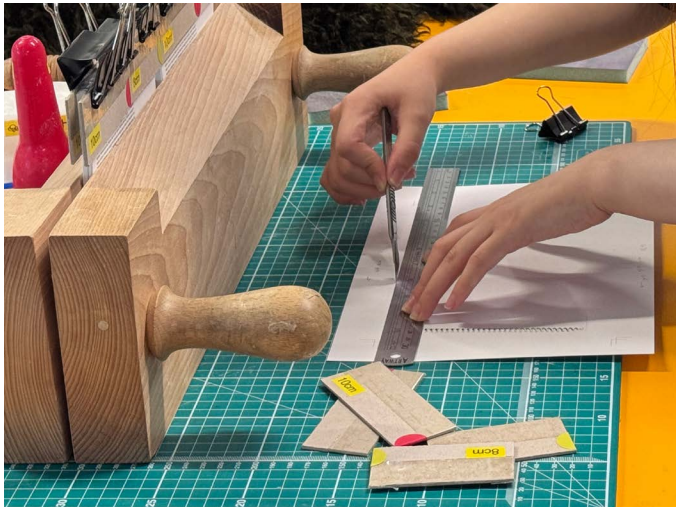
Through this work, my aim was to present my understanding of reading in a way that is simple, clear, and subtle. I hope the work brings together the reader, the book, and myself, collectively forming an ongoing and never-ending process of reading.



UNIT3 PROJECTION

Process Documentation











All of the work in this unit was produced by hand.
I am both the creator and the first reader of the work.



Reading never ends!