

MOVABLE STATIONERY

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Belgian Pop-up Exhibit

Theo Gielen, The Netherlands

An exhibit of pop-up books was on display in Brussels from November 1993 through March 1994. It was a beautiful exhibit of mostly recent books, supplemented with books from the fifties and sixties and some twenty or thirty older ones. In all there were some 350 books displayed. Some books in every showcase could be moved by an ingeniously built-in mechanism activated by a pull-the-string from outside the showcases! The whole collection was recently presented to the museum by a Brusselian French-languaged collector, so most of the items are the French editions of the familiar English editions.

Unfortunately, the planned catalog did not appear, but there has been published a book with information on the history, techniques and description of some highlights of the exhibition with colored illustrations and two integrated pop-ups. Also available are a pop-up postcard, used as the invitation for the exposition (opened by Jan Pienkowski) and two posters (65x40 cm and 110 x175 cm). All of the publications used the same picture which included the museum itself - an old medieval town gate - surrounded by illustrations from five pop-up books.

The brochure describing the exhibition is translated to read: "Pop-up is a contemporary Anglo-saxon word. Literally it means 'jump up, jump out' and refers to a model that stands free of its framework or printed background by a system of foldings, cut-outs and pastings. A magical object in three dimensions that leaves a lifelike impression. This exposition which revives one's childhood, leads us through the fairy world of pop-ups. She has been made from one of the most important private collections from Belgium.

"This collection encloses 'movable books' from 1830 until around 1900, postcards and pop-up books from the nineteenth century, reprints of highlights before 1900, originals from the first half of this century until nowadays. Here we see many eye-catchers, among other books and memorabilia

of Walt Disney, and Hergé. This exposition brings likewise the opportunity to honour our Maecenas Mister Baudouin van Steenberghe who gifted his collection to the Royal Museum of Art and History. The collection will be added after the exposition to the collection of the folk art of the museum."

The museum normally exhibits old toys and the staff told me it was not yet clear if any or part of the collection will be on display in the museum after the exposition.

Israeli Pop-up Books

Raphael Grunzweig, Ra'Ananna, Israel

It's obvious that most Anglo-American pop-up collectors are concentrated in English rather than in other languages. But, I'm not sure that was the reason why the first Israeli pop-up book was issued in English. The newspaper clipping from 1983 tells the story:

David Gilboa, known Israeli artist in the field of children's books, ephemera, games and graphics, made two books titled *The Zoo*, linocuts, four colors, 3-D pictures, short text. The books were registered as patent no. 2523 by the British Mandate of Palestine 1940. The books were published by M. Anavi, Kufsia Pub. House, Telaviv. Distributed by Agent Katzenbergen. They were for the very young.

Thirty years later visitors and catalog owners of the exhibition that took place at Bethnal Green Museum, London, 1988 found in the hand list, chapter 15, a Hebrew book. The book is *David and Goliath*, one from a set of four Bible story pop-ups (others: *Moses*, *Noah's Ark*, and *Samson the Hero* were published in Tel-Aviv in 1963 by A. Naor, Zfardea Library. The artist's name is not given but it is signed A (Hebrew Aleph) and J (English letter). It is Iza the children's book illustrator?

Illustrations from *The Zoo* appear on page 3.

The Movable Book Society

Movable Stationery is the quarterly publication of The Movable Book Society. Letters and articles from members on relevant subjects are welcome. Advertising is accepted free of charge from members. The annual membership fee for the Society is \$15.00. For more information contact Ann Montanaro, The Movable Book Society, P.O. Box 11654, New Brunswick, New Jersey 09806.

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The deadline for the next issue is July 15.

"Poppin' up" and "movin' on" A Dialogue with the Bookbinder

Bill Streeter
with Jill Holden

In this issue we are going to discuss a few techniques and materials we use for cleaning and repairing books. If, upon visual examination, the pages of the book appear soiled, dry cleaning of the paper may be in order, which brings us to the first technique we'd like to share.

