

BLOW BOOK

UN MÉDIA SPÉCIFIQUE

une image par page

UN CONTENU VARIÉ

ancien et nouveau,
local et international

UN PETIT FORMAT

7,6 x 11,6 cm

UNE FORTE PAGINATION

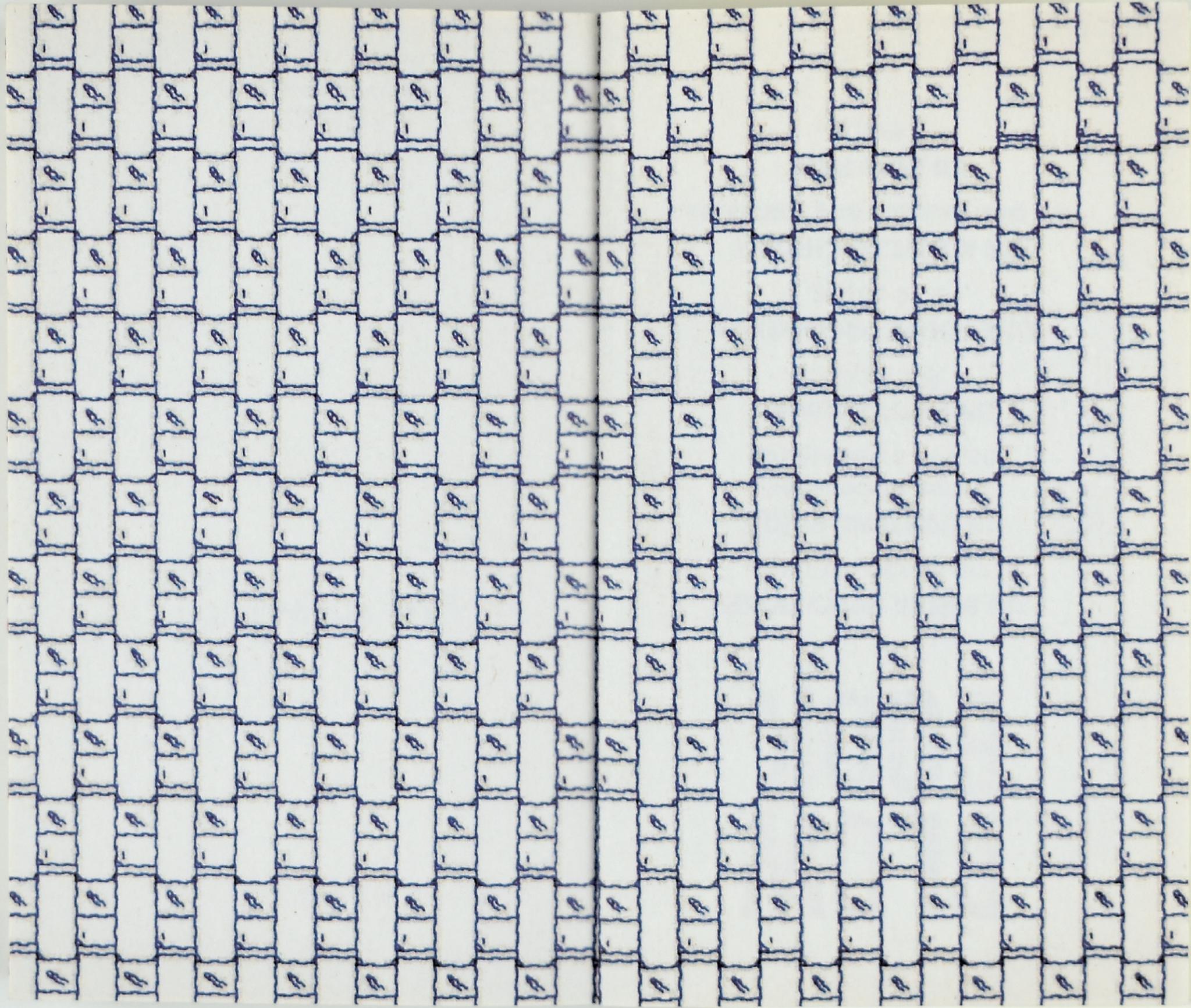
