ART + BOOK
Symposium, Dunedin 2014

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AUT University

THEME: ‘Art and Book’/‘Against the Odds: The Editing, Design and Production of Books’

_The Naughty Nineties_ movable book prototype (1981), and the paper-engineering roll-on effect in tertiary teaching
Abstract summary

• ‘Movable books’ epitomise the work of art in book form

• the movable books created by Lesley Kaiser. The Naughty Nineties [Popup book prototype] for a commercial version + one-off artists books

• Paper-engineering incorporated into the Communication Design degree at AUT University

• ‘How old and new technologies might be combined to retain the best of analogue/interactive books, and how movable books can retain value in a world of growing digital interactivity.’
Show Naughty Nineties pop-up book video
This video is also on my website LesleyKaiser.com
The commercial editions

*The Naughty Nineties: A Saucy Pop-up Book for Adults Only*

Intervisual Communications

Concept: Lesley Kaiser

Sold over 300,000 copies
Male gaze introduced

and women wore long skirts when they danced.
Historical inaccuracy introduced
Concept credit on back cover of first edition
Note lack of paper-engineering credit for Lesley Kaiser
Credits on inside front cover of the miniature edition.
No paper-engineering credits at all this time
Screen Dreams: A Spectacular Pop-up Entertainment
Based on the silent movies of the 1920s. Lesley Kaiser, 1986

SHOW: Movable Books Lesley Kaiser [YouTube Video]
See:  *Movable Books* Lesley Kaiser

[YouTube Video]

Also showing at the ART + BOOK exhibition
and it is on my Website at

www.lesleykaiser.com
we think we see

OPPOSITES

transitions

EVERY WALL
We think we see... (1997) Lesley Kaiser & John Barnett

3 books
of 3 texts
from 3 sources
on 3 pages
at 3 sites
for 3 weeks

We think we see
Lesley Kaiser & John Barnett

1. Every wall has two reasons for existing.
   - Charles Mack

   - Lesley Kaiser & John Barnett

3. We think we are opposite instead of transparent.
   - Friedrich Nietzsche

Display book in three parts.
Printed on 100% cotton paper,
with acid-free coloured papers and materials.
Hand-out pop-up edition of 4 copies.

Alphabet Piano Press
29 Pomona Terrace, Ponsonby
Auckland, New Zealand
A GREY AREA
Lesley Kaiser, *The Voyage into matter*, 1988
Methodology for inventing the mechanisms:
Heuristic exploration along with reflection and action research

Initially created for philosophical and scientific texts, not for children until 1765.

First *erotic* ‘movables’ were postcards in the late 1990s, which provides the perfect context for My *Naughty Nineties* pop-up book.
Movable Postcard – 1906. Roller mechanism

1800s
The First Golden Age of Pop-ups

Lothar Meggendorfer (1847-1925-German) invented rivets for multiple action with one tab. He is considered the genius of all time for paper engineering.

Founding father of artists books, he wrote illustrated and paper-engineered his books
One individual artists creation

(which is what I attempted to do).

AGAINST THE ODDS
In a contemporary context
Abstract summary

Second section of paper

- Paper-engineering incorporated into the Communication Design degree at AUT University
- First-year Graphic Design paper: History, Culture, Context 1
- Second-year: Elective Project [Paper Engineering].

- ‘How old and new technologies might be combined to retain the best of analogue/interactive books
Practical demonstration of Lothar Megendorfer’s paper-engineering pivoted action and the principles of euclidean geometry
I show examples of pop-up books in my personal collection.
I show examples of pop-up books in my personal collection.
Practical demo using instructional books I have put in AUT’s library
The Elements of Pop-Up

A Pop-Up Book for Aspiring Paper Engineers
By David A. Carter and James Diaz

Paper Engineering
for pop-up books and cards

Copies in AUT library on High Demand
Paper engineering demo 1

David A. Carter and James Diaz, (1999), *The Elements of Pop-Up*

Mark Hiner, (1996), *Paper Engineering for pop-up*

Three copies in AUT library (two on High Demand)
iPhone used to video/photo:

paper-engineering and book-binding tutorials, lectures, and guest lectures
To demo techniques to 130 students at once I use an over-head projector connected to a data show – cooking show format with pre-made components
overhead projector connected to a data show – to demo basics to students in lecture mode
Demo followed by workshop for students using pre-cut components
Students make good use of the bindery
Screen and iPad installed in the bindery to give internet access for online resources and YouTube instructional videos.
Examples of student Bookworks 2012
Chapter Four

THE NEGATIVE SIDE OF SEXY

“In the hypersexual culture the woman who has won is the woman who foregrounds her physical perfection and silences any discomfort she may feel.”

