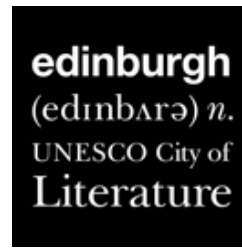




www.thelostbook.net



Scottish Chamber Orchestra

Media Release

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THE LOST BOOK NOMINATED FOR A BAFTA SCOTLAND AWARD 2009

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Online animated whodunit, The Lost Book, with graphics by Binary Fable and accompanying soundtrack commissioned and performed by musicians of the Scottish Chamber Orchestra, has been **nominated in the Interactive category for the BAFTA Scotland Awards 2009**. This is the **first BAFTA Scotland nomination** for both the Scottish Chamber Orchestra and Binary Fable. The award ceremony celebrates the best in Scottish TV, Film and Multimedia and takes place at Glasgow's Science Centre on Sunday 8 November.

This year, for the first time, there are three distinct digital media awards – sponsored by Scottish Enterprise. This recognizes the increasing contribution played by Scotland's games, web and interactive markets to the nation's moving image industries.

The Lost Book encouraged people to read, tell stories and compose music, uniting animation, music and literature through an interactive website www.thelostbook.net

Director of Binary Fable and animator, Helen Jackson, said: "The beauty of The Lost Book is that it brought together different artforms and encouraged creativity on lots of different levels. Visitors to the website could contribute to the plot, enter our

microstory competition, compose a new soundtrack, go on a real-life treasure hunt, and even make cupcakes which were animated into episode 3! The website also allowed it to be truly global; it generated an international following from around the world, including a real-life Aileen Adler (who shares her name with The Lost Book's own central character) based in Texas!"

-ENDS-

For further information please contact the SCO press office; Lauren Johnston-Smith on 0131 478 8338 or Sheena Macrae on 0131 478 8340, or email laurenjs@sco.org.uk or sheena.macrae@sco.org.uk

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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A BARK BREED
HENZTEETH
OF WRITERS

New Arts Sponsorship Grants
Supported by the Scottish Government
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Arts & Business Scotland

What is The Lost Book?

The Lost Book was a collaborative adventure in storytelling. It took place online between January and July 2009 and was open to anyone. At its heart is an animated web series that people could get involved with: becoming part of the storywriting team.

The Lost Book web series

The web series followed the adventures of investigative journalist Aileen Adler and her dog Watson. A priceless book has been stolen and... and what?! It was up to the audience to decide where the story went, and episode one was 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 also asked the audience to create the book that has been stolen, week by week. Top novelist Jasper Fforde wrote a prologue that introduced "a tale of ancient legend, modern greed and good old-fashioned adventure." Each week,

entrants were 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 ran a soundtrack competition open to composers of any age, all over the world. The challenge was to write new music for episode one of *The Lost Book*. Resources for entrants included tips from composer Alexis Bennett and sound designer Stephen Gilmour. These are now available on: www.sco.org.uk/education-project/write-your-own-animation-soundtrack

Why?

The Lost Book was 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 brought people together to read a classic adventure tale of a lost plateau, discovery and dinosaurs – *The Lost World*.

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

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.

Scottish Chamber Orchestra

A particularly exciting part of *The Lost Book* was the partnership with the Scottish Chamber Orchestra (SCO). The SCO commissioned three composers to score the web series: each wrote the music for two episodes. Players from the SCO participated in six recording sessions held in partnership with the University of Edinburgh Sound Design students to produce an original soundtrack for every episode.

The Lost World Read

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

BookCrossing.com

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

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

How?

The web series was 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 allowed all the interaction between the audience and the project team:

- Anyone could make suggestions for the web series, simply by leaving a comment on the website.
- People could vote on others' suggestions in the sidebar polls.
- The microstory competition, soundtrack competition, treasure hunt and cupcake competition could be entered online.
- Schools resources allowing classes to create their own animation and soundtrack could be downloaded.
- "Making of..." information kept everyone up-to-date during production of the web series.
- "One Minute Interviews" introduced the project team to the audience.

Where: www.thelostbook.net

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