224 pages

UN NOUVEAU CIRCUIT

via distributeurs automatiques

UN MINI PRIX

5 euros

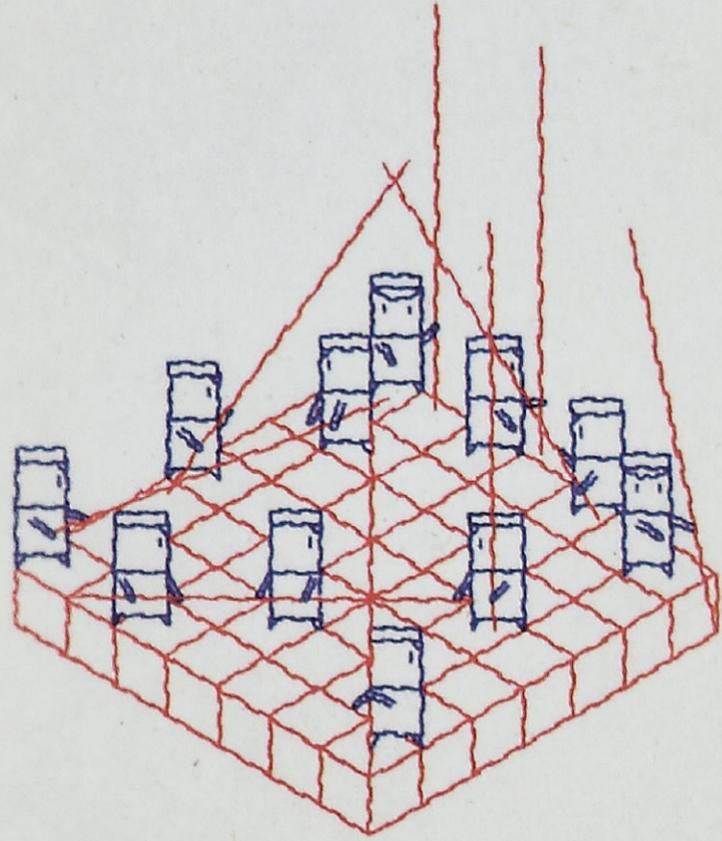
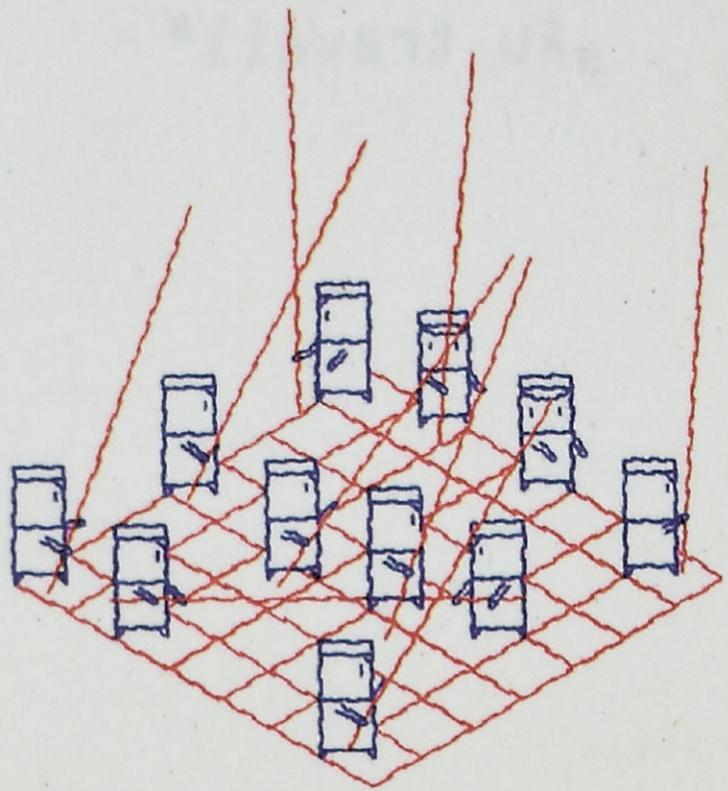


