



www.thelostbook.net

The Lost Book: Press Pack

Updated Friday, 30 January 2009

What is The Lost Book?

The Lost Book is a collaborative adventure in storytelling. It's taking place online and it's open to anyone. At its heart is an animated web series that people can get involved with: becoming part of the storywriting team.

The Lost Book web series

The web series follows the adventures of investigative journalist Aileen Adler and her dog Watson. A priceless book has been stolen and... and what?! We don't yet know – it will be up to the audience to decide where the story goes. Episode one is jam-packed with clues to help people join Aileen and Watson's investigation.

The Lost Book microstory competition

“The most interesting collaborative book-writing experiment of the decade”
Jasper Fforde

We're also asking the audience to create the book that has been stolen, week by week. Top novelist Jasper Fforde has written a prologue that introduces “a tale of ancient legend, modern greed and good old-fashioned adventure.” Each week, entrants are invited to contribute the next 100 words and tell the story of a perilous expedition into the Interior of Southern Venezuela.

The Lost Book soundtrack competition

The Scottish Chamber Orchestra is running a soundtrack competition open to composers of any age, all over the world. The challenge is to write new music for episode one of The Lost Book. Resources for entrants include tips from composer Alexis Bennett and sound designer Stephen Gilmour.



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Why?

The Lost Book is a part of The Lost World Read 2009, a UK-wide reading campaign celebrating Arthur Conan Doyle's 150th birthday and Charles Darwin's bicentenary. The Lost World Read is bringing people together to read a classic adventure tale of a lost plateau, discovery and dinosaurs – *The Lost World*.

The Lost Book gives both reluctant and enthusiastic readers a different way of engaging with the themes of *The Lost World*. It uses animation and the internet's capacity for discussion to encourage people to get involved with telling stories as well as reading and watching stories.

How?

The web series will be produced by Binary Fable, with a story developed from audience suggestions and original music commissioned and recorded by the Scottish Chamber Orchestra.

The Lost Book website allows all the interaction between the audience and the project team:

- Anyone can make suggestions for the web series, simply by leaving a comment on the website.
- People can vote on others' suggestions in the sidebar polls.
- The microstory competition and soundtrack competition can be entered online.
- Schools resources allowing classes to create their own animation and soundtrack can be downloaded. These are step-by-step workshops written by Binary Fable and the Scottish Chamber Orchestra.
- “Making of...” information keeps everyone up-to-date during production of the web series.
- “One Minute Interviews” introduce the project team to the audience.



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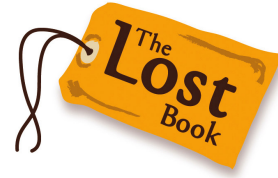


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When?

Episode one – 30 January 2009.
Episode two – 06 March 2009.
Episode three – 09 April 2009.
Episode four – 15 May 2009.
Episode five – 19 June 2009.
Episode six – 24 July 2009.

Where: www.thelostbook.net

Who?

Binary Fable

The Lost Book was developed by animators Binary Fable. Binary Fable Limited is an award-winning young company founded by Helen Jackson and Adam Brewster in 2007 and based in Edinburgh.

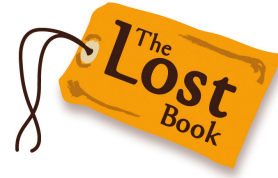
Binary Fable's last project, About Here, is an animated series for mobile phone telling place-based stories, funded by Scottish Enterprise, Scottish Screen and NESTA. Each film is humorous and accessible, providing stories and characters that people can engage with. Episode 1, About Culross Abbey, was selected as "Best Animation" at the Mobifest Toronto 08 film festival.

www.binaryfable.com

Scottish Chamber Orchestra

A particularly exciting part of The Lost Book is the partnership with the Scottish Chamber Orchestra (SCO). The SCO have commissioned three composers to score the web series: each will write the music for two episodes. Players from the SCO will participate in six recording sessions to produce an original soundtrack for every episode.





