Abstract

Reading is an event, not an act.

In my Projection practice, the reflection on and redefinition of reading has been central to my work. I approach reading as an event rather than a fixed action, which implies its generative and situational nature. It is not a mechanical repetition, but something that produces different meanings and effects each time it occurs. I understand reading as an ongoing process of decoding, clarifying, and discerning.

Based on this understanding, I respond to Ulises Carrión's essay *The New Art of Making Books* by asking:

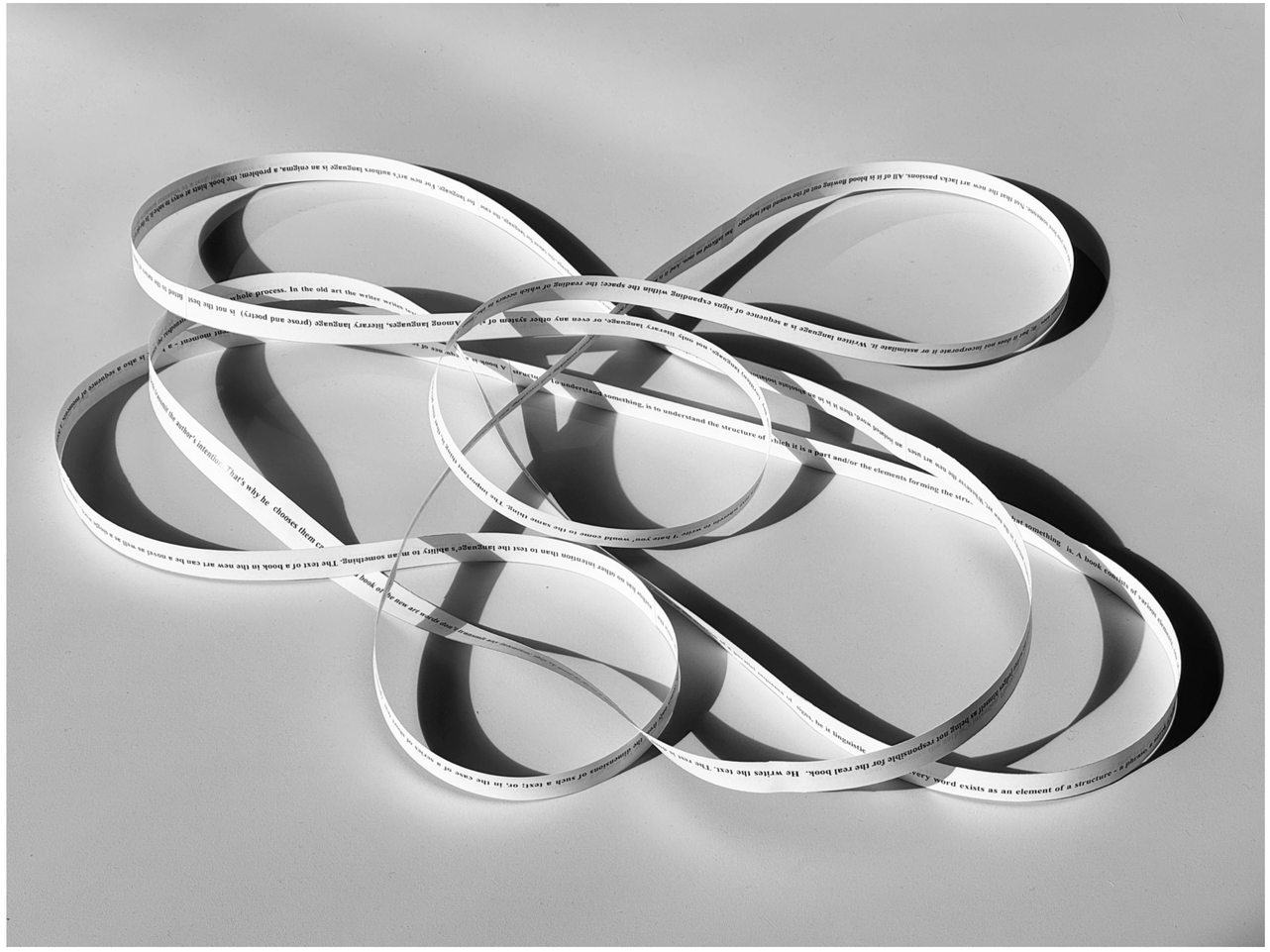
1. what kinds of new readings a new book can generate, and
2. how print-based media experimentation can expand our understanding of the book and thereby activate reading as an event.

