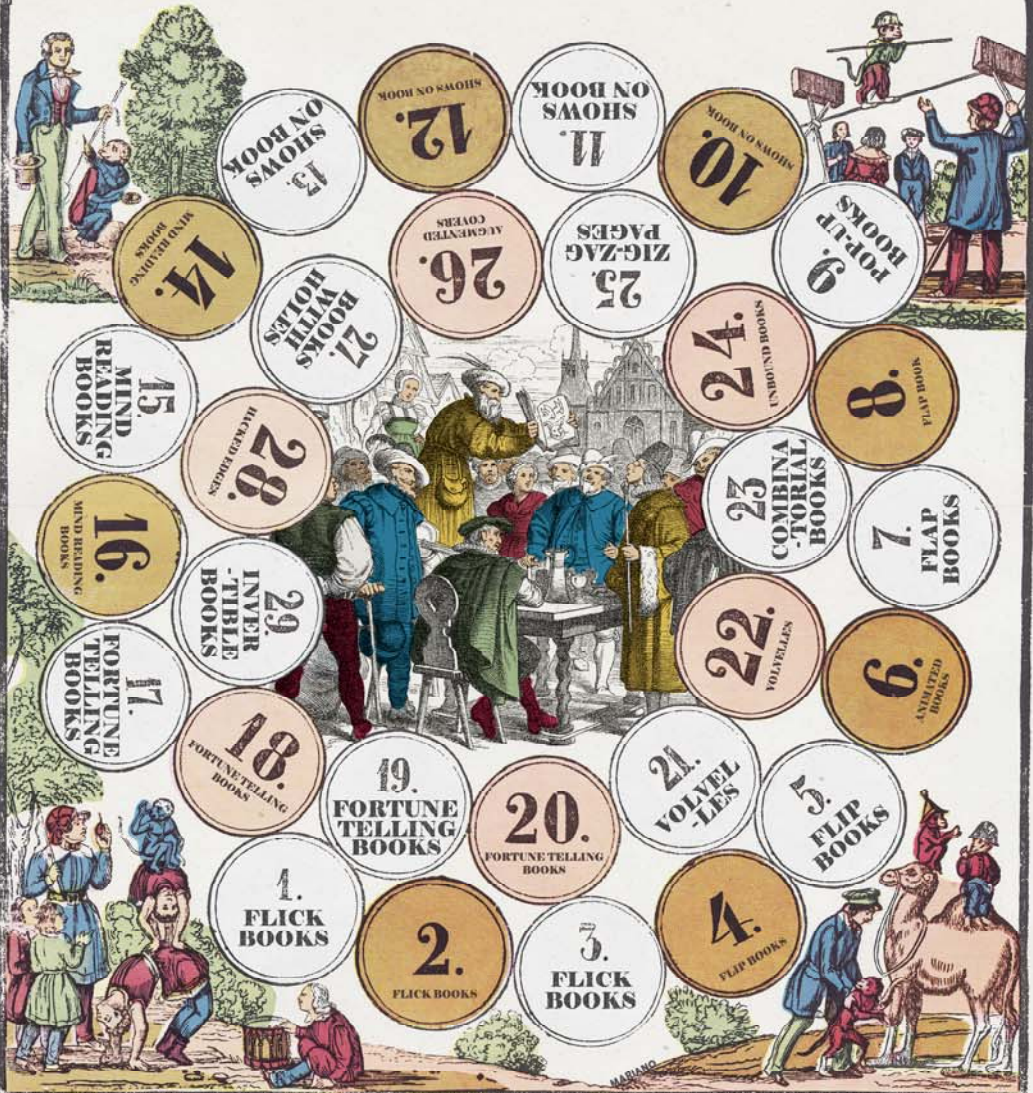


MARIANO TOMATIS, WONDER INJECTOR
MAGIC BOOKS
 THE SECRET ART OF BOOK HACKING



13. SHOWS ON BOOK

12. SHOWS ON BOOK

11. SHOWS ON BOOK

10. SHOWS ON BOOK

9. POP-UP BOOKS

14. MIND READING BOOKS

26. ALGEBRA COVERS

25. ZIG-ZAG PAGES

27. BOOKS WITH HOLES

24. UNBOUND BOOKS

8. FLAP BOOK

15. MIND READING BOOKS

28. MICKLED BOOKS

23. COMBINATORIAL BOOKS

7. FLAP BOOKS

16. MIND READING BOOKS

29. INVERTIBLE BOOKS

22. POLYELLES

6. ANIMATED BOOKS

17. FORTUNE TELLING BOOKS

18. FORTUNE TELLING BOOKS

19. FORTUNE TELLING BOOKS

20. FORTUNE TELLING BOOKS

21. VOLVELLES

5. FLIP BOOKS

1. FLICK BOOKS

2. FLICK BOOKS

3. FLICK BOOKS

4. FLIP BOOKS

MAGIC BOOKS

THE SECRET ART OF BOOK HACKING

1. **FLICK BOOKS** Text and images on a Flick Book may change with a blow: it is the oldest example of a manufactured prop used for magic.
2. **FLICK BOOKS** A Flick Book can be created by properly trimming pages: varied methods have been developed in different countries.
3. **FLICK BOOKS** A Flick Book was used by Méliès in a movie to make Harlequin appear: the Italian mask has often been portrayed in such books.
4. **FLIP BOOKS** The Flip Book is a device presenting a series of images in close succession, portraying the sequential stages of a motion.
5. **FLIP BOOKS** The first Flip Book ever may be a 1470 Codex showing a series of animated battles between Dietrich and his enemies.
6. **ANIMATED BOOKS** From Flip to Photoclastic Books, the attempts to create animations on paper are becoming always more sophisticated and amazing.
7. **FLAP BOOKS** *Harlequin Skeleton* (1772) was the paper version of a stage show: a form of interactive storytelling exploiting a series of flaps.
8. **FLAP BOOK** *The Green Conjurer* (1945) is a magic show on paper designed by Bruno Munari and based on a series of liftable flaps.
9. **POP-UP BOOKS** The first 3D book was created by Dürer in 1525. Today pop-up books are becoming digital.
10. **SHOWS ON BOOK** Fowler & Wood's *The Magic Show* (1995) is a pop-up book offering the paper version of all the classic performances of magic.
11. **SHOWS ON BOOK** *The Best Pop Up Magic Book* (1998) offers the reader a 3D paper stage and all the material needed to perform astonishing magic tricks.
12. **SHOWS ON BOOK** *The Magic Show* (1999) is the ultimate magic show on paper: the most amazing collection of interactive tricks ever.
13. **SHOWS ON BOOK** Opening Emily Hawkins's pop-up book *Illusionology* (2012) a paper theater pops up and a frightening ghost appears on the stage!
14. **MIND READING BOOKS** *Il passatempo* (1603) turns its owner into a mentalist, acting as a confederate to let him divine a image someone is thinking of.
15. **MIND READING BOOKS** Since the 17th century Italy has been the cradle of books which enabled the reader to divine names and objects thought of.
16. **MIND READING BOOKS** Books can play the part of a mind-reader when subtle psychological and mathematical principles are involved.
17. **FORTUNE TELLING BOOKS** The *Liber Fortunæ* (14th cent.) hid behind the cover a set of two cogwheels through which the consultant could question the Fate.