Dry Cleaning a book's pages with Opaline

We usually use Opaline Dry Cleaning Pads, manipulated with either very clean hands or gloved hands. First test the different media areas of the page to be cleaned, for example, the different colored inks or textured materials should each be tested in an inconspicuous location to ensure they will react favorably to dry cleaning. To use the Opaline pad, knead the cleaning pad over the page or area of the page to be cleaned. If you are doing your tests, knead only a small amount out onto each area to be tested. From the pad will drop bits of cleaning materials. Never, never use the pad directly on the pages or cover of the book. After kneading the Opaline onto the page, gently rub the Opaline over the paper with the fingertips using a slow, circular motion. It is important to move from the center of the page out toward the edges of the page and try to avoid depositing any Opaline powder in the gutter margin of the textblock. A reverse movement might cause damage to the edges of the page. As far as possible, try to avoid areas of text and illustrations. A cotton swab can be

useful for manipulating the Opaline in and around printed portions of the page. Be sure not to overwork the dry cleaning process. More than just a single, gentle cleaning could lead to abrasion of the paper. If it's going to be effective, the Opaline should immediately pick up dirt from the page and the white Opaline powder will begin to gray. Remove the spent Opaline powder using a soft-bristled Japanese brush. Brush from the center of the page out over the edges, being sure to remove any Opaline powder that may have found its way into the gutter. If the page is extremely soiled and the paper does not show wear from being rubbed with Opaline, the Opaline treatment can be repeated - even more gently the second time. Opaline pads are available through many of the suppliers of basic bookbinding materials or archival products. If you have trouble locating a source, let us know, but there are so many outlets for Opaline we won't try to list them here.

Dry cleaning a book's pages with a Mar-Staedler eraser

Another technique for dry cleaning, currently held in very high regard by paper conservators and book conservators, is the use of a white Mars-Staedler eraser for removing dirt from the pages of books. When used for the purpose of dry cleaning, the eraser is held in the hand and gently worked over the page of the books, avoiding areas of text, color, or illustration. These erasers can also be ground with a file to generate crumbs that can be used just like Opaline powder. When working with the eraser - either in whole or ground form - use the same care and cautions described for working with Opaline. The Mars-Staedler erasers are available from art stores as well as suppliers of bookbinding and archival materials.

Another material to be added to last issue's list of papers useful for book repair

In the last column we listed a number of papers useful for the repair of books. To that list we would like to add a style of colored Japanese tissue available from Aiko's. The tissue comes in about forty different solid colors, thus providing a wide palate from which to select when using Japanese paper to repair tears in pop-up and movable books. Repairs using this tissue are strong, flexible, and often quite inconspicuous. For about \$25, paper samples can be purchased from Aiko's (3347 North Clark St., Chicago, IL 60657 USA 312-404-5600). The main sample booklet from Aiko's will contain, among other things, samples of the papers we are referring to in a section entitled "Book III, Dyed Paper (Solid Color).

Pop-up Citings

"How'd they print that?" by Michael Karol
Graphic Arts Monthly, December 1993, p. 98.

Bugs inspire a similar-sounding exclamation (Ugh!) in most people. Kids, however, have been known to be fascinated by them, and in that spirit Artists & Writers Guild Books, New York (a Golden Books/Western Publishing imprint), put together a pop-up creation that really lived up to its title: "The ultimate bug book". It offers five full-color pop-up spreads that will delight the imagination of any kid (and adults, too).

Indeed, according to Robin Warner, vice president and publisher at Western, that was the whole idea: "At our creative meeting we got a little carried away. Someone suggested we do a pop-up book; then someone said 'Why not a book with a soundchip?' Another said 'Scratch-and-sniff is more fun!' And yet another said, 'How about a touch-and-feel [concept]?"

Warner's group finally came up with a true tour-de-force concept: incorporating all of the above elements and make the ultimate in bug books, one that would offer a complete visual and sensory experience. After all, she adds, "The theory behind Artists & Writers Guild Books is to make books that are *fun* for kids."

Beyond the visual appeal, Warner wanted the *information* in the book to be accurate and exciting, too. Gary F. Hevel, the Collections Manager of the National Museum of Natural History, and Dr. Michael H. Robinson, Director of the National Zoological Park (both of the Smithsonian Institution) were scientific consultants.

