

EAT

Joëlle Tobler
Welt als Buch - Nils Rölller
ZHdK, HS 2016

In Autumn 2016 I've attended a seminar at the Zurich University of the Arts called «*the world as a book*» by Nils Rölller. We received the task to design and physically create a book in a week. The core question of this seminar was to figure out how books might look in the future and implement that aspect in our own books.

In the university library I found the book «*Spells*» by Irena Haiduk. Visually the book really caught my attention, because it looked a bit unusual. The content was strange and almost alien to me. It contained bizarre quotes, cooking recipes, cleaning guides, songs and obscene phrases. However, this book is fascinating because of its cheeky and provocative way to make the readers react. Inspired by the sheer randomness of this book, I've added some of the traits in my future book.

I've asked myself the question, what kind of function does a book have and obviously it's an object of consumption. We buy a book to read or look at it or even to decorate our home. In short: «*We consume books*». What would happen if we took that statement literally and created edible books instead? It would be bizarre but indeed a novelty for readers and bookworms.

It was a challenge to realize this concept in such a short amount of time, so I've viewed it as an experiment. The pages of the book are made out of edible paper with four different flavors. To bind the book, I've used black liquorish and the title «*EAT*» was covered in fizzy drink powder. With pens based on food coloring I was able to write down a couple of statements. With this I've reached my goal to create a 100% edible book.

The reason why I've named my book «*EAT*» is because I deliberately want to demand the readers to eat the book and not only to read it. Moreover, I didn't want to write random sentences like in Irena Haiduk's «*Spells*». Rather I wanted to the reader to question themselves while consuming «*EAT*».

For example, I can claim a red page tastes like lemon. However, our visual perception doubts this statement, but the reader can either use their sense of taste or smell to confirm it. Hence a new way of storytelling is made possible. Before we only had a visual-haptic experience and now it can be broadened by the sense of smell and taste.

I've come to the realization that an edible book would perish sooner or later in the end. It was not made to last an eternity because on one hand its very delicate and on the other hand it has an expire date just like all the foods. In the future these kinds of books could possibly help reducing the massive paper waste of our society. It's simple, the books that aren't needed anymore could just be consumed. What's more, ingesting a book after finishing a great story could be a new way to enjoy reading books in the future.

In conclusion, «*EAT*» has exceeded my own expectations since it has brought a new, provocative and refreshing way of how we could enjoy books in the future. What's more that edible books have a great potential to benefit our environment as wells as our society.