Using the text of this essay as material, I conducted a series of visual experiments, employing conventional book forms and materials to explore possibilities of reading that extend beyond common assumptions.

The way I engaged with my enquiry was through continuously experimenting with new binding and printing methods. Therefore, rather than being a finished outcome, my work is better understood as a collection that remains open to ongoing additions and new practices. I place great importance on its future potential, which means that even after the course ends, I can continue to explore with curiosity and generate further forms of unconventional reading.

I believe my work can resonate within the field of graphic (publication) design, as it functions as a reflection on the discipline, questioning how a creator might reconstruct the traditional objects and grammar of design. At the same time, I also hope that general readers might pick up my books, handle and explore them, and experience a quiet moment of recognition or delight.

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



A book is a volume that loops.

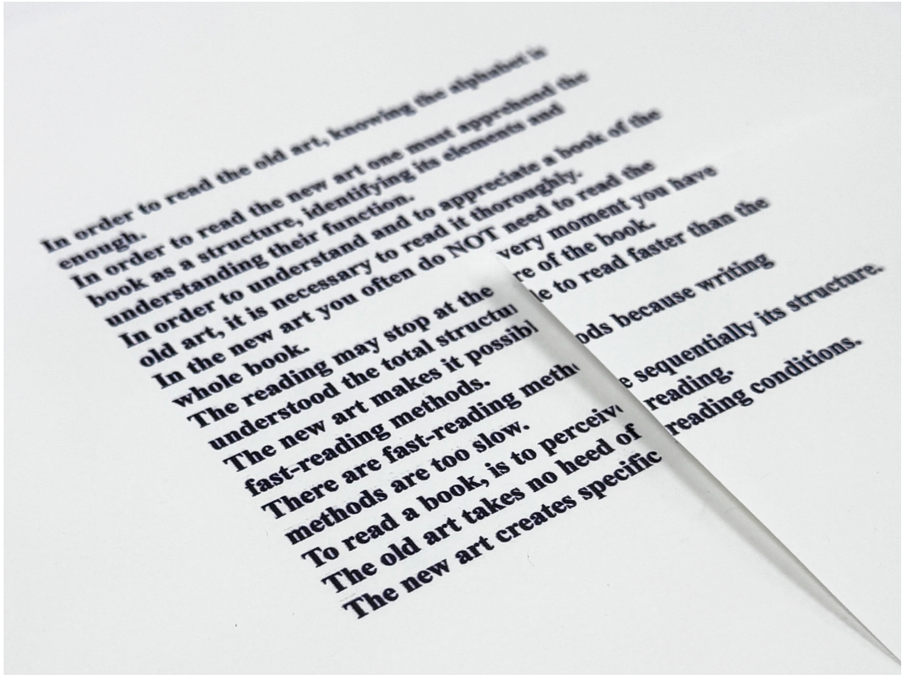


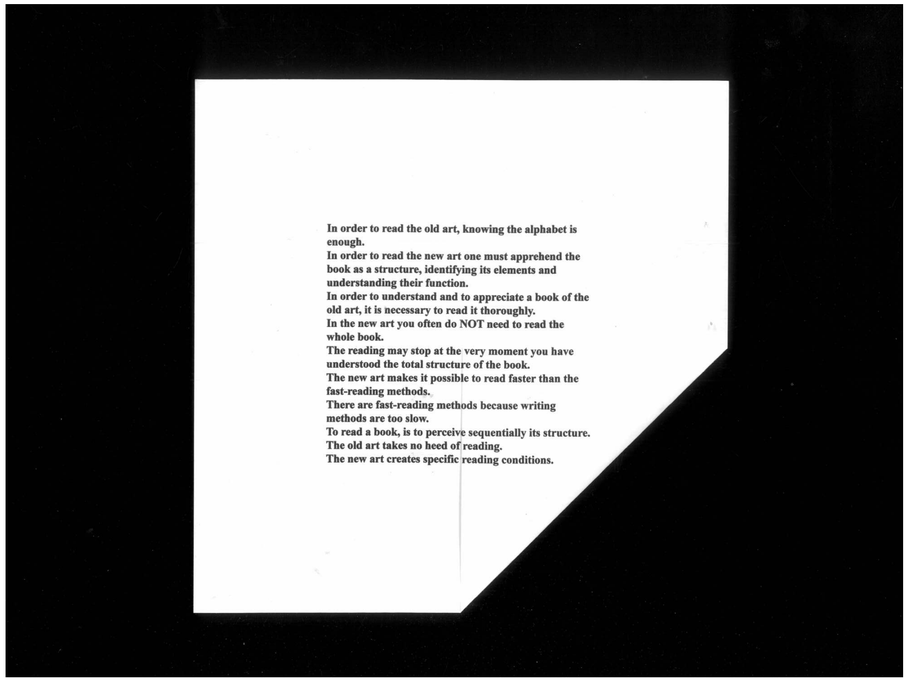




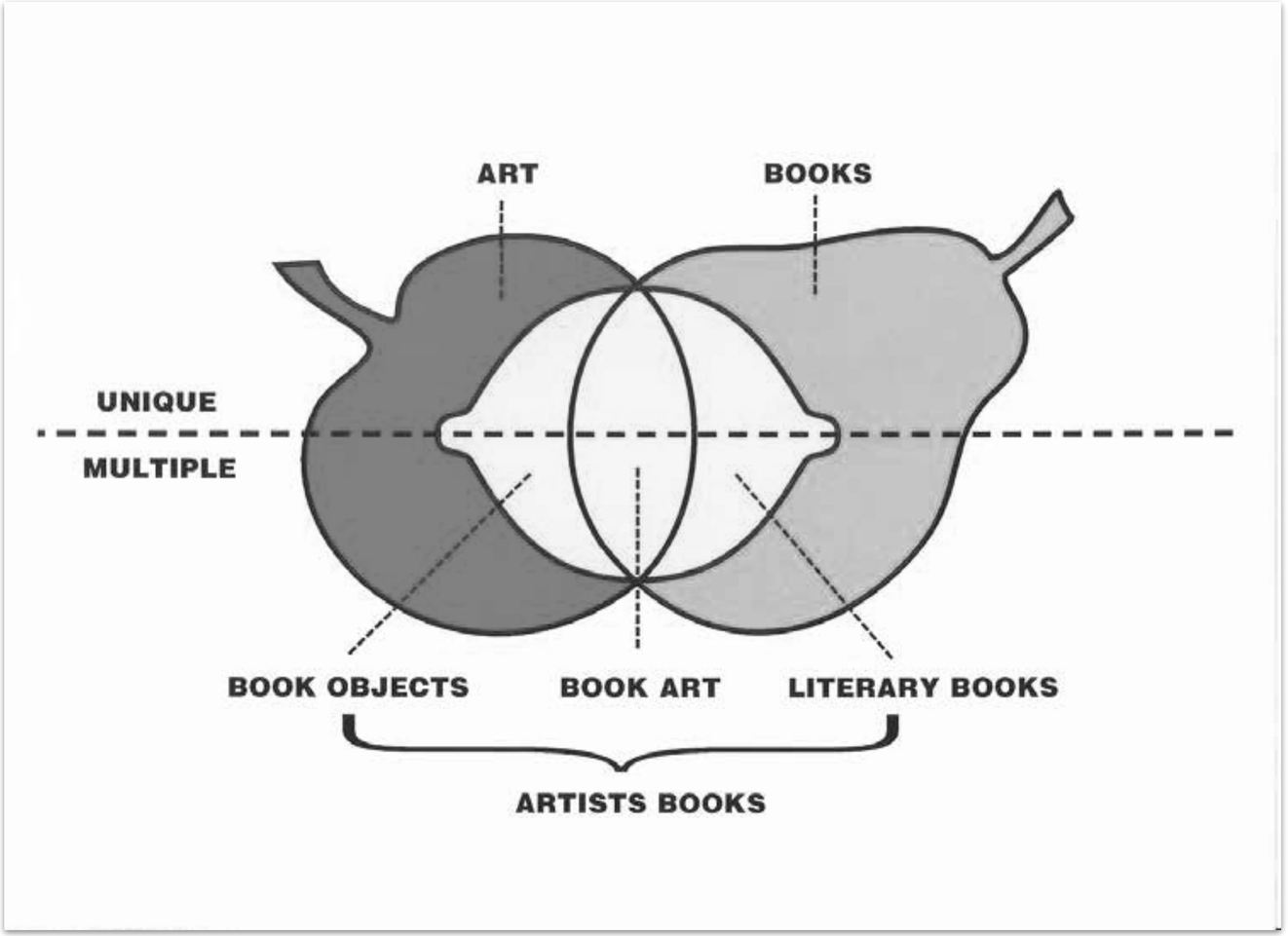


A book is a volume that can be peeled.



