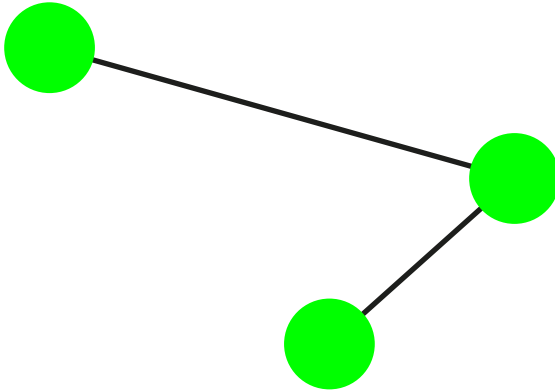
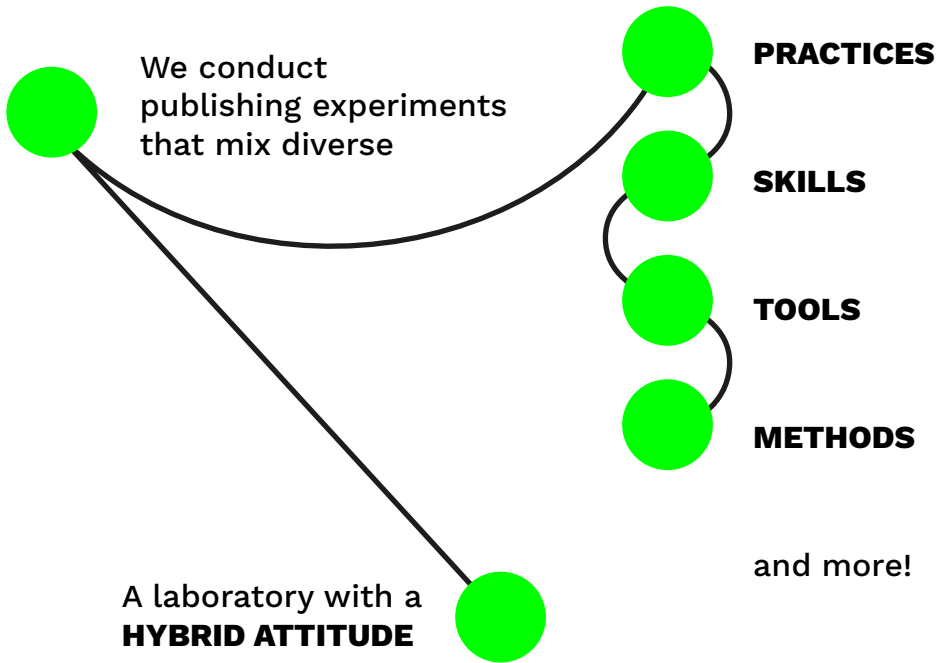


**WELCOME**



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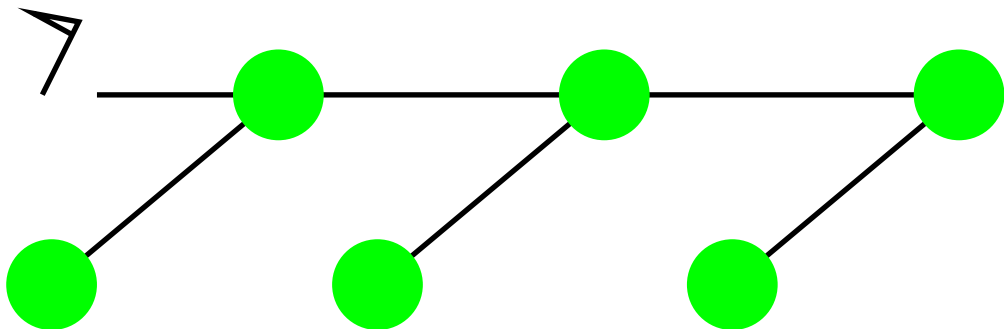
PublishingLab





Part of the **AMSTERDAM UNIVERSITY OF APPLIED SCIENCES** and the **INSTITUTE OF NETWORK CULTURES**, the PublishingLab is an applied research lab focusing on the intersection of publishing practices and digital technologies, creating output for screen, paper, and all imaginable in-betweens.

