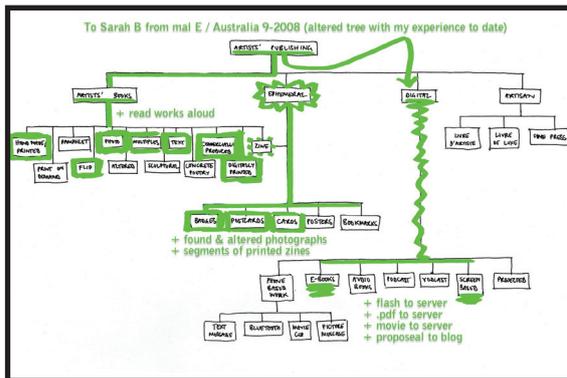


Malcolm James Enright, Artist, Australia  
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### Creative practice

For my artists' books: Laser printed, E-book, Page-turning programmes, Letterpress, Altered books, Photocopy, also applied found material, illustrations on made-up bound volumes.



### ABTREE

With reference to the ABTREE diagram, I would say that my work sits everywhere in this diagram. I've played with about 1/3 of the possibilities over 41 years. I would add found (anything) under 'ephemeral'.

### Technology and Tradition

I have a natural interest in playing with the newer publishing options and going back and seeing how I could subvert the older methods. My work will adapt as technology develops - if you are riding a digital horse you must re-saddle as apps and operating systems evolve or get off the vehicle! I've retrained for the third time to embrace vector and raster.

I don't think new technologies necessarily influence my creative process, not as a principal but I have made one book after finding a binding option in Japan that suited the idea.

I use any production methods, I've done books as movies, Powerpoints - these are not printed, I'm happy with them all, really happy with Adobe Photoshop and InDesign® to laser copier to self-score and home binding, website/blog communications and eft selling - no dealers, no middle people - just me, my work and my audience. I only produce when I can afford to which makes the idea principally important - if its worth the time and the cost - do it!

Everything around here starts with an idea, something found, someone else's rubbish or discarded ideas - all new and older production methods are there to be played with . . . and challenges overcome.

### Marketing, Distribution, Collecting

I used to sell my books through dealers and arts bookshops but now through word-of-mouth, blog entries and the web community. My target audience is my captive present audience and those who see my works through them. I prefer to keep away from middle people who take too large a cut, they just drive up the cost!



This slide image is from the content of my paper 'on collecting artists' books' delivered at Mackay for Focus on Artists' Books 3, in 2008: <http://artistsbooks.ning.com/video/2172913:Video:2312>  
The Powerpoint with my notes delivered is on the viewersite blog here: [www.co-opones.to/male/viewer/images/mackayintro.mov](http://www.co-opones.to/male/viewer/images/mackayintro.mov)

Yes, I am producing books using purely digital media, mostly I have uploaded a Flash version of a printed item for viewing and free download or uploaded a Powerpoint to flag a future printed item.

Some examples are:

This from 1996 - <http://viewersite.wordpress.com/1996/02/02/my-first-gif-animation/>

This is from 2001 - <http://www.co-opones.to/male/viewer/images/showstopper1.pdf>  
<http://www.co-opones.to/male/viewer/images/showstopper1.pdf>  
or Flash player version:  
<http://www.co-opones.to/male/viewer/images/book1.html>  
<http://www.co-opones.to/male/viewer/images/book2.html>

This is from 1986/2006 -  
<http://viewersite.wordpress.com/2007/11/02/a-draft-of-my-1986-artist-book-im-now-intending-to-produce/>

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I think digital media will be collected and stored on drives and forgotten by users unless well titled for personal system search engines.

### **The Future of the Book**

A book is a container for information and ideas, so is the side of a barn! Flicking a page is the same as walking/driving by the building, is the same as pushing a forward and backwards button.

My wife and I have tried to push the book boundary with this artist's book:  
<http://viewersite.files.wordpress.com/2008/03/freewheeling.ppt>

I'm very pleased that the humble book has become a vehicle for the future and not sitting gathering dust on a shelf.

This case study forms part of the Centre for Fine Print Research's AHRC funded project 2008 - 2010: *What will be the canon for the artist's book in the 21st Century (In an arena that now includes both digital and traditionally produced artists' books, what will constitute the concepts of artists' publishing in the future?)* <http://www.bookarts.uwe.ac.uk/canon.htm>