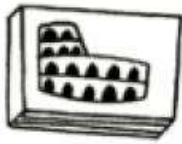




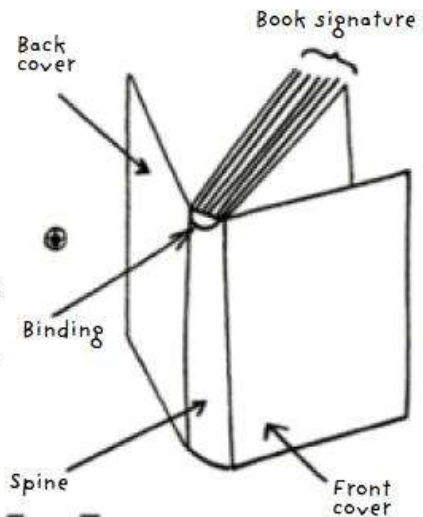
What is the right 'feel' for a book?

Some argue it is the French way, which is portrait style, meaning vertical. Others say it should be printed in the Italian landscape style, which is horizontal.



Books can be printed anywhere.

Print shops have existed on boats, planes, and even on the Eiffel Tower. During the World Exhibition of 1889, the French newspaper *Le Figaro* had a printing installation set up on the second floor of the Eiffel Tower, 345 feet above ground level. Many issues of the paper were printed on the 165 square feet of the platform and offered to visitors.



Once printing is completed,

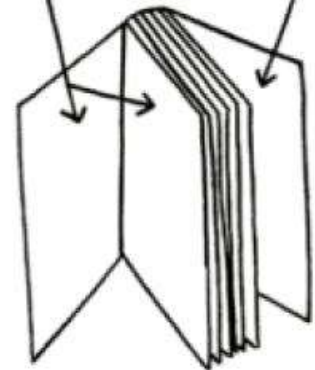
the finished pages are folded to create the book. The number of pages is always in multiples of four, and books are generally composed of sixteen- or thirty-two-page sections, placed one section behind the other and then assembled.

5	2v	6	9
4	13	16	1

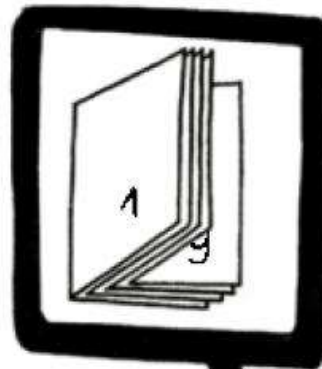


Endpapers

Endpapers



Q+



To print a color image, the white sheet is passed through four inked rollers. Engraved plates have been placed onto each of these rollers. The first plate enables everything in blue (cyan) to be printed, the second plate prints everything red (magenta), the third, everything yellow, and the fourth, everything black (key). Each of these colors is printed in the form of microscopic dots, like pixels. Our own eyesight then mixes everything together to create the whole chromatic view:



In which countries are books printed? Some publishers decide to do their printing in countries that are very far away and where it is much less expensive. These books must then be transported over long distances by ship and then truck. Unfortunately, this makes the whole business of book production environmentally unfriendly. The more complex books are printed in China or in eastern Europe. Efforts are being made, though. Eco-labels such as *FSC* or *climate neutral* highlight, for example, which printed works satisfy environmental criteria.

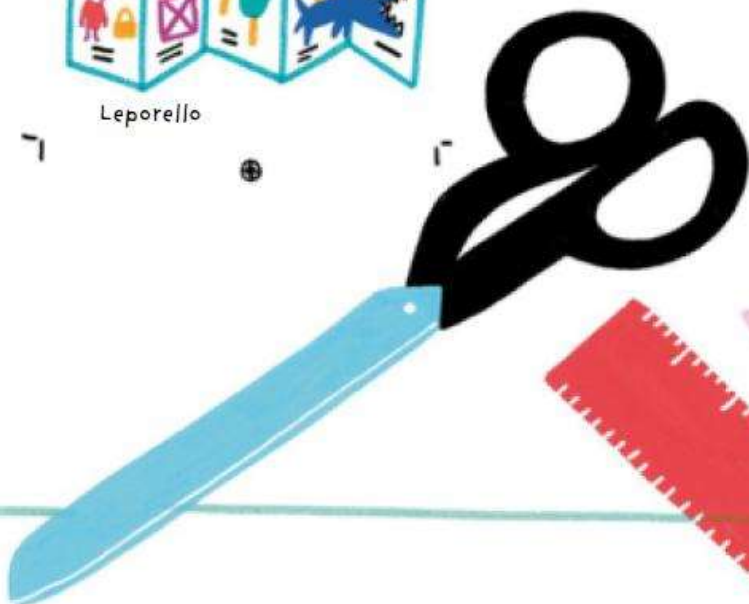
The author can also give their opinion on the printing of the book. Alexandre Dumas ordered that his books be printed on colored paper—blue for fiction, yellow for poetry, and pink for miscellaneous articles.



Pop-up



Leporello



COLOR CHART