The PublishingLab works with young enthusiasts, still studying or recently graduated, that come from different backgrounds and employ **DESIGN, HACKING, WRITING AND MANY OTHER MEANS** to produce experiments with digital publishing workflows, publication formats, reader interaction and user interface design. The PublishingLab also works with various partners, ranging from small publishers, government institutions, to large international companies in the field of digital media.



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**CHALLENGE:** How can De Persgroep build sustainable relationships with millennial 'hit 'n' run' readers from social media?

## TRANSFORMING HIT 'N' RUN MILLENNIALS

**RESPONSE:** To find innovative ways of taking this first moment of interaction and build a sustainable relationship out of it, the project team built a prototype that focussed on the communication between the newspaper and its readers, improving the community engagement of readers, and finding alternative mechanisms for a newspaper to get to know its readers.



**CHALLENGE:** How can the 'Theory on Demand' book series be designed for the web to facilitate online reading and browsing through its contents?

## NAVIGATING THEORY ON DEMAND

**RESPONSE:** The new TOD web design has several features that facilitate online reading, like bookmarking, annotating paragraphs, a citation tool, keyword highlights etc. Users can easily find their way through large amounts of content to arrive at the point that's relevant to them and find connections to other information outside of the publication.

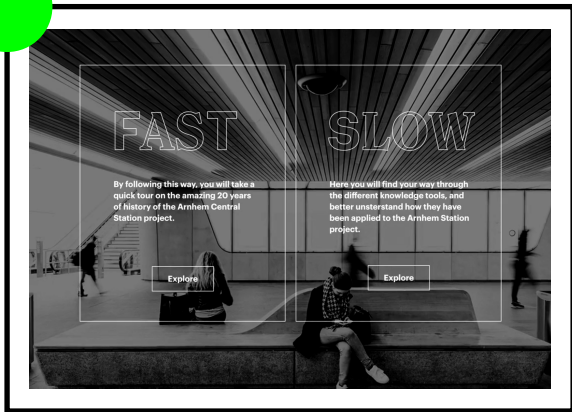
The screenshot displays a web browser window with the URL `networkcultures.org/menigetting-tod/tod77.html`. The page title is "Neutralizing Engaged Subjects in the Creative City" by Josephine Berry Slater. The article text includes a highlighted paragraph: "During the Blair government, a new criminal offence was passed for nearly every day spent in office - this period saw the biggest expansion in the legal regulation of conduct of any time since the end of WW2. This was also a period which saw an explosion in the commissioning of public art across Britain - a commissioning frenzy buoyed by the liquidity of the financial bubble, which has consequently been called 'the public art bubble'. I think these phenomena can be linked, because what they represent are two prongs of a pincer that form a governmentality that acts to engage and activate subjects with the one prong, while neutralizing them".

On the right side of the page, there is a sidebar with the following options: "Search inside", "Download", "Download this book as PDF Epub M4", "Referencing tool", "Print", "Settings", "Share", and "Add to collection". At the bottom of the article text, there are two icons: a "Define" icon and a "Reference this" icon.

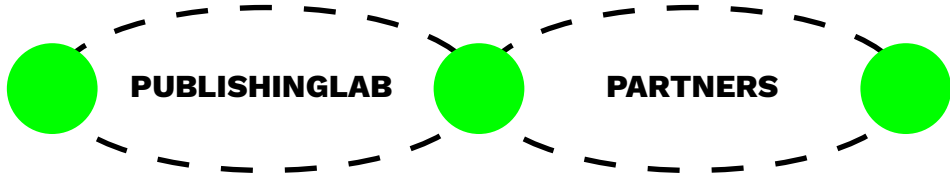
**CHALLENGE:** How can an interactive experience help a reader understand the architectural principles underpinning 25+ years of work and research in a way that print can't?

## KNOWLEDGE MATTERS

**RESPONSE:** The project's team made a digital extension of a printed book by UNStudio, that represents the Arnhem Station project. It is divided in two ways of navigating through the content, based on time. The 'fast' mode is a selection of highlights of the project. The 'slow mode' offers more detailed information which fits the 'academic' type of user, who is searching for in-depth knowledge.



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VOOR  
KUNSTKRITIEK.** *EXPERIMENTELE*

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