

PODIGPUB#5

PUBLICATION AS A NODE



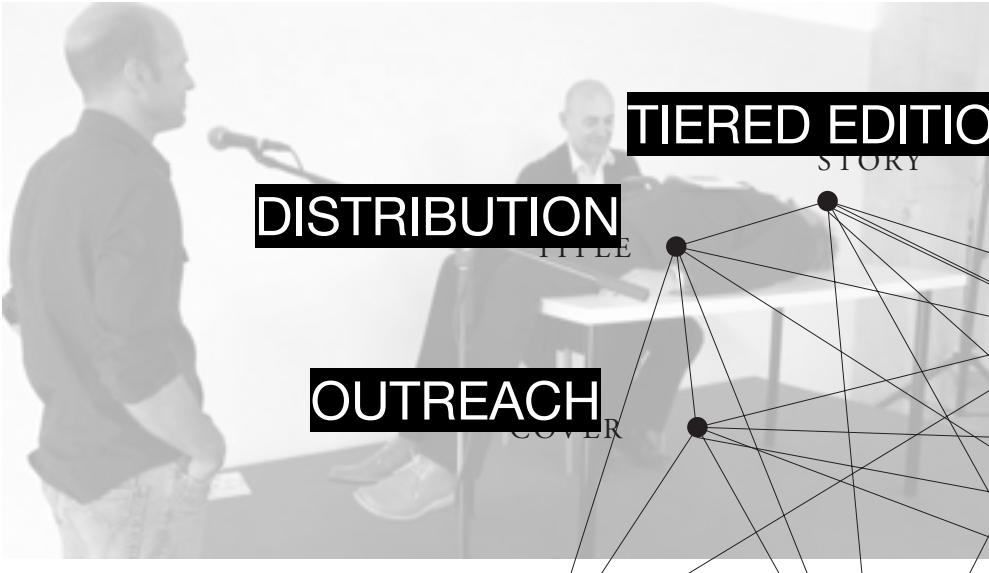
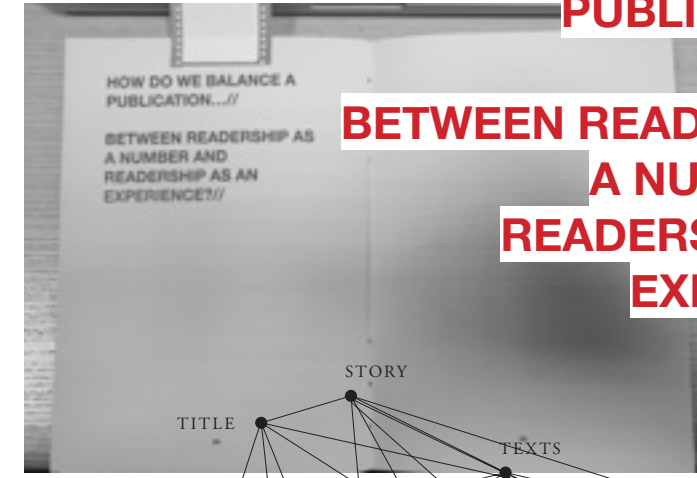
How can we move away from traditional notions of publishing and dissemination of knowledge to something which reflects our post-digital attitude towards platforms, information and readership?

Let's begin by thinking of the publication as a small part of a larger network - as something that itself, is passive and does not seek out readers, conversations or revisions. If we start to think in this way, and we form a constellation of sorts for our publications - a strategy almost, we see the publication as a participant within a space of activity and discussion.



HOW DO WE BALANCE A PUBLICATION...//

BETWEEN READERSHIP AS A NUMBER AND READERSHIP AS AN EXPERIENCE?



READINGS

DISCUSSIONS

PERFORMANCE

FOCUS GROUPS

PUBLICATION

ARCHIVE

REVISIONS

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Tree

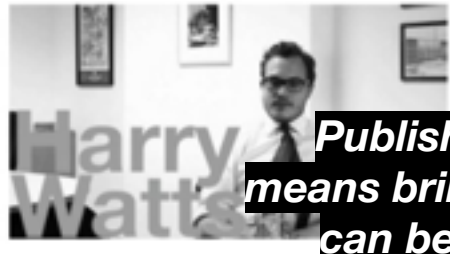
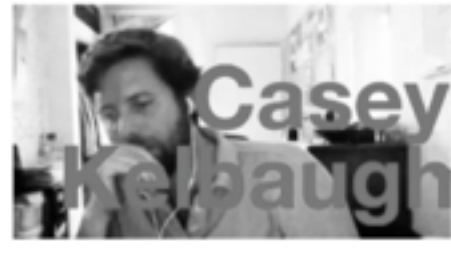


Rhizome

...a continuously growing horizontal underground stem that puts out lateral shoots and adventitious roots at intervals.

http://www.lookfordiagnosis.com/mesh_info.php?term=Rhizome&lang=1

Photography: Laura El-Tantawy
Design: SYB
Signed in Arabic & English
Language: **Arabic** (interviews with Egyptians during & after Jan 25, 2011)
Self Published in edition of 1500
100% recycled 45gsm newsprint
Includes one main newspaper 42x29cm & two inserts 28.5x18.5cm each
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Price: Free for Egyptians / Otherwise 25 Euro / 25 US / 25 GBP



Publishing cannot exist without distribution. And distribution means bringing content/objects to remote locations, where they can be noticed and hopefully enjoyed. (Alessandro Ludovico)