

www.thelostbook.net

Media Release
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TRAVELLING BOOKS - THEY'RE NOT LOST, THEY'RE FREE!

www.thelostbook.net

Edinburgh-based publisher Canongate is giving away free books as part of The Lost Book web series - look out for them in public places across the city.

The Lost Book is an animated web series written by members of the public. It's a partner project to the UK's largest reading campaign, The Lost World Read 2009. Thousands of copies of *The Lost World* were given away in February and we're extending the reading campaign, thanks to the generosity of project sponsors Canongate, by giving away 100 free books every month until June.

The books are registered at www.BookCrossing.com and then "set free" - left to be picked up by new readers. Their journeys can be tracked through the BookCrossing website, where anyone who picks up a book can leave a message online.

Books have been left in parks, on statues, at concerts, in bars, cafés and cinemas. Keep your eyes open - you might find a book somewhere unexpected!



Photos available on Flickr: <http://www.flickr.com/photos/thelostbook/> (Travelling Books). For higher-resolution image files, please contact Helen Jackson.

bookcrossing: n. the practice of leaving a book in a public place to be picked up and read by others, who then do likewise.

The furthest-travelled book, so far, has made it to Spain after being picked up on Broughton Street. 51-year-old “Dilks” from Soto-Iruz in Cantabria said, “I was leaving the Barony Bar in Edinburgh when I spotted the book on a table next to the door. Having heard of book crossing I was excited to at last see one. The book was one that I was thinking of buying anyway so I enjoyed reading it very much.” (<http://www.bookcrossing.com/journal/6848608>)

In April, the two titles being set free are *The Gargoyle* by Andrew Davidson and *The Earth Hums in B Flat* by Mari Strachan. *The Gargoyle* is one of Richard and Judy’s 2009 Book Club titles and was the winning Amazon Rising Star in Autumn 2008. *The Earth Hums in B Flat* was BBC Radio 4 Book at Bedtime two week’s ago and is one of eight of Amazon Rising Stars for spring 2009.

It’s all part of The Lost Book’s mission to encourage people to get involved with stories - reading, watching and telling stories. Episode 3 of The Lost Book web series launched last week - with a story written by visitors to the project’s website. The third of six episodes, it sees intrepid Scottish journalist Aileen Adler and her dog Watson tracking down a stolen book with the help of a secret society of bibliophiles. Watson sniffs out book assassin Otto Dafé, but is too slow to stop him escaping.

The writing team includes people of all ages, from all around the world. Together they’ve taken decisions big and small, from t-shirt slogans to major plotlines. What next? We know that Aileen will follow Otto Dafé to Christchurch, New Zealand, but we’ve no idea what might happen when she gets there. **Anyone can join the team and help us continue the story, simply by visiting www.thelostbook.net.** It’s a collaborative adventure!

-ends-

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NOTES TO EDITORS:

The Lost Book is sponsored by Front Page Design, Henzteeth, Canongate and Toad News International. The project is supported by the Scottish Government in conjunction with Arts & Business Scotland via a New Arts Sponsorship Grant.

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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 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. Every episode is jam-packed with clues to help people join the investigation.

The Lost Book is a partner project to reading campaign The Lost World Read 2009, giving both reluctant and enthusiastic readers a different way of engaging with the themes of *The Lost World*.

THE LOST BOOK COMPETITIONS

<http://www.thelostbook.net/competitions/>

The Lost Book includes two competitions: a weekly creative writing competition (described by top novelist Jasper Fforde as "The most interesting collaborative book-writing experiment of the decade") and a soundtrack competition run by the Scottish Chamber Orchestra.

THE LOST BOOK WEBSITE

www.thelostbook.net

The Lost Book website encourages 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 a soundtrack competition can be entered.
- Schools resources allowing classes to create their own animation and soundtrack can be downloaded.
- "Making of..." information keeps everyone up-to-date during production.
- "One Minute Interviews" introduce the project team to the audience.

BINARY FABLE

www.binaryfable.com

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.

CANONGATE BOOKS

www.canongate.net

Canongate was founded in 1973 and became independent again following a management buyout in 1994. Canongate Books has since emerged as one of the most dynamic publishing houses in Britain.

With a distinctly international outlook, Canongate Books continues to nurture and publish new talent from around the world, whilst retaining the essence of the Scottish Canon. We have no specific agenda other than to promote and publish challenging, quality work from as broad a perspective as we are able.

Canongate Books has offices in Edinburgh and London, with partners in New York and Melbourne.

BOOKCROSSING

www.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. The Lost Book is also lucky enough to have books provided by Canongate specifically for BookCrossing; these books will help spread the word about The Lost Book from March to June 2009.

The Lost Book's BookCrossing bookshelf can be found at:

<http://thelostbook.bookcrossing.com/>

THE LOST WORLD READ

www.lostworldread.com

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.

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