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# E-PUBLISHING VOOR KUNST & DESIGN
uitdagingen 2013

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# e-flux

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Sarah Eisenlohr, *Walk on the Beach*, 2012. Collage

Julieta Aranda, Brian Kuan Wood, Anton Vidokle

## *Editorial—"Pieces of the Planet" Issue Two*

Sven Lütticken

## *World History and Earth Art*

The world has run out of earth. Once more, if on a small scale, space appears to offer a way out—not for colonization, perhaps, but for distantiation, for having your very own "whole earth" moment at what may very well be the far end of world history. If the Ideological Guide doggedly stays with the world, it may be precisely because at present, to look away from world history is to be on the side of disaster.

Hito Steyerl

## *Too Much World: Is the Internet Dead?*

Data, sounds, and images are now routinely transitioning beyond screens into a different state of matter. They surpass the boundaries of data channels and manifest materially. They incarnate as riots or products, as lens flares, high-rises, or pixelated tanks. Images become unplugged and unhinged and start crowding off-screen space. They invade cities, transforming spaces into sites, and reality into realty. They materialize as junkspace, military invasion, and botched plastic surgery.

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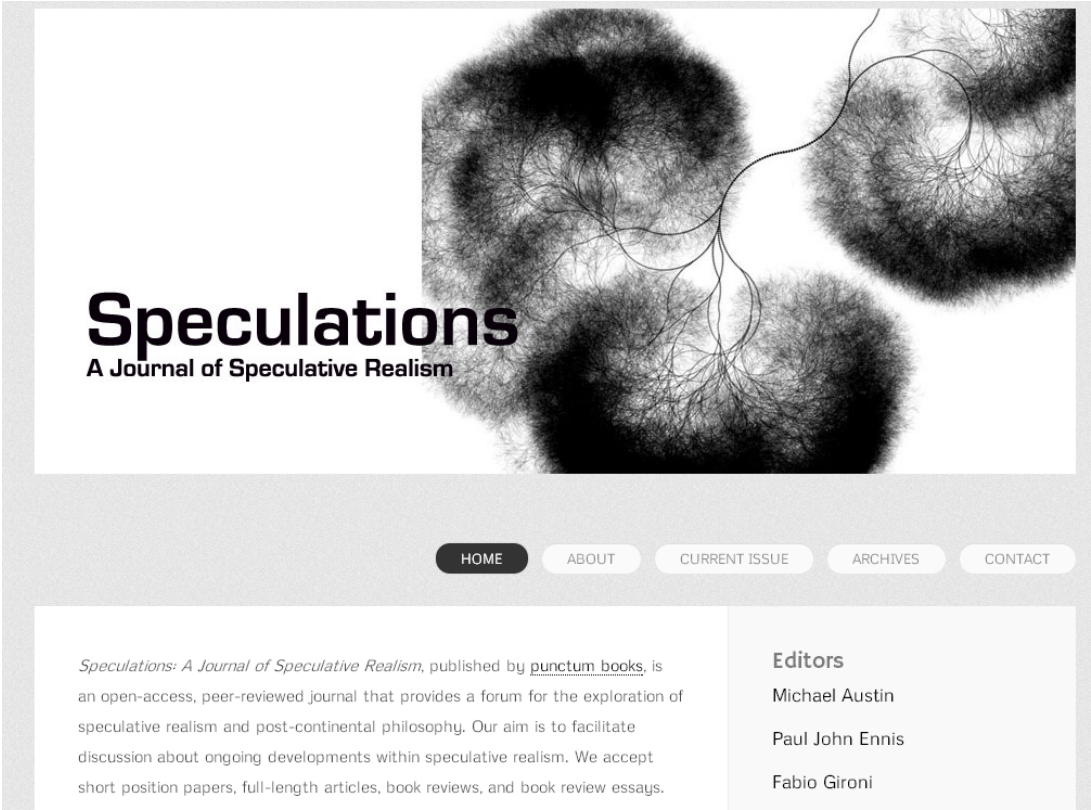

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grr.aaaaarg.org/txt/collection/maker.php?id=51c456636c3a0eddbe000000

Library Collections Discussions About Help Login Sear

# Jacques Rancière

comments (0)

"The Distribution of the Sensible" (from The Politics of Aesthetics)
"The Distribution of the Sensible" (from The Politics of Aesthetics)

A Child Kills Himself
From Short Voyages to the Land of the People

A Politics of Aesthetic Indetermination
An Interview with Jacques Ranciere (with Frank Ruda and Jan Voelker)

Aesthetics against incarnation
An interview by Anne Marie Oliver about The Ignorant Schoolmaster.

Aesthetics and Politics Revisited: An Interview with Jacques Ranciere
remarks on the aesthetic regime

Aesthetics and Politics: Rethinking the Link

Aesthetics and its Discontents
Ranciere on aesthetics

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# De lezers zijn er - de makers nog niet.

