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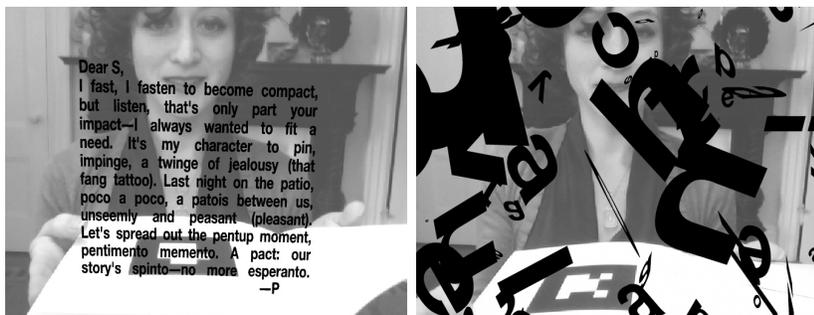
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## NEW SIGLIO TITLE: SPRING 2012

### An unlikely romance between digital and analogue: A LOVE AFFAIR FOR THE 21<sup>ST</sup> CENTURY

*Between Page and Screen* conjures a wondrous, 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 discover what lives in the “in-between.”

A convergence of old and new technologies, *Between Page and Screen* chronicles a love affair between the characters P and S while 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 written word. 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 letters between P and S as they struggle to define their turbulent but magnetic relationship. Rich with innuendo, anagrams, etymological and sonic affinities between words, *Between Page and Screen* takes an almost ecstatic pleasure in language and the act of reading. Merging concrete poetry with conceptual art, “techtotext” 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.



See a demonstration of the book at [www.betweenpageandscreen.com](http://www.betweenpageandscreen.com) or on YouTube.

**AMARANTH BORSUK** is the author of the poetry collection *Handiwork* (Slope Editions, 2012), the chapbook *Tonal Saw* (The Song Cave, 2010), and a collaborative work *Excess Exhibit* (ZG Press, 2012). She has a Ph.D. in Literature and Creative Writing from the University of Southern California and is currently a Mellon Postdoctoral Fellow in Comparative Media Studies and Writing and Humanistic Studies at MIT.

**BRAD BOUSE** is a 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.

**Advances & Media Kit Available Now  
BETWEEN PAGE AND SCREEN  
by Amaranth Borsuk and Brad Bouse**

\$24.95 • Paper • 44 pages • 7 x 7  
ISBN: 978-0-9799562-8-7  
Pub Date: April 2012

Siglio books are distributed by D.A.P.

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. *Between Page and Screen* . . . mysteriously opens up a new world with the click on the computer screen, chronicling the misfortunes and misunderstandings 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.”

**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.

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*Between Page and Screen* has reinvented 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.

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**END**

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

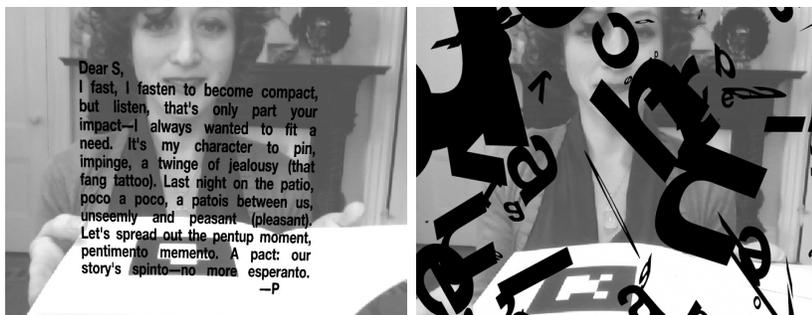
Huffington Post Books, Mashable, Springwise, Flavorwire, Curiosity Counts, Gigoam, and many others fascinated by the wonder of reading:

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*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 discover 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 dozens 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.



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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](http://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 chap-book *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 *ZZZZYVA*, 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