

EXPANDED PUBLICATION

– rethinking the conceptions and uses of publishing today, from 2D to DDD

Like in detective novels, where evidences are spread to progressively feed the stories, the practice of self-reflexive publishing could be characterised by the simultaneous act of publishing a project and, with(in) it, publishing thoughts or comments, giving clues on the publishing process that lead to it.

The self-reflexivity of the book object has an established history in the fields of art and literature. Artists have been extensively working on the book object and its physical aspects, and the page is a recurring exploration field in literature, as Louis Lüthi shows in the book *On the self-reflexive page* (Roma Publications, 2010).

The genre of the “*mise en abîme* book” – books showing pictures of other books (sometimes themselves in other books, and so on...) – has entire rows in the section of erotic literature for book fetishists.

With the more recent tendency of self-reflexive publishing, it is the whole process of publishing that is both questioned and made public, not only its end result (the physical book). Such practices bring together experimentation and theorisation, in an open way: sharing thoughts and ideas more than freezing the process in one “model”.

Like in a detective novel, the reader becomes an accomplice to the play with the conventions of publishing.

[...]

Our conception of “publication” keeps evolving, and with it the spaces where it is shared with a public. DDDG extended the act of publishing to an exhibition space and The Serving Library expanded it into a whole program. Outside the niche of artistic and independent publishing, the changes challenging the conception of publications are also reaching the traditional places related to books. For instance, new kinds of public libraries are being developed, open to more diversity: in the formats (digital as well as paper), in the genres (no more discrimination or distinctions like “high and low culture”) and in the public (ages, ethnicity, social classes).

Indeed, not only the objects and their production processes change, our whole conception of publishing as a way to relate to the others does too.

The maximum length limit of this essay and the subject developed lead to the creation an expanded, parallel online version on lorainefurter.net/expanded