(mp3 & YouTube revolutie redux)

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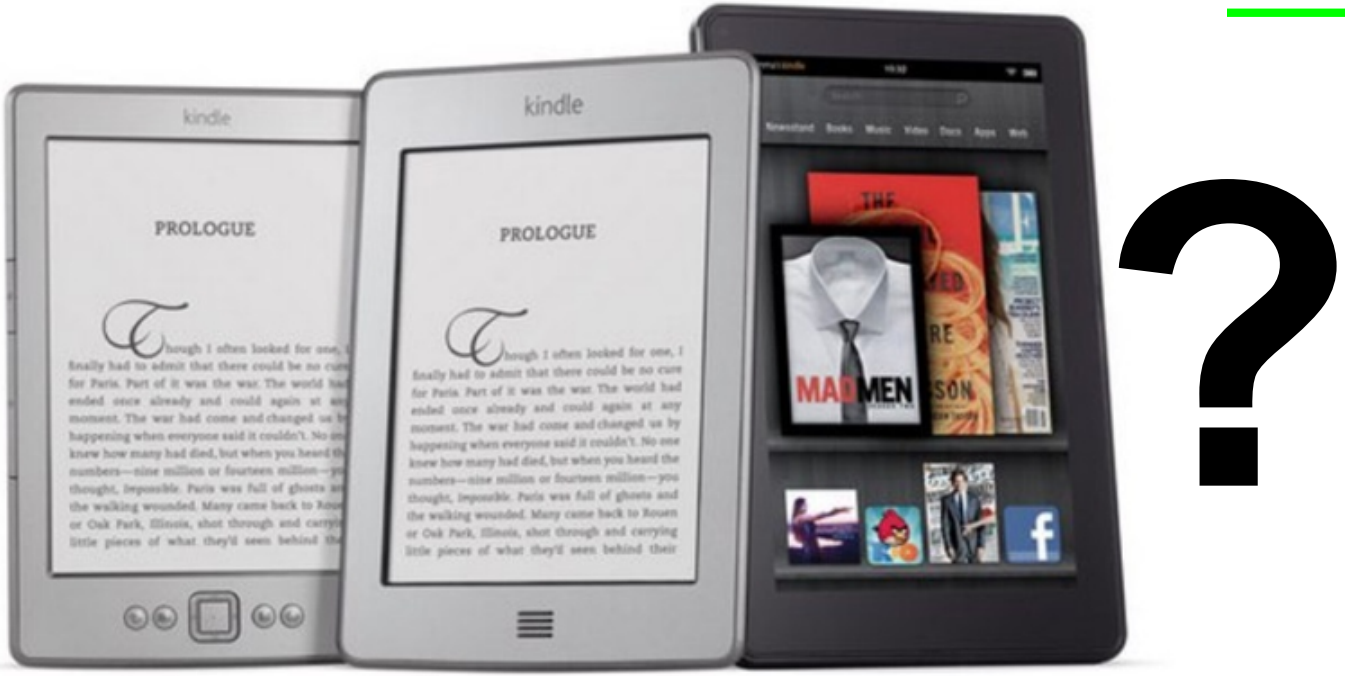

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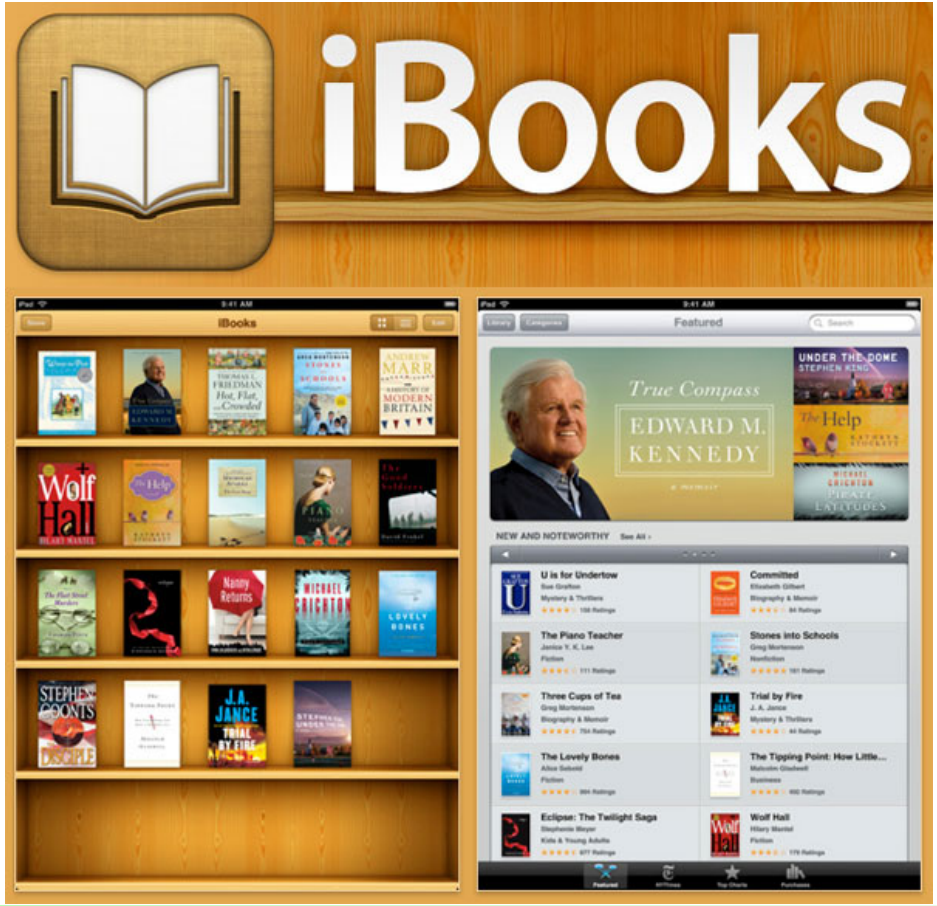


