

A to Z: Marvels in Paper Engineering - Celebrating the 25th Anniversary of



CALL FOR ENTRIES

A to Z: Marvels in Paper Engineering is a juried collection of individual pop-up spreads, each focusing on a letter of the alphabet. The goal is to showcase and celebrate some of the best Paper Engineers around the world as they translate their unique styles into each letter to highlight and celebrate the 25th Anniversary of The Movable Book Society (MBS) with a commemorative book that would be released in August 2018.

Each engineered letter is treated as its own entity and is not bound into a book, but is part of a pack of cards that are presented in an exquisite collector's box.

1. Each letter is represented by an individual unbound spread with a cover and a back.
 - a. The cover of each spread exhibits the "Letter" in a consistent manner that cohesively ties all spreads together.
 - b. The contained pop-up exhibits the selected paper engineer's interpretation of that specific letter.
 - c. The back of each spread will showcase the paper engineer's photo and information, as well as the inspiration for the contained letter design.
2. An insert will be included in the collection that proclaims pertinent information about the history of The MBS, what it stands for, and the significance of this collection that celebrates The Movable Book Society's 25th Anniversary.
3. Print Runs – Print run quantities are to be determined, but will likely run between 2,500-5,000 Collectors Anniversary Editions.

What is The Movable Book Society?

The Movable Book Society was organized in 1993 to provide a forum for collectors, artists, curators, booksellers, book producers, and others to share enthusiasm and exchange information about pop-up and movable books. The society has about 400 members worldwide and holds biennial conferences in September.

Membership in The Movable Book Society is open to anyone who has an interest in pop-up and movable books. You can join The Movable Book Society or to subscribe to its quarterly publication, *Movable Stationery*, by visiting www.movablebooksociety.org.

Entering is free!

1. Call for entries will be released 5/5/17 via all social media platforms (MBS website and Facebook, Instagram, and Twitter). Feel free to spread the word!
 - a. Entries are open to all Designers (18+ years) including Book Artists, Paper Engineers and MBS members. You do not have to be a member of The MBS to submit.
 - b. Book Artists must be aware that if their design is selected, it will be mass-produced.
 - c. If the Jury selects your design for inclusion, you will receive a complimentary copy of *A to Z: Marvels in Paper Engineering* which will be promoted online across several platforms.
 - d. Artists will retain all copyrights to their submitted designs but The MBS will retain the copyrights for the produced *A to Z: Marvels in Paper Engineering* collection.

How to Enter

1. The 26 letters are assigned on a first come, first serve basis. Entries are limited to **TWO** different letters per paper engineer. Visit <https://mbsatoz.wordpress.com/> for letter availability and updates.
2. Artists must email movablebooksociety@gmail.com to confirm the letter(s) that they would like to submit to the jury for consideration.
3. If a letter already has two designers assigned to it, then the entrant will be directed to consider other available letters to choose from.
4. Awarded letter(s) will be announced via email within 5 business days to each entrant who inquires.
5. Once an entrant's choice(s) is approved, they may start designing and submit their final entries to the jury. **ALL ENTRIES MUST ARRIVE TO THE JURY BY 7/31/17.**
6. After letter confirmation from The MBS, each applicant must complete a submission form (found at www.movablebooksociety.org) for each individual entry which includes the following information:
 - e. Why you picked your specific letter. (1-2 sentences)
 - f. A paragraph that describes your vision behind your design, which will be featured on the back of the pop-up if your design is selected. (70 words or less)
 - g. A clear description of the proposed finishes and production details for your design.
 - h. A 300dpi b/w or color JPEG headshot that is no smaller than 4"x 6", which will be featured on the back of the pop-up if your design is selected.
 - i. An Artist Bio that helps the jury know a little bit more about you. (150 words or less)

Special Notes

1. If an entry requires specialized production or assembly, the internal pop-up component(s) in question may be produced by a specialized vendor and then be supplied to the designated vendor to assemble into the pop-up spread for full production. These types of entries will be judged on a case-by-case basis, as additional production cost may need to be considered.
2. If your submission is selected, you will need to release the following for production.
 - a. 4 prototypes (1- for MBS master copy and 3- for vendor quotes)
 - b. Complete digital production-ready files for art and die lines, supplied in Illustrator.
 - c. Further details will be provided to selected Paper Engineers at time of notification.
3. All un-selected entries will be returned to entrants.