18. **FORTUNE TELLING BOOKS** *Le risposte* (1565) is a divination book written by a woman exploiting a binary system similarly to the renowned I-Ching.
19. **FORTUNE TELLING BOOKS** Innocenzio Paribona installed a rotating needle in the center of a page in his *Le finte sorti* (1633) to let the reader seeing the future.
20. **FORTUNE TELLING BOOKS** The *Book of Knowledge* (1806) required to prick a table with a needle in order to locate the proper oracular answer.
21. **VOLVELLES** Volvelles are devices consisting in paper discs rotating on string pivots and surrounded by graduated or figured circles.
22. **VOLVELLES** Volvelles are considered an early example of paper analog computers thanks to their ability to perform complex calculations.
23. **COMBINATORIAL BOOKS** Trimming horizontally its pages, a book may become a machine to generate billions of poems, stories or illustrations.
24. **UNBOUND BOOKS** Unbound pages can be perceived as a book when the lack of binding plays a role in the background narrative.
25. **ZIG-ZAG PAGES** Extendable and foldable, zig zag pages may reveal hidden images or hide secret messages.
26. **AUGMENTED COVERS** Unusual items installed on the cover of a book may play a role in surprising narratives.
27. **BOOKS WITH HOLES** Opening holes in the pages of a book may let the reader interact with images in curious ways.
28. **HACKED EDGES** The edge of a book may host secret paintings or be endowed with metallic clasps to create startling objects.
29. **INVERTIBLE BOOKS** In the strips by Gustave Verbeek the first half of the story is illustrated and captioned right-side-up. Turning the page up-side-down the inverted illustrations and the additional captions tell the second half of the story.

MARIANO TOMATIS, *Wonder Injector*

THIS GOOSE GAME CATALOG BELONGS TO:

We tune up engines and hack computers
to improve their performances.
What if we tuned up a book?

Altering its structure and content, magical things
may happen: volumes with movable parts,
pages offering cinematic experiences, images
appearing with a blow, non-linear structures
to predict the future, pop-up magic shows...



MAGIC BOOKS. THE SECRET ART OF BOOK HACKING is an
interactive exhibition retracing the story of the secret art
of book hacking from Medieval times to our days:
an unprecedented collection of design principles
through which authors and publishers have
activated magical powers out of plain paper.

Created by the wonder injector MARIANO TOMATIS, the
exhibition opens on Friday 13th March 2015 with a lecture show
focused on the Italian influence of the art of book hacking -
from the Venetian 17th century mind-reading books to Bruno
Munari's magic shows on paper: the spectators will live the
double experience of wonder before the magical effects
produced by the books displayed and the Cartesian pleasure of
discovering the ingenious mechanisms behind the curtains.

If you love Books and Magic,
this cross-over will amaze you!

MARCH 13-27, 2015

ITALIAN CULTURAL INSTITUTE
686, PARK AVENUE
NEW YORK CITY