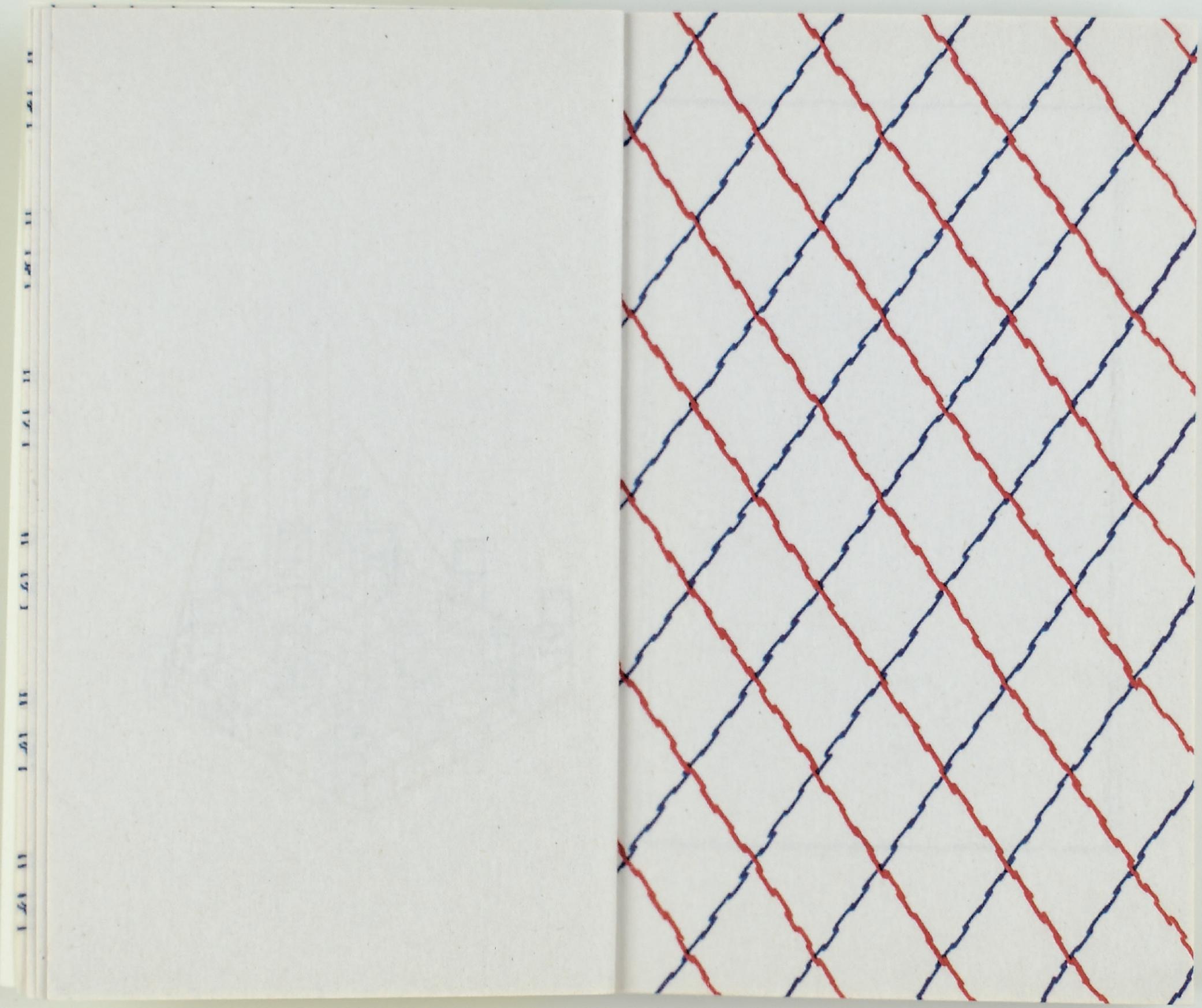
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