Natasha Walter
2010

(Walter, 2010, p. 125)
The Book & The Brain: How the Future of Reading Is Changing the Brain

By Varnia Carter
The Book & the Brain, Varnia Carter, 2012
Laser-cutter technologies in paper-engineering.
Home, 2013, Varnia Carter
Elastic band popup
Varnia Carter, Our Polar Apothegms, 2012. Laser cut cover
Lise Koks, 2013, Hand Shadow Puppets
what do you need?
Jean Batten’s Travels

Who Needs Wings to Fly?

Limited Edition Pop-Up Book

Who needs winds to fly, 2013, Elisa Metz
They meet the Indian Elephant:
“Who needs wings to fly? I have big ears which take me high.”
Early days of animation, 2013, Astrid Möller
Early days of animation, 2013, Astrid Möller
Sailor Sam

Written and Illustrated by Lucy Hawkins
Analiese van de Kwaak, Caricatures
Use of metal rivets

*Pop-Up Music*, Caitlin Finnerty
Julia Telford-Brown, 2013, Landscapes
Julia Telford-Brown, 2013, *Landscapes*
AK 05 The End
Julia Telford-Brown
Paper-engineering elective, 2014
Currently on display at AUT WE block 3rd floor lift foyer
CASE FILE: 3

SUSPECT:
SLITHER

Sleek Vipe
Also known as Slither.

She and her friends Snaps & Sharpie have been together since birth. After running away from home the three paired off and started recruiting members to be a part of their bandit called “Chacharoh”. One of the three you don’t want to get bit by.

SKILLS:
- Speed
- Silence
- Swimming

SUPER ABILITY:
- Hypnosis

WANTED FOR:
- Being involved with the Chacharoh Bandit
- Disappearance of Darcy’s Donut store manager “Diggy Simmons”

LAST SEEN
- 2 years ago moving out of a house in Cake town.

Hina Patel, Chacharoh Bandit case files
The Kiwi Kids Guide to Time Travel, Casey Clark, 2014
The Kiwi Kids Guide to Time Travel
Casey Clark, 2014
Black + White House, Kino Chu, 2014
Paper-engineering elective 2014

Kino Chu
Raspberry French Macaron Recipe, Anne Lee
Paper-engineering elective 2014

The Wizard of Oz

Angelina Kim
How can movable books can retain value in a world of growing digital interactivity?

Analogue and Digital complement each other.

Maria Popova showed *The Naughty Nineties* pop-up book as animated gifs on her Brain Pickings blog.

Immediately after this blog, the price of the second-hand copies of *the Naughty Nineties* shot up in value ten-fold for a few weeks.

http://www.brainpickings.org/index.php/2012/07/12/the-naughty-nineties-pop-up-book-for-adults-only
AGAINST THE ODDS
Pop-Up books carry on in digital age

- Animated gifs capture movement
- Explosion of pop-up book videos on YouTube in the last decade
- The ready availability of laser cutting facilities means that limited edition Pop-Up books are starting to proliferate as small editions of artists books
- The first children’s pop-up books as iPad apps have appeared from LOUD CROW INTERACTIVE, Inc.
Screenshots of the app PopOut! Peter the Rabbit – Lite. Paper-engineering cleverly adapted to the iPad screen. Free to download from iTunes

Download full version from iTunes App store or view video at PopOut!
The Tale of Pete#801BFB
Currently looking at Pop-up books for iPads

For more, see my related paper accepted for *The International Journal of the Book*


Thank You

Email: lesley.kaiser@aut.ac.nz
Website: [http://lesleykaiser.com](http://lesleykaiser.com)
‘Multimodal books in a tertiary context: Bridging the gap between traditional book arts and new technologies’.

The International Journal of the Book

Lesley Kaiser, 2014
The End