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# Problemen

- technische beperkingen
- kosten vs. markt
- duurzaamheid

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# Technische beperkingen

- e-boek vs. app vs. website
- offline vs. online
- epub 2 vs. epub 3 vs. iBooks vs. Kindle vs. HTML5 vs. PDF
- design vs. portabiliteit
- audio & video vs. bandbreedte
- interactiviteit vs. compatibiliteit & kosten

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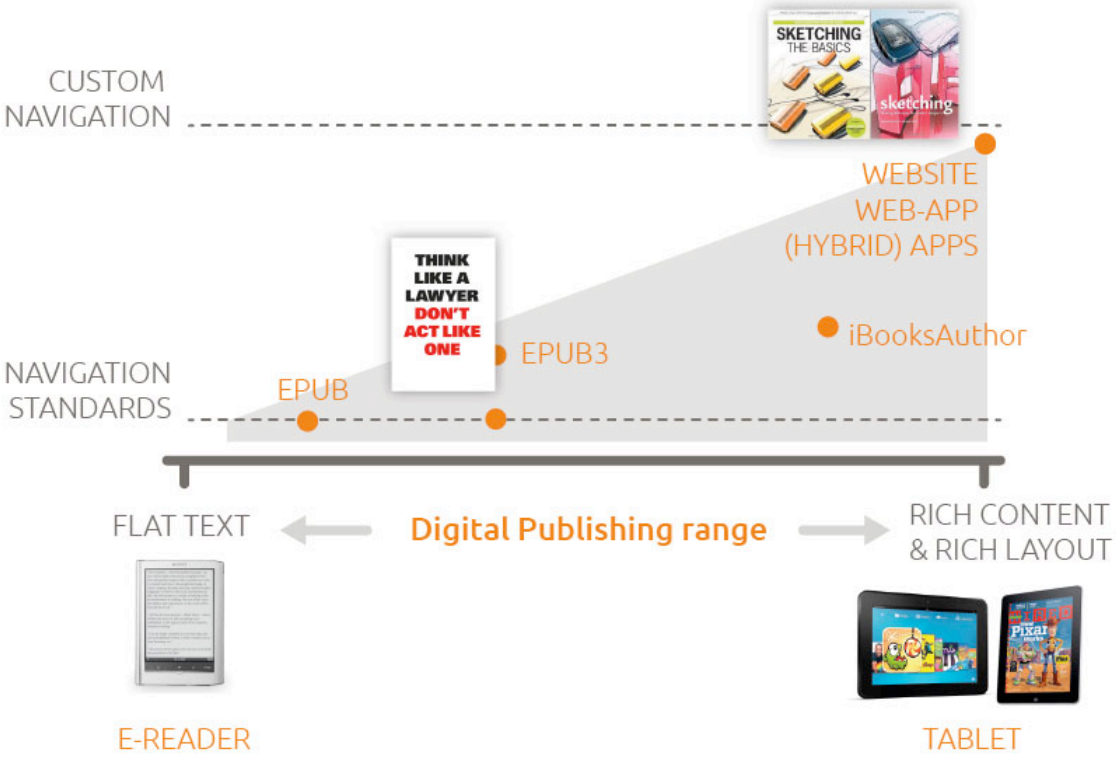

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# Kosten vs. markt

- product vs. proces

- kleine oplagen vs. designkosten

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# Duurzaamheid

- e-publishing = duurzaam elektronisch publiceren en lezen
- werken niet in kortelevende bestandsformaten verstoppen

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# Efficiëntie

- van e-publicatie als afgeleid product...
- ...naar e-publicatie als integraal product