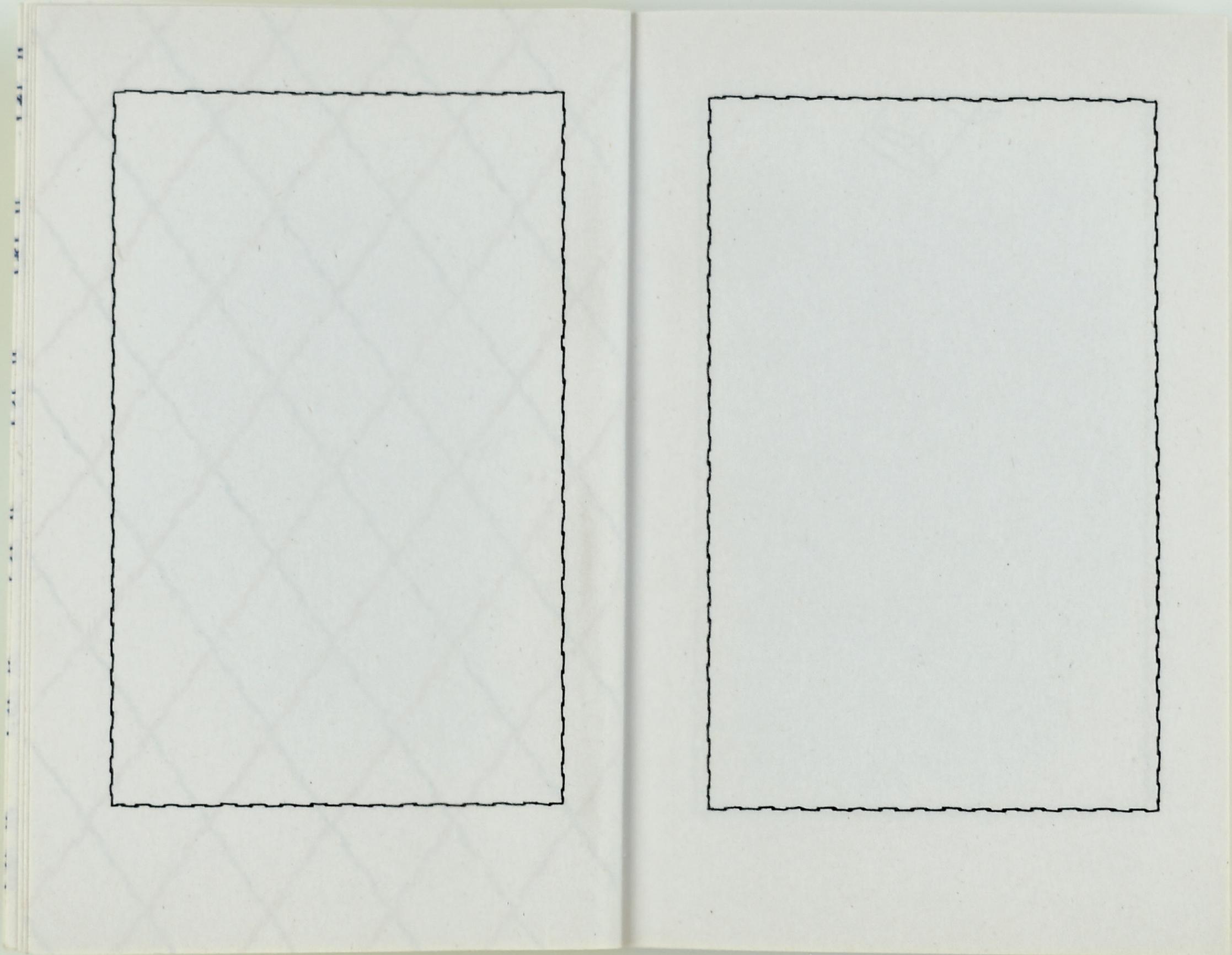
"Au travail"

