

Aliens of reading at the Frankfurt Book Fair – Metatext Project renews the conventions of text, reading and the Book Fair

How does the text change if I think that a near relative has written it, it is an excerpt from a holy book or my own unfinished creation?

Helsinki based Reality Research Center's research administrator Pekko Koskinen has created the Metatext Project for Frankfurt Book Fair 2014. The project develops new forms of reading and writing and it is part of Social Space Agency (SoSA). SoSA is a NASA-like organization that maps out the unknown territories of our social space. It trains socionauts who step outside the boundaries of normal life to experiment new forms of social being and find out new ways of life:

"At the moment people have different personalities in reading, but we are not able systematically to choose our ways of reading. The Metatext Project is part of a larger development, aiming to conceive reading as an actively creative platform. When I introduced new forms of reading in Kallio High School in Helsinki, the students were shocked about how they could spend two hours on a single page, without any sign of exhausting the possibilities of its meanings.", says Koskinen.

Metatext Project invites the visitors of Frankfurt Book Fair to encounter reading in alien, unconventional forms, meeting people who already operate in the new, extended environment of reading. At the book fair they spread out in different locations, in which the visitors are given tools to approach the conventions of reading and text in creative ways.

Metatext Project is part of the Finland. Cool.-programme in the context of the Guest of Honour appearance of Finland at this year's Frankfurt Book Fair

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Background:

Reality Research Center's Pekko Koskinen together with das schaubüro and Tobak Lithium founded SoSA in AUAWIRLEBEN festival in Bern during 7.–18.5.2014. SoSA is part of Reality Research Center's project Othering and two-year research plan Meanwhile, elsewhere.

The planning of Metatext Project: Pekko Koskinen (RRC)
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In Collaboration with Finnish Literature Exchange, Theatre Info Finland (TINFO) and das schaubüro and Tobak Lithium from Switzerland. The project is supported by Finnish Ministry of Culture and Education.

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