Design parameters

1. Size of pop-up
 - a. Closed - 6 "x 8", Open - 12"x8"
2. Paper being used for production
 - a. 10pt (280gsm) Wood free Uncoated with dull varnish.
3. Finishes
 - a. A limit of 2 finishes per entry. Allowed finishes include: glitter, foil, varnish, laser cutting, or mixed media elements (such as acetate, wire, spring, or string). Please note that due to production and shipping concerns, electronics are not allowed.
4. Glue points (areas where the pieces of paper are glued to the base page or another piece)
 - a. Max limit of 10 glue points per entry. This includes slotted tabs.
5. Orientation
 - a. Entries may be designed to open 90 or 180 degrees flat and may be either vertical or horizontal orientation. A 360-degree carousel design will not be permitted.

Key Dates

5/5/17	Call for Entries is announced.
Ongoing	Awarded letter(s) announced via email within 5 business days.
7/31/17	All design entries are due to MBS.
8/28/17	Jury announces awarded letters to all entrants.
9/28/17	Final paper prototypes and digital production files are due to MBS.
8/1/18	<i>A to Z: Marvels in Paper Engineering</i> is released.

The Jury

1. *A to Z: Marvels in Paper Engineering* will be reviewed by a team of three jurors.
 - a. **Monika Brandrup** –VP, Creative Director of [Up With Paper](#)/Jumping Jack Press/UWP LUXE, which is the largest international pop-up greeting card publisher. Aside from cards, she also leads creative planning and direction for Jumping Jack Press, a pop-up book division that has self-published more than 30 original titles in multiple languages. She is the Strategic Chair for the LOUIE Awards for the greeting card industry, and has been a member of The MBS for over 10 years and a board member for the past 6 years.
 - b. **Larry Seidman** – Larry Seidman, M.D. is an avid collector of antique movable books, games, puzzles, and optical toys, with a special interest in novel mechanicals. He has been a member of the MBS since its inception and served on the board for the past 12 years. He has been a juror for the 23 Sandy Gallery's two exhibits of artists' books: *Pop-up Now* and *Pop-up Now-II*. Currently, he shares the wonder of pop-ups with his pediatric patients and in schools. His collection of animated paper toys can be viewed at www.drlar7.tumblr.com.
 - c. **Bruce Foster** – Bruce has been a paper engineer since 1989 and has designed more than 45 pop-up books and nearly 100 other pop-up or papercraft creations for such publishers as Simon & Schuster; Random House; Little, Brown, Co; Up With Paper; Insight Editions; and many more. Additionally, he designed the pop-ups seen in the Disney film, "Enchanted". With a BFA in graphic design and studio art from the University of Tennessee, Bruce first learned paper engineering while an art director by performing book autopsies (luckily the only blood spilt was his own) on the 1970's Golden Age books of Intervisual. For the past 28 years he has lived in Houston, TX. His body of work can be explored at www.paperpops.com.
2. The jury will announce the awarded "letter" to Paper Engineers via email on **8/28/17**.
3. Note that Engineers will only qualify to be awarded one letter of the alphabet regardless of the number of entries submitted to the jury to ensure a wide variety of Paper Engineers to be featured in the collection.

Judging Criteria

1. Originality - Does the entry take a unique approach to design, concept, and execution?
2. Impact - Does the entry have emotional impact?
3. Design Excellence - Is the overall look of the entry visually appealing? Did the designer make good choices in design and artwork arrangement?
4. Progressive innovation - Does the entry exhibit innovative techniques and design that resonates with the future of paper engineering?
5. Production Cost - Is the design cost effective for inclusion and production?

Questions

1. Contact movablebooksociety@gmail.com with your specific questions.
2. Visit <https://mbsatoz.wordpress.com/> for letter availability and updates.