THE FORM OF THE BOOK IN ALTERNATIVE PUBLISHING PRACTICES

Maria Inês Cruz & Lozana Rossenova, Inland Editions

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- Publishing critical texts on social issues, art, and culture written by young authors from various professional and research backgrounds
Contemporary publishing landscape
The form of the book following:

- Collaborative and cross-disciplinary models
- Digital products and archiving methods
- Print-on-demand and new distribution models
- The social life of the book
Just in Time, or a Short History of Production, 2010; Image credits: Xavier Antin
Traditional publishing model

CONCEPTION

PRODUCTION

DISTRIBUTION
Traditional publishing model

CONCEPTION

- book contract
- acquisitions editor

EDITORIAL WORK

- editorial work
- development editor

MANUSCRIPT WORK

- manuscript work
- author(s)

PRODUCTION

DISTRIBUTION
Traditional publishing model
Traditional publishing model

**CONCEPTION**
- Book contract
- Editorial work
- Manuscript work
- Design work
- Typesetting
- Proof-reading
- Design work
- Sign off

**PRODUCTION**
- Design department
- Production department
- Editor(s)
- Marketing department
- Author(s)

**DISTRIBUTION**
- Inventory books to warehouse
- Marketing department
- Distribution department
- Books to shops
Alternative publishing model
Alternative publishing model
Alternative publishing model
Alternative publishing model

CONCEPTION

PRODUCTION

copy editor(s)

manuscript

design layout

press files

printer(s)

digital product

DISTRIBUTION

engaging audiences

promoting the work

social media

online distribution

book launch

talks / events

book fairs

independent booksellers

BOOK

book fairs

independent booksellers

social media

online distribution

promoting the work

book launch

talks / events

BOOK

engaging audiences
Alternative publishing model
How are these alternative practices working with such interlinked models in order to experiment with and re-shape the form of the book?
Publishers
Publishers


▷ K. Verlag, Berlin / Toronto, 2011

▷ Publication Studio, Portland, Oregon, 2009–
  (13 sibling studios internationally)

▷ The Serving Library, New York City, 2011–

Collaborative and cross-disciplinary models
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- ‘Creating great looking stories’: art, design and literature
Collaborative and cross-disciplinary models

‘Creating great looking stories’: art, design and literature
Collaborative and cross-disciplinary models

➢ ‘Creating great looking stories’: art, design and literature
Collaborative and cross-disciplinary models
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- Linking disciplines with multiple intersections: architecture, visual art, graphic design and critical theory
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Collaborative and cross-disciplinary models
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- Exploring the relationship between visual culture and physical spaces: collaborations between artists, writers and curators
Collaborative and cross-disciplinary models

Exploring the relationship between visual culture and physical spaces: collaborations between artists, writers and curators
Digital products and archiving methods
Digital products and archiving methods
Digital commons products and archiving methods

- ‘An archive that publishes and a publisher that archives’
Digital commons products and archiving methods

‘An archive that publishes and a publisher that archives’
Digital products and archiving methods
Digital products and archiving methods

▷ ‘A digital commons’: A digital platform where anyone can read and annotate books for free
Digital products and archiving methods

‘A digital commons’: A digital platform where anyone can read and annotate books for free
Digital products and archiving methods
Digital products and archiving methods

- A book site / microsite: the full books’ content presented in a digital-first approach and accessible after the book is out of print
Digital products and archiving methods

- A book site / microsite: the full books’ content presented in a digital-first approach and accessible after the book is out of print
Print-on-demand and new distribution models
Print-on-demand and new distribution models

- Producing the books on location and minimising distribution and shipping costs
Print-on-demand and new distribution models

Producing the books on location and minimising distribution and shipping costs
Print-on-demand and new distribution models

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Print-on-demand and new distribution models
Print-on-demand and new distribution models

- Digital archive, bi-annually collected in a publication, printed on demand
Print-on-demand and new distribution models

- Digital archive, bi-annually collected in a publication, printed on demand
The social life of the book
The social life of the book
The social life of the book

- Post-production: the life of the independently published and distributed book
The social life of the book

▷ Post-production: the life of the independently published and distributed book

PS London

PS Rotterdam

PS Portland

Image credits: Publication Studio
The social life of the book
The social life of the book

- The [art] book-space beyond documentation: creating adjacent, parallel, or extended curatorial spaces
The social life of the book

▷ The [art] book-space beyond documentation: creating adjacent, parallel, or extended curatorial spaces
The social life of the book
The social life of the book

- Partnering with like-minded institutions and individuals before and after publication
The social life of the book

- Partnering with like-minded institutions and individuals before and after publication
INLAND PRACTICE
The form of the book in alternative publishing practices is not only related to the process of making a book, but to the ways in which the book engages the public and the ways in which the public interacts with the book.
Thank you!

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