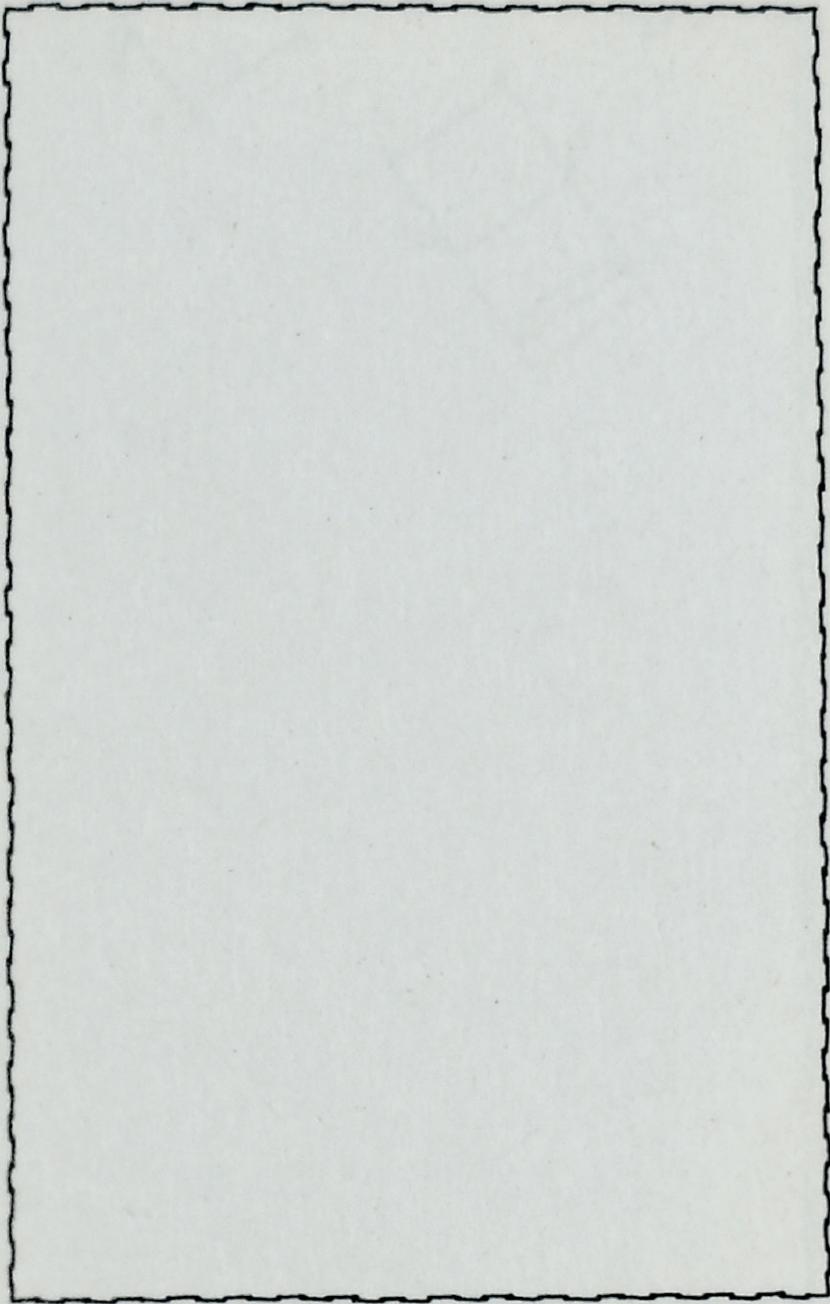
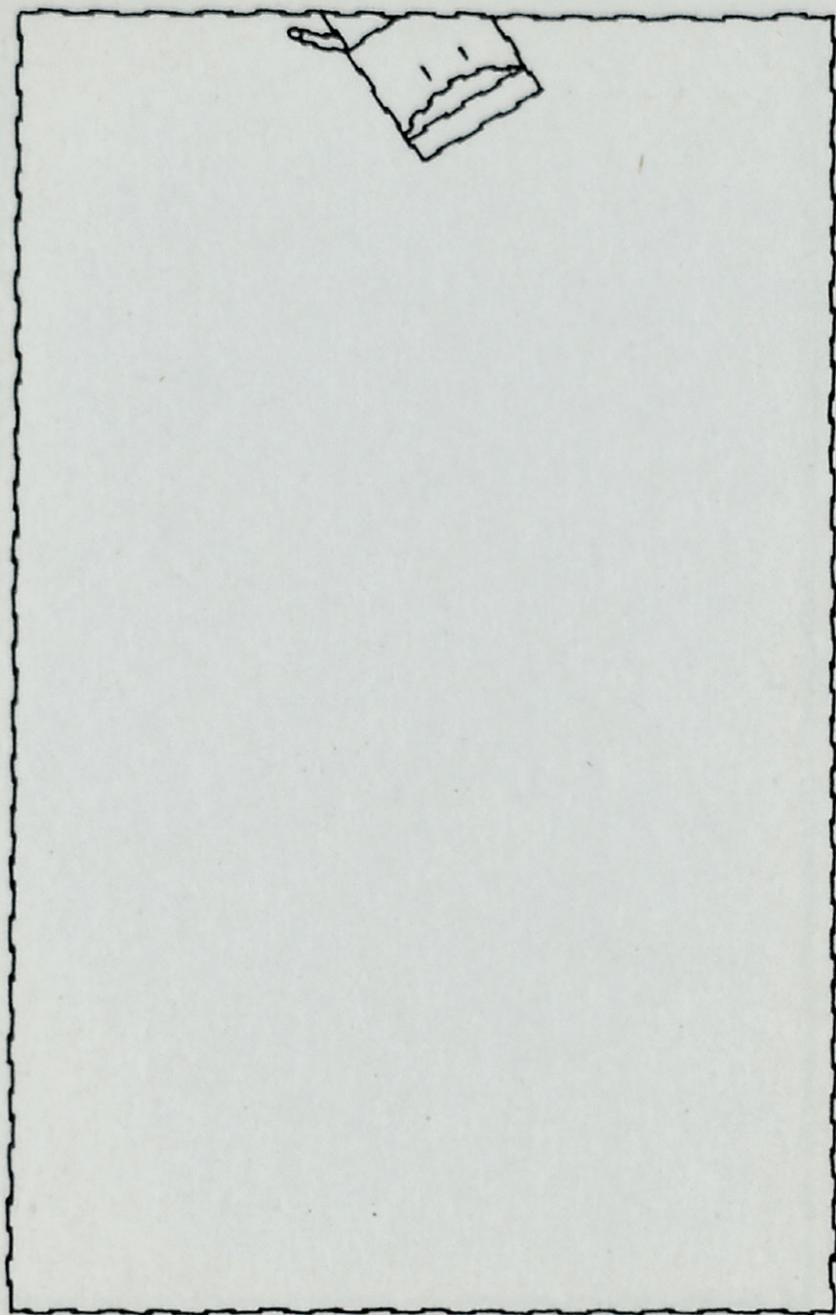
blowbook

