This might be one of the first poetic works to constitute itself across the distributed network of inter-medial relations, and its spare elegance and mute beauty speak volumes about the shape of texts to come.

JOHANNA DRUCKER, artist and critic
(Century of Artists' Books)

"Page, don't cage me!" declares one of the lovers in this remarkable "first of a kind" interactive print-screen book. 

MARJORIE PERLOFF, critic
(The Poetics of Indeterminacy)

Between Page and Screen is an animate world to quell the fears of all of us terrified of losing the page.

ANN HAMILTON, artist

Christian Bök, poet
(Eunoia and Crystallography)
FOR IMMEDIATE RELEASE: February 8, 2012
CONTACT: LISA PEARSON, publisher@sigliopress.com

INTERNATIONAL AND NATIONAL ATTENTION ACROSS THE WEB FOR
an unlikely romance between digital and analogue

Huffington Post Books, Mashable, Springwise, Flavorwire, Curiosity
Counts, Gigoam, and many others fascinated by the wonder of reading:

BETWEEN PAGE AND SCREEN
by Amaranth Borsuk and Brad Bouse

Between Page and Screen conjures an extraordinary augmented reality by
coupling the physicality of the printed page with the electric liquidity of
the computer screen. Writer and book artist Amaranth Borsuk and (her husband)
developer Brad Bouse, have created a magical space for the reader to dis-
cover what lives in the “in-between.”

Igniting a new and different conversation about books, printed or pixelated,
cutting-edge technology and avant-garde literature, Between Page and Screen
has stirred the imagination of people across the U.S. and around the world.
The video demonstration of how the book works has received over 20,000 hits
since it was posted in mid-January. Not yet released, it nevertheless made
the top ten English-language books on Amazon in Japan. There are now doz-
ens of blog entries and thousands of tweets about it in English, Thai, Dutch,
German, French, and Japanese from a gamut of perspectives: design, media
technology, poetry, the future of the book, and creative innovation. The French
equivalent of NPR included it on a recent podcast.

See a demonstration of the book at www.betweenpageandscreen.com or on YouTube.

A convergence of old and new technologies, Between Page and Screen chroni-
clies a love affair between the characters P and S by taking the reader into a
wondrous, augmented reality. The book has no words, only inscrutable black
and white geometric patterns that—when coupled with a computer webcam—
conjure the the text. Reflected on screen, the reader sees himself with open
book in hand, language springing alive and shape-shifting with each turn of
the page. The story unfolds through a playful and cryptic exchange of let-
ters between P and S as they struggle to define their turbulent but magnetic
relationship. Rich with innuendo, anagrams, etymological and sonic affinities

BETWEEN PAGE AND SCREEN
by Amaranth Borsuk and Brad Bouse
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click on the computer screen, chroni-
cling the misfortunes and misunder-
standings of two star-crossed lovers,
whose puns and paragrams resonate
with a physical as well as semantic
presence. Here, as Samuel Beckett
said of Finnegans Wake, “form is
meaning and meaning is form.

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Between Page and Screen has rein-
vented visual poetry. . . . Such a book
heralds the virtual reality of our own
poetic future, when everyone can
read a book while watching it play on
television, each hologram standing in
its cone of light, hovering above the
open page.

CHRISTIAN BÖK, poet
(Eunoia and Crystallography)

ADVANCES & MEDIA KIT AVAILABLE NOW
between words, Between Page and Screen takes an almost ecstatic pleasure in language and the act of reading. Merging concrete poetry with conceptual art, “technotext” with epistolary romance, and the tradition of the artist’s book with the digital future, Between Page and Screen expands the possibilities of what a book can be.

CHICAGO BOOK LAUNCH FOR BETWEEN PAGE AND SCREEN IS PART OF

LOOK! SEE! READ! An Evening of Word and Image

with AMARANTH BORSUK, DANIELLE DUTTON, JILL MAGI, AND ERICA BAUM

presented by STOP SMILING Books, Siglio, and Ugly Duckling Presse

On Friday, March 2, at 7:30 p.m. STOP SMILING Books hosts a multi-media evening of performance, readings, and visual presentations by four artists and writers who are not only dissolving the boundaries between the visual and the literary but re-envisioning the form of “the book” itself. From uncanny poems made by folding the pages of old paperbacks to an epistolary romance that can only be read in augmented reality, these highly original works are, by turns, playful and provocative. Come be astonished.

STOP SMILING Books is located at 1371 N. Milwaukee Avenue, Chicago, IL 60622. Blue line: Division or Damen-O’Hare. This event is free and open to the public. Organized in conjunction with the Associated Writing Programs conference. More info about the event at www.sigliopress.com/news.

ABOUT THE AUTHORS

The husband-wife team that created Between Page and Screen is poet, scholar, and book artist AMARANTH BORSUK and web developer BRAD BOUSE.

AMARANTH BORSUK is the author of the award-winning poetry collection Handiwork (Slope Editions, 2012), the chapbook Tonal Saw (The Song Cave, 2010), and a collaborative work Excess Exhibit (ZG Press) to be released as both a limited-edition book and iPad application in 2012. Her poems, essays, and translations have been published widely in journals such as the New American Writing, Los Angeles Review, Denver Quarterly, FIELD, Black Warrior Review, Aufgabe, Columbia Poetry Review, and ZYZZYVA, among many others. She has a Ph.D. in Literature and Creative Writing from the University of Southern California and has given lectures at numerous venues and conferences including The FUTUREBOOK Innovation Workshop in London, UK and the &Now Festival of New Writing, San Diego, CA. Currently, she is a Mellon Postdoctoral Fellow in Comparative Media Studies and Writing and Humanistic Studies at the Massachusetts Institute of Technology where she works on and teaches digital poetry, visual poetry, and creative writing workshops.

BRAD BOUSE is a web developer whose work focuses on the intersection of art and technology. His personal projects have ranged from documentaries to collaborative screenwriting software. Professionally, he has created interactive applications for advertising agencies, mainstream media companies, and, most recently, two startups.

ABOUT THE BOOK

BETWEEN PAGE AND SCREEN has been shown or is scheduled to show internationally at many exhibitions including: Language to Cover a Wall: Visual Poetry through Its Changing Media and A Decade of E-Poetry at the Center for the Arts, SUNY-Buffalo; BiblioTech at the San Francisco Public Library Skylight Gallery; Rules of Conversion: Artists Explore Coded and Embedded Language at Haskins Laboratories Gallery in New Haven, CT; Creative Energies and 233° Celsius—eine andere Bibliothek at KunstTempel in Kassel, Germany; Movens at Akademie der Künste in Berlin, Germany; Wonder Rooms at the Bury Art Gallery, Bury, England; and at the ELO.AI Gallery, Providence, RI.

END