



Media Release
Thursday, 21 May 2009

CALLING ALL SHERLOCK HOLMESES!

www.thelostbook.net

It's Sir Arthur Conan Doyle's 150th birthday tomorrow - and we're calling all budding Sherlocks to help us find The Lost Book.

Arthur Conan Doyle was born on 22 May 1859 at 11 Picardy Place in Edinburgh. His family lived in various locations in and around the city, and he studied medicine at the University of Edinburgh. He's best known as the creator of Sherlock Holmes, but he was a prolific writer whose works include historical novels, science fiction, poetry, plays and non-fiction. He died on 7 July 1930, age 71 in Crowborough, East Sussex, and is buried in New Forest, Hampshire.

The Edinburgh UNESCO City of Literature Trust's 2009 reading campaign, The Lost World Read, has centred on one of Arthur Conan Doyle's books: *The Lost World*. Partner project **The Lost Book** was launched alongside the reading campaign on 30 January 2009 and will run until 24 July 2009. It asks the public to help find "The Lost Book" by taking part in an online storytelling collaboration.

This Friday, there are two investigations to join:

1. Help solve the crime of a stolen book... by getting involved with our animated adventure.

The Lost Book is a web series with a difference: the story is written by visitors to the project's website. Episode 4 of The Lost Book launched last week, with a plot entirely created by the public, animation by award-winning animators Binary Fable and music by the Scottish Chamber Orchestra. It sees intrepid Edinburgh journalist Aileen Adler and her dog Watson getting closer to solving the crime of a stolen book. They've tracked down the corporation behind the book's disappearance - but, what will happen next?! **Anyone can join the team and help us continue the story, and solve the crime, simply by visiting www.thelostbook.net. It's a collaborative adventure!**

2. Find a free book!

The Lost Book, sponsored by Canongate Books, is giving away 100 free books every month - by leaving them in public places for people to pick up, read, and pass on to others. If you're in Edinburgh on Friday you've got a good chance of finding a book as we have 40 books to set free. **Keep your eyes open - you might find a book somewhere unexpected!**

It's all part of The Lost Book's mission to encourage people to get involved with stories - reading, watching and telling stories. What better way to celebrate the legacy of master storyteller Sir Arthur Conan Doyle?

-ends-

For further information please contact:

Adam Brewster
Binary Fable
adam@binaryfable.com
0131 656 9533

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.

frontpage® design

CANON||GATE

New Arts Sponsorship Grants
Supported by the Scottish Government
In conjunction with

**TOAD NEWS
INTERNATIONAL**

A BARK BREED
HENZTEETH
OF WRITERS

A&B
Arts & Business Scotland

WHAT IS THE LOST BOOK?

www.thelostbook.net

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*.

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.

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.

www.thelostbook.net