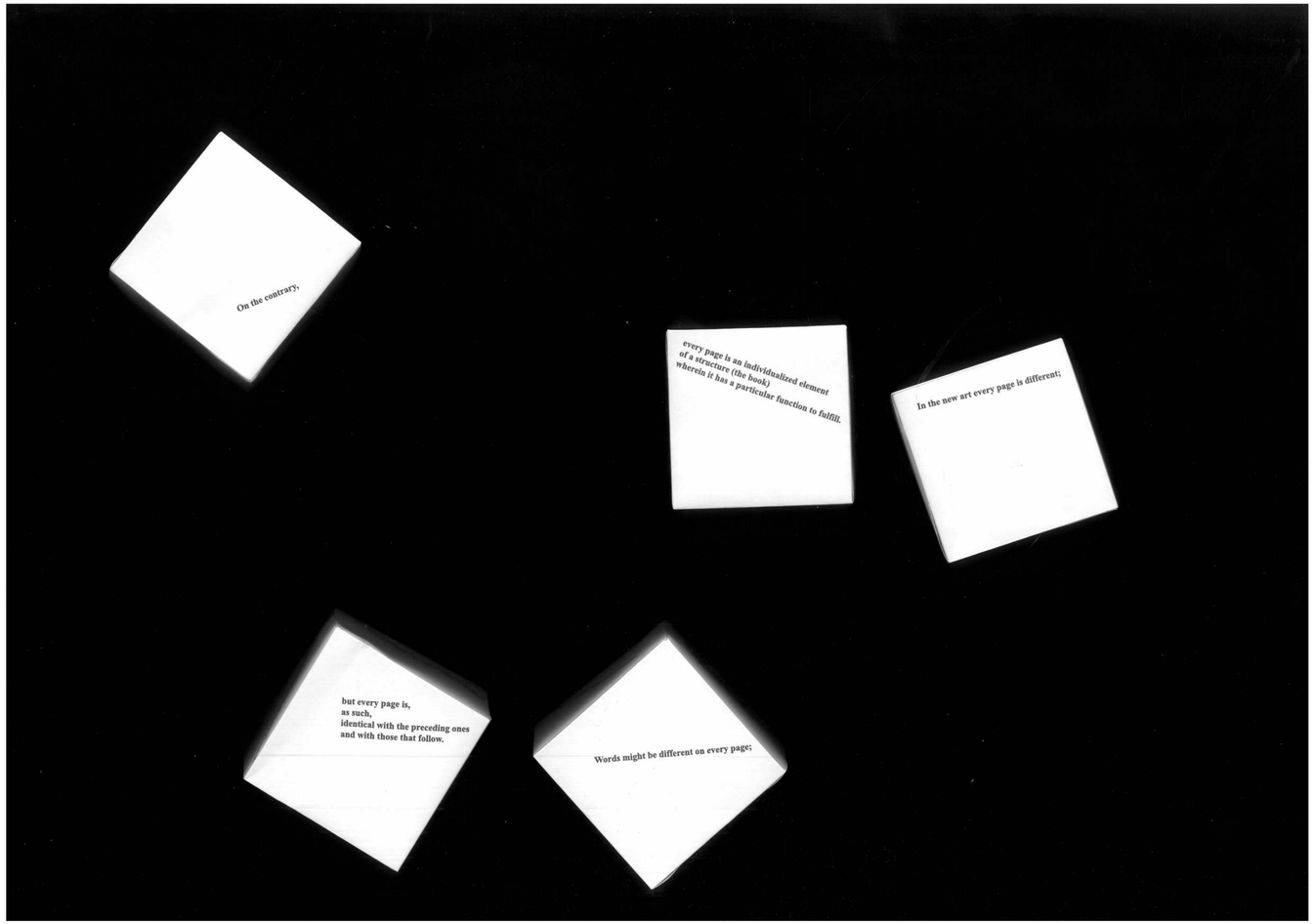


A book is a volume of folded planes.



Clive Phillpot's Artists' Books "Fruit Salad" Diagram, 1982

A book is a volume that is fluidly defined.



A book is a volume that can be rearranged at random.



A book is a volume that can remain closed.