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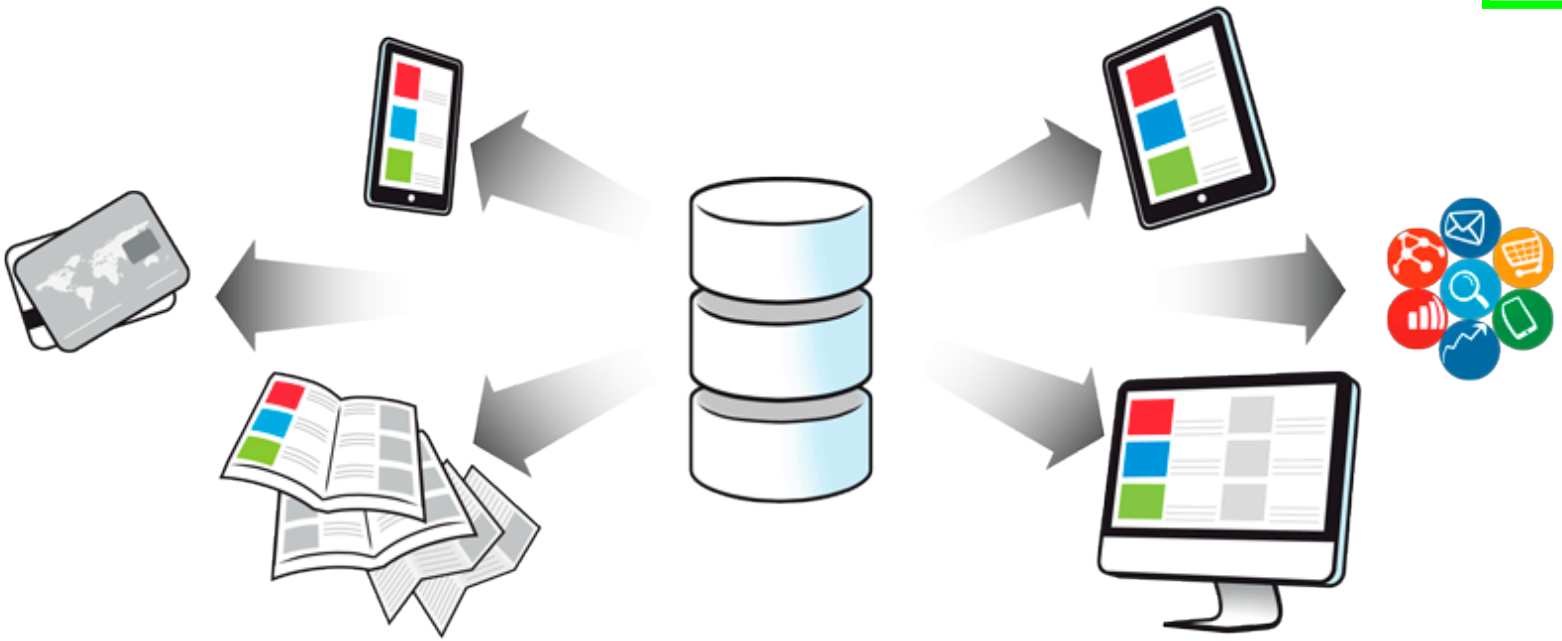

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# je moet je leven veranderen...

- je moet je workflow veranderen
- DTP/InDesign niet meer centraal
- Word: levert meer problemen dan oplossingen
- idealiter: XML
- pragmatisch: MultiMarkdown

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# Kosten

- elektronisch publiceren is *niet* automatisch goedkoper dan papier
- betere workflows kunnen het wel economischer maken...
- ...en publicaties ook adapteerbaar maken voor toekomstige media.
- verdienmodelle: nog steeds lastig.

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# je moet je leven veranderen...

# Interactivity is no magic bullet

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- interactiviteit: waar het meerwaarde oplevert maar geen gimmicks
- heeft nadelen bij kosten, technische complexiteit, duurzaamheid
- het web is er al.

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# Denk niet meer in oude formaten

- waarom een gedichtbundel?
- waarom een anthologie?
- waarom één catalogus van expo?
- waarom één tijdschrift?

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# Wat wordt het Toolkit?

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- papier & elektronisch boek/site + Open Source software
- stap-voor-stap introductie (“E-Publishing for Dummies”)
- scenario’s:

  welke soort van publicatie?

  welke technologie?

  welke werkwijze?

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- scenario 1: outsourcing

  ...naar document engineering & interaction designers

  ...hoe kan dit makkelijker, sneller en goedkoper?

- scenario 2: do-it-yourself epub

  ...hoe je met Markdown, Calibre & andere tools snel en professioneel jouw eigen e-book kan maken

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+ futurologie: e-publishing 2020

+ technisch woordenboek

+ veel visualities van werkwijzen

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Dank!

Florian Cramer

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