The main problem was, how to execute the concept? "We couldn't physically execute the pop-up paper engineering, even though we're known for some impressive book engineering in general," Warner says. "We pioneered touch-and-feel with the introduction of 'Pat the Bunny' over 50 years ago; and our Golden Sound Story Division introduced the first major book program to incorporate microchip audio technology." For the pop-ups Warner contacted White Heat, Santa Fe, N.M., which she calls "the most brilliant paper engineering group in the U.S."

James Dias [sic] of White Heat explains the most difficult and unusual aspects of printing and production for the book: "Tien-Wah handled the printing of the book in Singapore, and the hand assembly in Malaysia. The printing wasn't difficult at all, but the hand-assembly involved over 100

continued on page 4

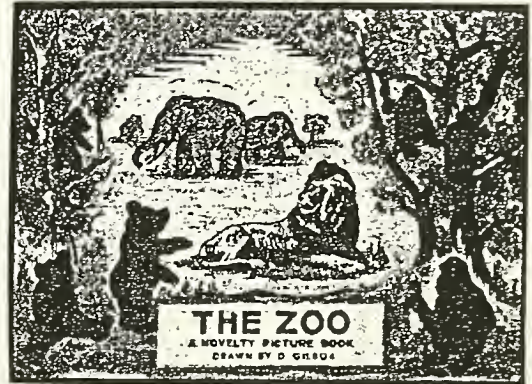
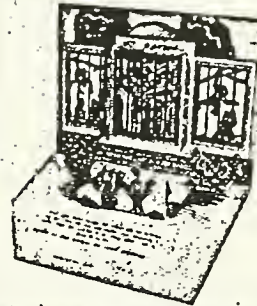
ספרות אמנות ביקורת

מז המגרות

של טרטה

פטנט 2523

תוצרת
הארץ



פ טנט 2523 מספר רשם הפטנטים של מפעלה המנדט הוא פטנט ילדים וזהו סדרה, גן החיות אשר צויה על ידי גלבע פמיסר אגדה הנשיקאים בארץ וכן הצעירים הפעילים ביותר בשנת הפסחאים מסרי הילדים בשנת הארבעים והרשיית שנת תמישים. הפטנט הרשום הוא נרמת קרסח עבה שבחזיתה צורה חזית ונותרת אנגלית, גן חיות. ספר מצויר חדש, כאשר פתחים את הכריכה נגלית לפניה המנה בשלוחה ספרים ממצעת על קיפולי ניה וחיותוכים.

הציר המתאר את כלוב הקרסח בוג החיות מרדס בתוספת ליהל בארבעה צנעים. הטקסט האנגלי דמלחה אותו כעלה חידך.

פסם אבר פיסם הקוק; אבי אברה לי ללכת אחריה אך אני החיה טסס הולכתי ככיוון אחר; אחיב נחמתי על ציד שמבר אותו לקרסח בו רדתי כל הדי. (תרגום)

כמו לכל סיפור ילדים גם לסיפור ילדים זה יש מסר השכל חינוכי. הפסח והחגיגי המרדס באות מדגשת אובר, טכס לקול אמר.

המפתח המני מרדס אף הוא באנגלית עלתה ומתאר פילים בגן החיות ילדים רעים, אבר רבבו, הפיל, זרקו עלי אנשים הרגינו אותו. תפסתי שניים מהם והשלכתי אותם על קטסוס גדול. מסר ההשכל: אל תצוץ לחיות.

שני ספרונים אלו יצאו לאור בשנת הארבעים; והדפסו עליו מ ענבי (הוצאת יספיה, ת"א) סוכן הפסחות לשלחניה ולחיל היה מה נ. קונברגר מרדכי אחד הדם 78 חל אביב סלפח 2186

דוד טרטקובר



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New Publications

The following titles have been identified from pre-publication publicity, publisher's catalogs, the OCLC database, or advertising. All titles include pop-ups unless otherwise identified.