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The Scottish Chamber Orchestra is recognised as one of the finest chamber orchestras in the world and one of Scotland's foremost cultural ambassadors. Formed in 1974 with a commitment to serve the Scottish community, the Orchestra performs throughout Scotland, as well as around the UK and abroad. Consisting of 37 players, the SCO plays a wide range of classical music, from Baroque, through Classical and Romantic to works from the 20th and 21st centuries. The Orchestra also offers a unique programme of education projects for both children and adults, ranging from Scrapers and Tooters – a music-making weekend for amateur orchestral musicians – to projects with community groups and school pupils.

www.sco.org.uk

The Lost World Read

The Lost World Read 2009 is the largest ever UK collaborative reading campaign. It brings together existing initiatives such as the Glasgow City Read, One Book - One Edinburgh and the Bristol Great Reading Adventure. At least 250,000 people are expected to participate in the cities and regions, by reading books, participating in debates and using the project website.

www.lostworldread.com

Edinburgh UNESCO City of Literature Trust

Edinburgh is the world's first UNESCO City of Literature, full of literary landmarks and an inspiration not only for world famous classic Scottish literature but also contemporary writers. The City of Literature Trust is here to support Edinburgh's literature, and to help people get involved with books, words, reading, poetry and storytelling. Its aims: to promote book culture in Edinburgh, to encourage involvement in Scotland's literature and to develop literary partnerships around the world.

www.cityofliterature.com

BookCrossing.com

BookCrossing is a way of sharing books and following their journeys. BookCrossing.com is supporting The Lost Book and there will be lots of BookCrossing activities during the project: release challenges, wild releases and bookrays linked to *The Lost World*. The Lost Book is also lucky enough to have books provided by





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sponsors Canongate specifically for BookCrossing; these books will help spread the word about The Lost Book from March to June 2009.

www.bookcrossing.com

Jasper Fforde

Jasper Fforde worked in the film industry for 13 years where his varied career included the role of “focus puller” on films such as *Goldeneye*, *The Mask of Zorro* and *Entrapment*. He had been writing purely for his own amusement for several years, but always harboured a dream of trading in his film career to become a full time writer.

After receiving 76 rejection letters from publishers, Jasper's first novel *The Eyre Affair* was taken on by Hodder & Stoughton and published in July 2001. Set in 1985 in a world that is similar to our own, but with a few crucial - and bizarre - differences (Wales is a socialist republic, the Crimean War is still ongoing and the most popular pets are home-cloned dodos), *The Eyre Affair* introduces a remarkable heroine, a literary detective named “Thursday Next”.

The publication of *The Eyre Affair* started a 'book phenomenon', in which readers were catapulted in and out of truth and imagination. The novel garnered dozens of effusive reviews, and received high praise from the press, from booksellers and readers throughout the UK. The number of reprints have now reached double figures, and first editions are traded on ebay for hundreds of pounds. In the US *The Eyre Affair* was also an instant hit, entering the New York Times Bestseller List in its first week of publication.

Jasper's second novel *Lost in a Good Book* was published in 2002 and it has built on the amazing success of *The Eyre Affair*. The Sunday Times described him as “this year's grown up JK Rowling” and both books just keep on selling. Since then, Jasper has written two more Thursday Next novels and two novels in the Nursery Crimes Series. His eagerly awaited eighth novel, *Shades of Grey*, is to be published in Summer 2009. Jasper lives and writes in Wales and has a passion for aviation.

www.jasperfforde.com

Composers

The soundtrack to the first episode has been written by professional composer Alexis Bennett. Alexis studied on the Royal College of Music's Composition for Screen





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course under Dario Marianelli and Joseph Horowitz. His music has been broadcast on BBC Radio 3, Channel 4 and in film festivals throughout the world. Alexis will also compose the music for the sixth and final episode of The Lost Book. The soundtracks for episodes two to five will be written by two composers early in their careers, Michael Ferguson and Blair Mowat, both recent graduates from the Masters in Film Music at the University of Bristol, a partner city in The Lost World Read 2009.

Images available online:

The Lost Book logo:

Yellow - http://thelostbook.files.wordpress.com/2009/01/tlb_yellowwebadd.jpg

Green - http://thelostbook.files.wordpress.com/2009/01/tlb_greenwebadd.jpg

Orange - http://thelostbook.files.wordpress.com/2009/01/tlb_orangewebadd.jpg

Pink - http://thelostbook.files.wordpress.com/2009/01/tlb_pinkwebadd.jpg

Poster shot of Aileen and Watson (20 x 18 cm @ 300 dpi):

http://thelostbook.files.wordpress.com/2009/01/poster_pose_thelostbook.jpg

The Lost Book bookplate (PDF):

http://thelostbook.files.wordpress.com/2009/01/the_lost_book_bookplate.pdf

Please contact us for stills from the web series or if you have other requirements. We're happy to supply print-resolution images.

For further information please contact:

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