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Scottish Chamber Orchestra

Media Release

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Second nomination for The Lost Book for a BAFTA Scotland Award 2010

Online animated whodunit, **The Lost Book**, with graphics by **Binary Fable** and accompanying soundtrack commissioned by the **Scottish Chamber Orchestra** and performed by SCO musicians, has received a nomination in the **Interactive category** for the **BAFTA Scotland New Talent Awards 2010**. This is the second BAFTA Scotland nomination for both the Scottish Chamber Orchestra and Binary Fable, after narrowly missing out on a prize in 2009.

BAFTA Scotland's New Talent Awards highlight and promote some of the most innovative and exciting new talent in film-making in Scotland. The award ceremony is being held in the beautiful Mitchell Theatre in Glasgow on 19 March.

The Lost Book was a partnership between animators Binary Fable, the Scottish Chamber Orchestra, and the **Edinburgh UNESCO City of Literature Trust**. The project encouraged people to read, tell stories and compose music, uniting animation, music and literature through an interactive website. The six-part story was written by visitors to the website between January and July 2009. Attracting 27,500 unique visitors from 121 different countries, it was open to everyone, of any age and from anywhere in the world.

Director of Binary Fable and animator, Helen Jackson, said: "We've been delighted by the response to The Lost Book. It was a truly interactive project – the audience wrote the story collaboratively – and was a pleasure to work on. It encouraged creativity on many levels and across disciplines. 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 three!"

Bestselling novelist and The Lost Book guest writer, Jasper Fforde, described the microstory competition as: “The most interesting collaborative book-writing experiment of the decade.”

-ENDS-

For further information please contact the SCO press office; Zoë Westwood on 0131 478 8338 or Sheena Macrae on 0131 478 8340, or email zoe.westwood@sco.org.uk or sheena.macrae@sco.org.uk

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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 was 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 was 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

We also asked the audience to create the book that had 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 one, About Culross Abbey, was selected as "Best Animation" at the Mobifest Toronto 2008 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 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 were lots of BookCrossing activities during the project: release challenges, wild releases and bookrays 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