



WHAT IS A BOOK?

A book is an experience.



Reading creates
an intimate
space.

You look into the
eyes of a stranger
and suddenly realize
that you are looking
your own eyes
looking back at you.

2

A book contains time...

Turning pages,
reading and looking,
this reader understands
a book as an
experience of
space and time.

5

The book is a vehicle
for meaning

Text and image
presented on the page
must make the perilous leap
across the gap between
the maker's mind and
the reader's mind

8

WHAT IS A BOOK?

For the finite space of a book
you allow your own experience
to mingle with that
of an unknown other.

7

Reading creates
an intimate
space.

The power of a book

is based on
your willingness
to surrender
your prejudices
and beliefs
for the duration
of your interaction with it.

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The process of reading
is like self-hypnosis.
The external world disappears.
The words form language
inside your head.

But the book
doesn't really speak
your own mind is doing
all the talking.

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The reader brings
the book into existence.
Reading is decoding.
The reader deciphers and interprets.

A book starts
with an idea.
And ends
with a reader.

But looking is direct.
The viewer sees
and knows.

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A book is a machine that it's made out of
thoughts, emotions, everything
that doesn't exist in the real world.
Or that never existed.

But it is the experience of a book
that transforms your understanding
that shifts with
every turn of this page.

18

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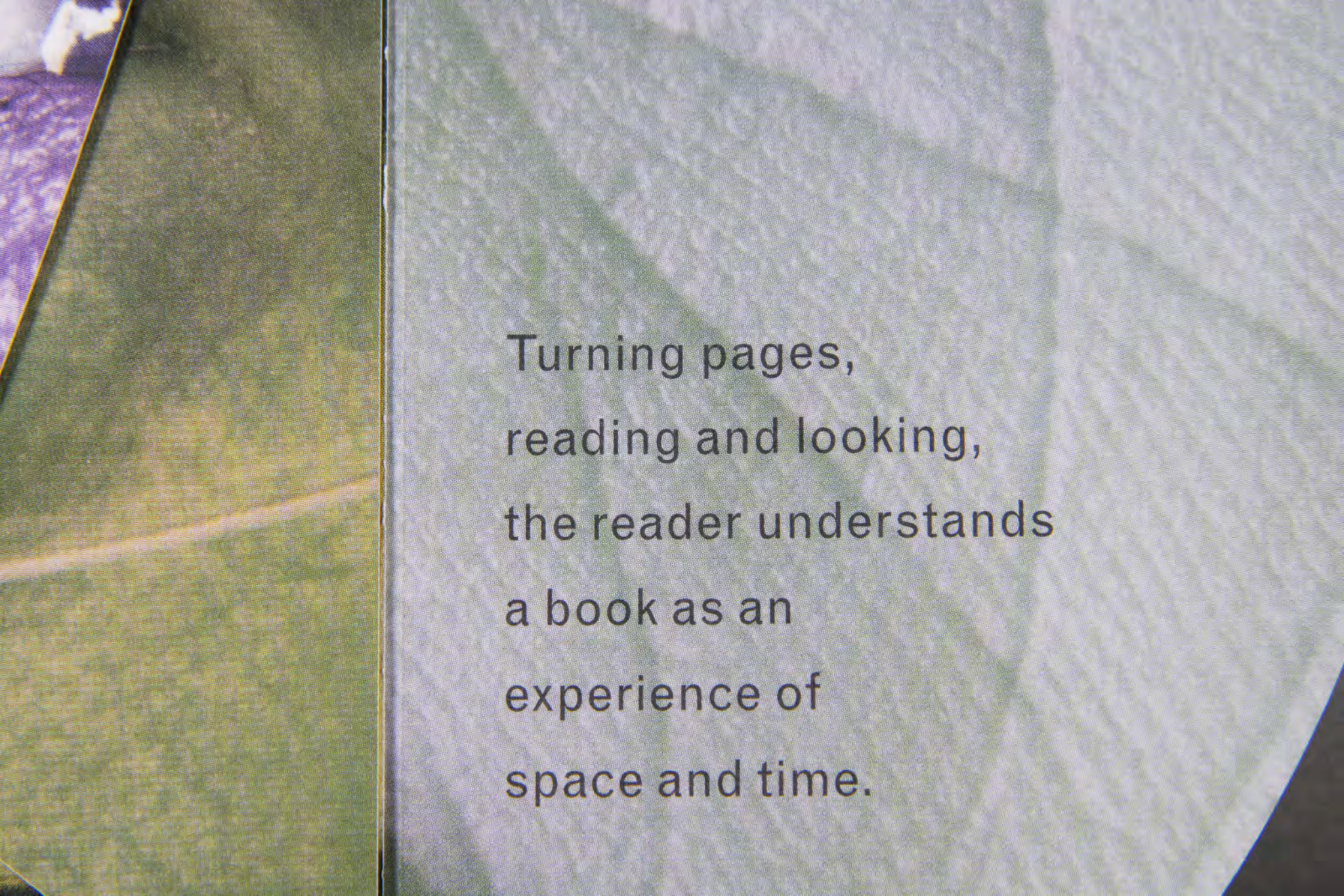
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The background of the image is an abstract composition. On the left side, there is a vertical strip of dark green with a fine, woven texture. To the right of this strip, the background transitions into a lighter, pale green area with a more pronounced, wavy, and organic texture, resembling a close-up of a leaf or a natural fabric. In the top-left corner, a small portion of a purple and white patterned object is visible. The overall lighting is soft and even, highlighting the different textures of the background elements.

Turning pages,
reading and looking,
the reader understands
a book as an
experience of
space and time.

A book is a microcosm: it is made out of
thoughts, emotions, everything
human and everything not human.

It contains things
that don't exist anymore.

Or that never existed.

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of

But it is the *experience* of a book
that transforms your understanding,
a metamorphosis of perception
that shifts with
every turn of the page.

