The Photobook Multiple
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The Photobook Multiple
When it comes to arranging images photographers are usually right when it comes to the design, but having a professional arrange the typesetting will make all the difference.

Joerg Colberg
Firstly it should contain great work.  

John Gossage
Firstly it should contain great work.

Secondly, it should make that work function as a concise world within the book itself.
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Secondly, it should make that work function as a concise world within the book itself.

Thirdly, it should have a design that complements what is being dealt with.

John Gossage
Firstly it should contain great work.

Secondly, it should make that work function as a concise world within the book itself.

Thirdly, it should have a design that complements what is being dealt with.

And finally, it should deal with content that sustains an ongoing interest.
Firstly it should contain great work.

Secondly, it should make that work function as a concise world within the book itself.

Thirdly, it should have a design that complements what is being dealt with.

And finally, it should deal with content that sustains an ongoing interest.

John Gossage
Bookworks are books in which the book form is intrinsic to the work

Clive Philpot
First passageway

t unblackboxing the book
...the way scientific and technical work is made invisible by its own success. When a machine runs efficiently, when a matter of fact is settled, one need focus only on its inputs and outputs and not on its internal complexity. Thus, paradoxically, the more science and technology succeed, the more opaque and obscure they become.
Store and retrieve images

Transfer thoughts

Move knowledge across time and space

Sequences information

Easy to store

Comes with its own visual and haptic navigation system

portable

durable

protective casing

no batteries required

write on it

fast forward / rewind

browse functions
Second passageway

the book as an object
Seeking comfort in an uncomfortable chair Bruno Munari (ca. 1950)
reading with our eyes shut
Ordnance Survey map
telephone directory
children's book

Argos catalogue
paperback
encyclopaedia

dictionary

magazine
photobook

Observer book of birds (pocket edition)
zine
newspaper
A Caution—
Between concept and parody
The Matta-Clark Complex
James Goggin

Gordon Matta-Clark, Conical Intersect, 1975
When content and materials are interpreted and combined in a balanced way, the result can be greater than the sum of its parts. A transformation of the given matter through a kind of elegant alchemy, rather than cut-and-paste pastiche.
Third passageway

print it, fold it. stick it, walk it
Less icing.
More Cake.