

Off the press: Electronic publishing in the arts,

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Museum Boijmans van Beuningen and WORM Rotterdam,  
The Netherlands

# Going Electronic

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01000111 01101111 01101001 01101110 01100111 00100000 01000101  
01101100 01100101 01100011 01110100 01110010 01101111 01101110  
01101001 01100011 00001010 00001010 01001010 01101111 01101111  
01110011 01110100 00100000 01001011 01101001 01110010 01100011  
01111010 00001010

[www.kra.nl](http://www.kra.nl)

# Markup Languages

SGML (1982!) Mother of all

XML

HTML 1,2,3,4,5

EPub3

**Mark Down**

And many more to follow

# Toolkit Scenarios

- Art/design Catalogue
- Artist's/ designer's book: traditional vs new
- Research publication
- Art/design periodical

# Metadata learn to love them

In the running text:

<type of fruit> Apple </type of fruit>

<equipment>apple </equipment>

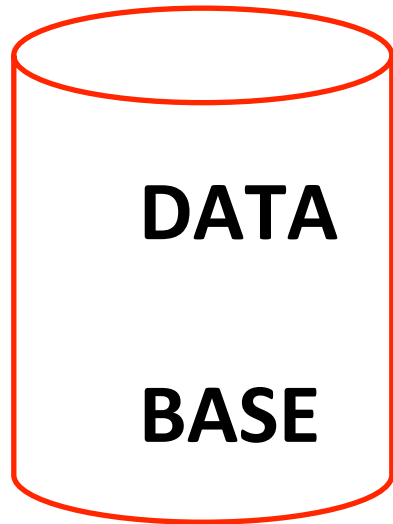
<quotation> All you need is love,lalala</quotation>

<postaladdress> P.B. BOX 1541, 1000 BX, Amsterdam  
</postaladdress>

Allows you to define the presentation

e.g.: *All you need is love, **lala lala lala***

# Database as a dynamic source



Images of  
landscapes

Short explanatory text

Essay on the painter

Essay on the composition and style

Image of cut outs e.g. windmills

Text on windmills in oil paintings

Text on windmill technology

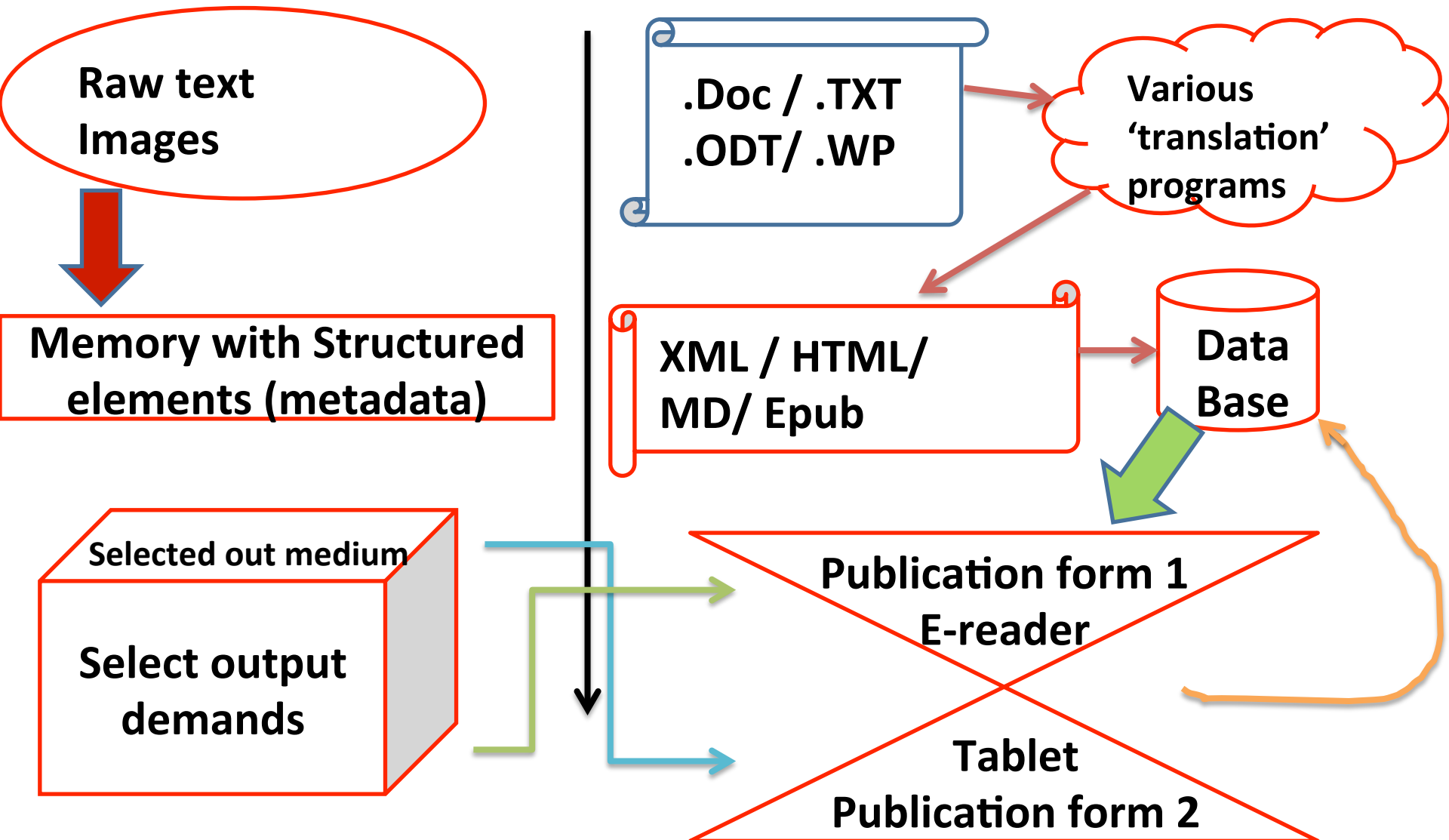
Text on windmills in Operas

Sound files of windmills (live and in operas)



Device dependent Personalized presentation

# Pipeline



# A research paper

- The bibliographic part: Name author(s), address, title, summary
- The body of the text, including: pictures, tables , etc.
- The bibliographic references
- Appendices
- Biographical information of the author

# A periodical

- Fixed informative text: bibliographic, editorial, subscription policy, etc. etc.
- Standard layout for certain departments (letters from readers)
- Overall design as fixed frame
-





And there was electronic publishing ????