Archaeopteryx. [lift-the-flaps]. By David Hawcock. Henry Holt. \$5.95. May, 1994. 0-8050-3194-4.

Bugz. By Ron van der Meer. Running Press. \$12.95. May, 1994. 1-56138-339-2

Buzz the bee hunts for flowers. [lift-the-flap] Joshua Morris. \$3.99. June, 1994. 0-89577-570-0.

Can't sleep. By Kees Moerbeek. Grosset & Dunlap. \$9.95. May, 1994. 0-8431-3689-8.

Cats: Those wonderful creatures: An elegant pop-up gift book. Andrews & McMeel. April, 1994. \$4.95. 3 1/2 x 4. 0-8362-3052-3.

Come out mouse! [lift-the-flaps] By Bernice Chardiet. Puffin. \$4.99. 0-14-054997-8.

Consider the lilies. Nelson Regency. April 1994. 4 1/2 x 6. \$6.00. 0-8407-6965-2.

Darling babies. [tiny pull-the-tab book] Ernest Nister. Philomel Books. \$4.95. February, 1994. 0-399-22722-9.

Demi's dozen dinosaurs. [12 die-cut dinosaur-shaped books in a box] Henry Holt. \$9.95. May, 1994. 0-8050-2783-1.

Dino gets a bath: A lift-a-flap storybook. Bedrock Press. 24 pages. \$7.95. 1-57036-020-0.

Dotty the ladybug plays hide-and-seek. [lift-the-flap] Joshua Morris. \$3.99. June, 1994. 0-89577-568-9.

Family bear pop-up book. By Ron van der Meer. Aladdin Books. \$9.95. 0-689-71766-0.

Find a mouse in the house. [lift-the-flap] By Heather Maisner. Candlewick. \$9.95.

Find a mouse in the yard. [lift-the-flap] By Heather Maisner. Candlewick. \$9.95.

The Flintstones: A sing-along pop-up book. Bedrock Press. 10 pages plus sound chip. \$12.95. May, 1994. 1-57036-015-4

Flowers for my friend: An elegant pop-up gift book. Andrews & McMeel. April, 1994. \$4.95. 3 1/2 x 4. 0-8362-3053-1.

Forever friends. Thomas Regency. April 1994. \$5.00. 3 1/2 x 4. 0-8405-6959-8.

Friendship garden. Thomas Regency. April 1994. \$5.00. 3 1/2 x 4. 0-8405-6960-1.

Funny shoes. [lift-the-flaps] By Ron and Atie van der Meer. Aladdin. \$9.95.

Furry friends. Thomas Regency. April 1994. \$5.00. 3 1/2 x 4. 0-8405-6956-3.

Golf-o-rama: The wacky nine-hole pop-up mini-golf book. By Bill Mayer. Hyperion. \$17.95. June, 1994. 1-56282-635-2.

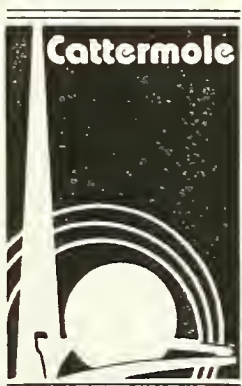
Hoppy the cricket jumps high and low. [lift-the-flap] Joshua Morris. \$3.99. June, 1994. 0-89577-567-0.

How many fingers? By Carla Dijs. Random House. \$5.99.

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I help daddy. [lift-the-flaps] By Bernice Chardiet. Puffin. \$4.99. 0-14-054999-4.

I help mommy. [lift-the-flaps] By Bernice Chardiet. Puffin. \$4.99. 0-14-054998-6.

Imperial surprises: A pop-up book of Fabergé masterpieces. By Margaret Kelly. Abrams. \$18.95.

In the garden. Nelson Regency. April 1994. 4 1/2 x 6. \$6.00. 0-8407-6962-8.

Let nature be your teacher. Nelson Regency. April 1994. 4 1/2 x 6. \$6.00. 0-8407-6963-6.

The Maxfield Parrish pop-up book. March 1994. 8 x 10. \$16.95. Pomegranate Books. 1-56640-311-1.