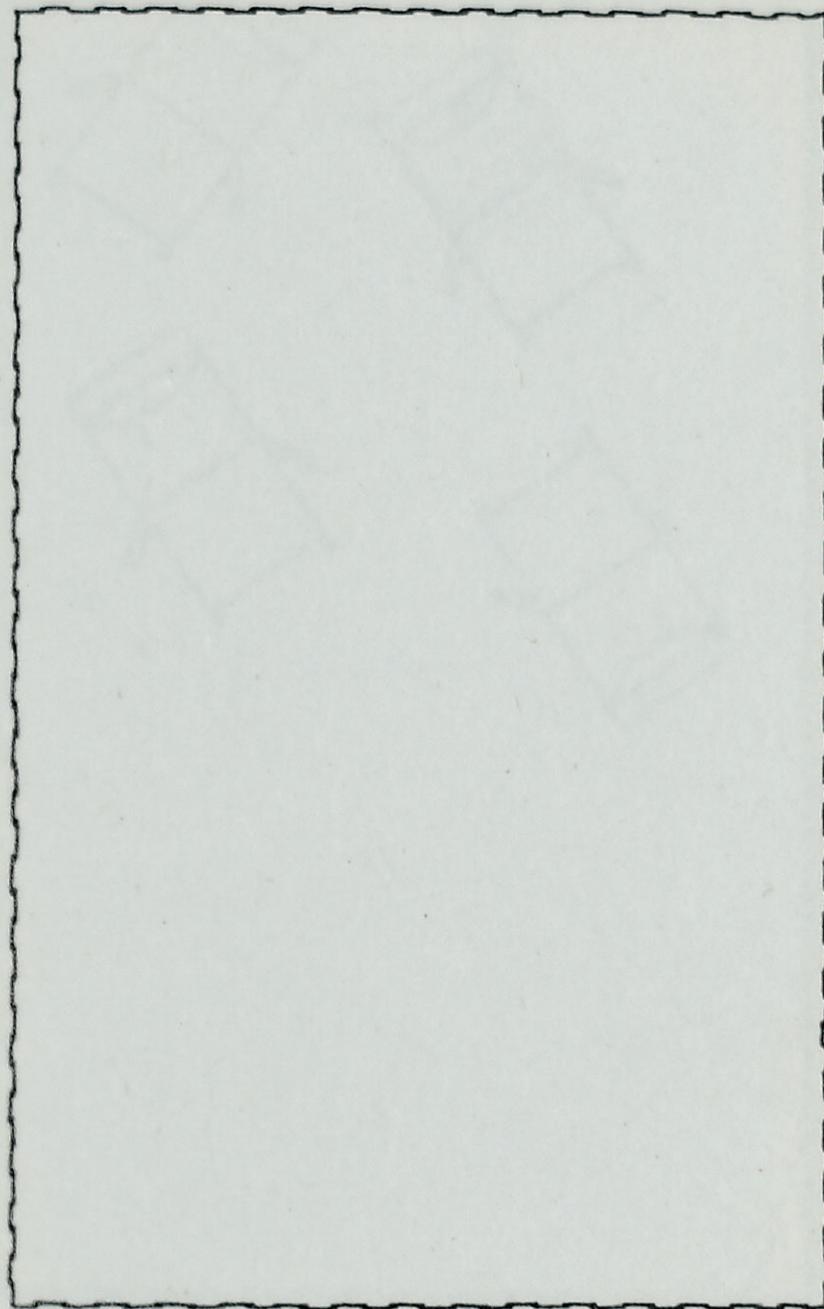
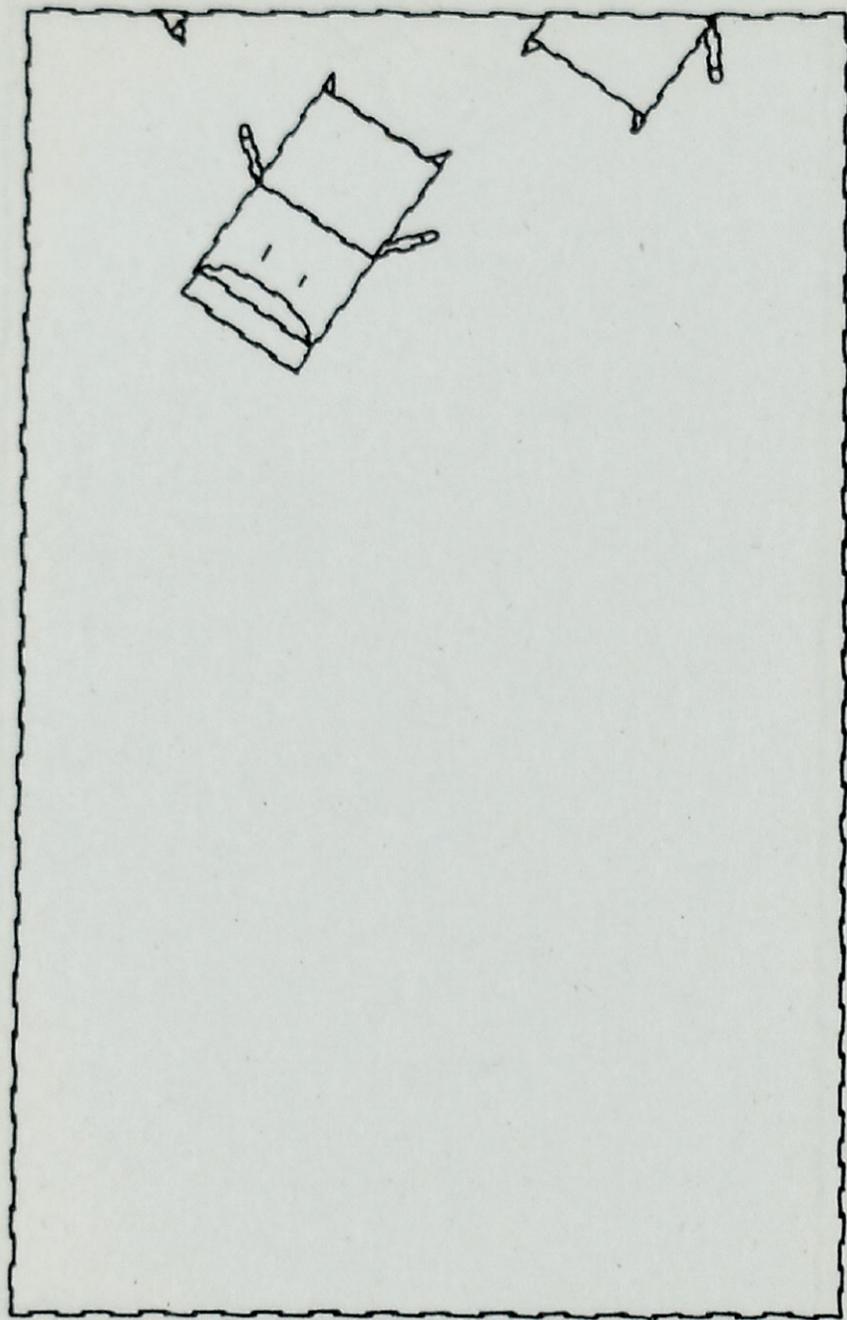