Mouse birthday. [lift-the-flaps]. By Michelle Cartlidge. Dutton. \$15.99.

Old MacDonald's farm. By Andy Ellis. Bantam/Rooster. \$16.95. April, 1994. 0-553-63592-1.

Peekaboo bunny. [lift-the-flaps] By Alyssa Satin Capucilli. Scholastic. \$6.95. February, 1994. 0-590-46754-9.

Peter joins the circus. [lift-the-flaps]. By Bolette Bonfils. Interlink/Crocodile Books. \$9.95.

Peter's package. [lift-the-flaps]. By Bolette Bonfils. Interlink/Crocodile Books. \$9.95.

Playtime friends. Thomas Regency. April 1994. \$5.00. 3 1/2 x 4. 0-8405-6957-1.

Plesiosaurus. [lift-the-flaps]. By David Hawcock. Henry Holt. \$5.95. May, 1994. 0-8050-3196-0.

The poems and hums of Winnie-the-Pooh. Dutton. \$5.99. 3 x 4. \$5.99. 0-525-45205-2.

Saber-toothed tiger. [lift-the-flaps]. By David Hawcock. Henry Holt. \$5.95. May, 1994. 0-8050-3193-6.

Snoopy counts to ten. [die cut, accordion-fold] By Charles Schulz. American Education Publishing. \$4.25.

Snoopys ABC's. [die cut, accordion-fold] By Charles Schulz. American Education Publishing. \$4.25.

Snoopy crayons. [die cut, accordion-fold] By Charles Schulz. American Education Publishing. \$4.25.

Something is coming. [lift-the-flap] By Bernice Chardiet. Puffin. \$4.99. 0-14-054996-x.

The songs of Winnie-the-Pooh. Dutton. \$5.99. 3 x 4. 0-525-45206-0.

Spring gardens. [tiny pull-the-tab book] Ernest Nister. Philomel Books. \$4.95. February, 1994. 0-399-22723-7.

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Sunny days. [tiny pull-the-tab book] Ernest Nister. Philomel Books. \$4.95. February, 1994. 0-399-22721-0.

A thing of beauty. Nelson Regency. April 1994. 4 1/2 x 6. \$6.00.

Thoughts for a sunny day: An elegant pop-up gift book. Andrews & McMeel. April, 1994. \$4.95. 3 1/2 x 4. 0-8362-3052-3.

Tigger bounces back. Mouse Works. \$6.98. 1-57082-095-3.

Time for bed? By Leslie McGuire. Reader's Digest/Joshua Morris. \$11.95. May, 1994. 0-89577-572-7.

Tiny Bible tales. [boxed set of four lift-the-flaps] By Anne Gill. Bridgewater. \$19.95.

Tombs of the Pharaohs: a three dimensional discovery. By Sue Clarke. Hyperion. \$16.95. 1-56282-485-6.

Token of love. [tiny pull-the-tab book] Ernest Nister. Philomel Books. \$4.95. February, 1994. 0-399-22720-2.

Walt Disney's Lady and the tramp: Pop-up book. *What is Easter?* [lift-the-flaps] By Harriet Ziefert. Harper Festival. \$5.95. 0-694-00480-4.

What is Passover? [lift-the-flaps] By Harriet Ziefert. Harper Festival. \$5.95. 0-694-00482-0.

What rhymes with snake? A word and picture flap book. [lift-the-flaps] By Rick Brown. Tambourine. \$11.95.

Where is my baby? [lift-the-flaps] By Harriet Ziefert. Harper Festival. \$10.95. 0-694-00479-0.

Where, oh, where is my underwear? By Barney Saltzberg. Hyperion. \$9.95. April, 1994. 1-56282-694-8.

Who said "moo"? [lift-the-flaps] By Mike Artell. Aladdin. \$7.95.

Wooly mammoth. [lift-the-flaps]. By David Hawcock. Henry Holt. \$5.95. May, 1994. 0-8050-3195-2.

Zippy the ant loses her way. [lift-the-flap] Joshua Morris. \$3.99. June, 1994. 0-89577-569-7.

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