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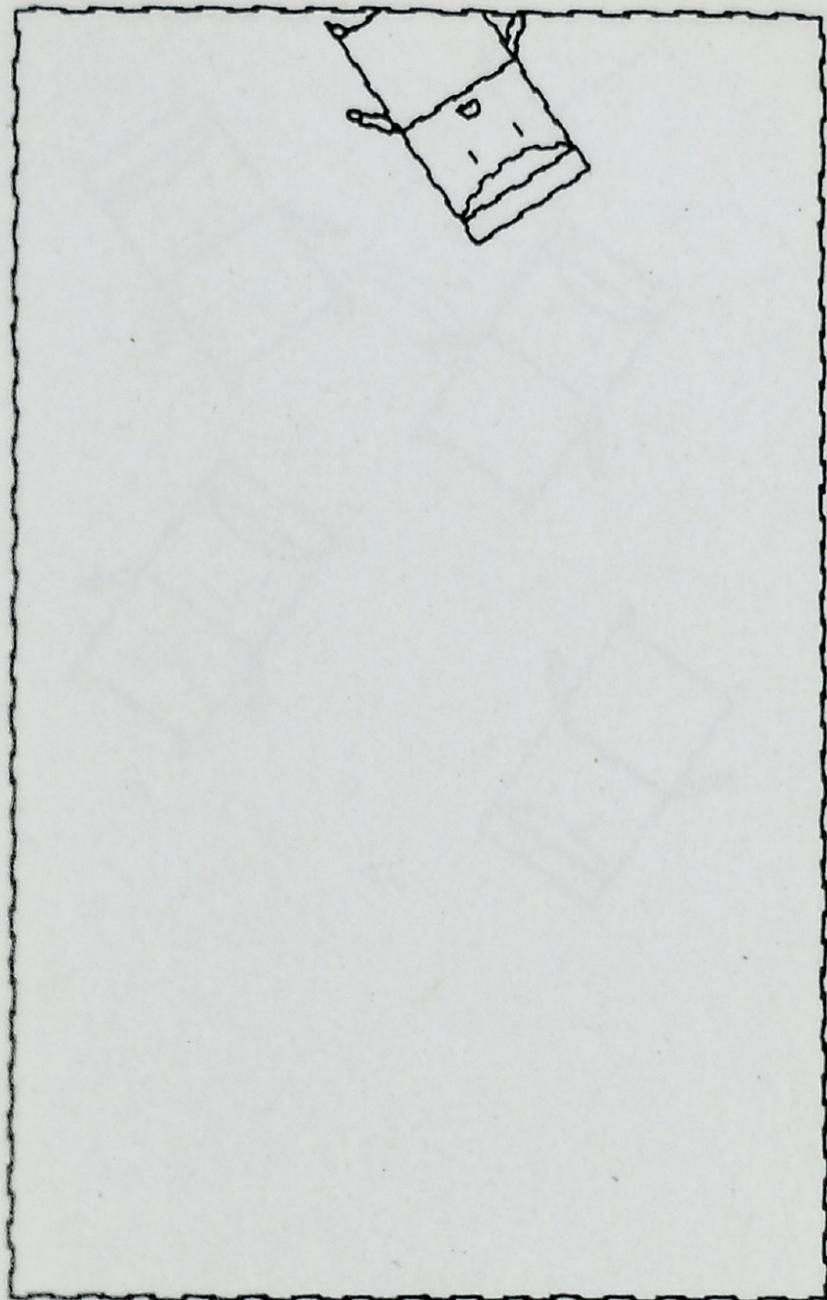
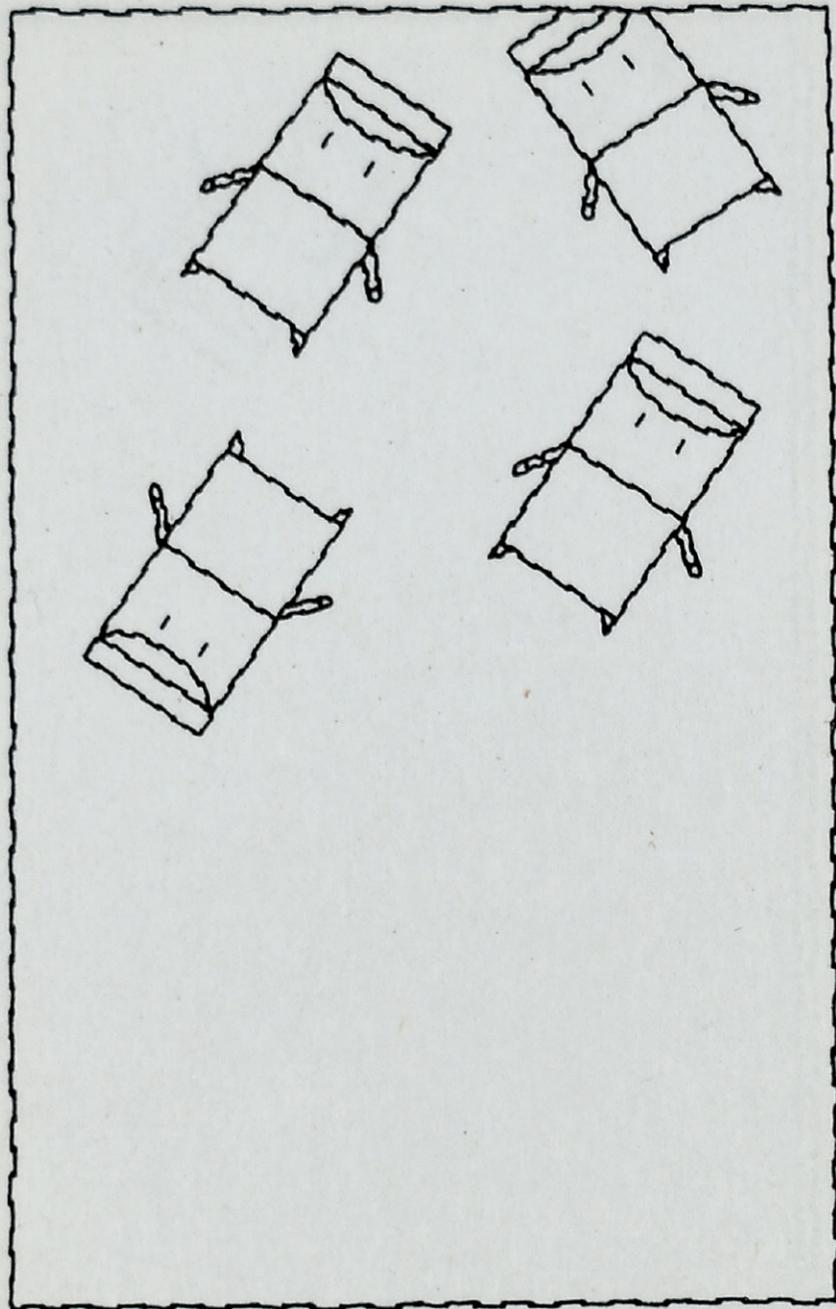


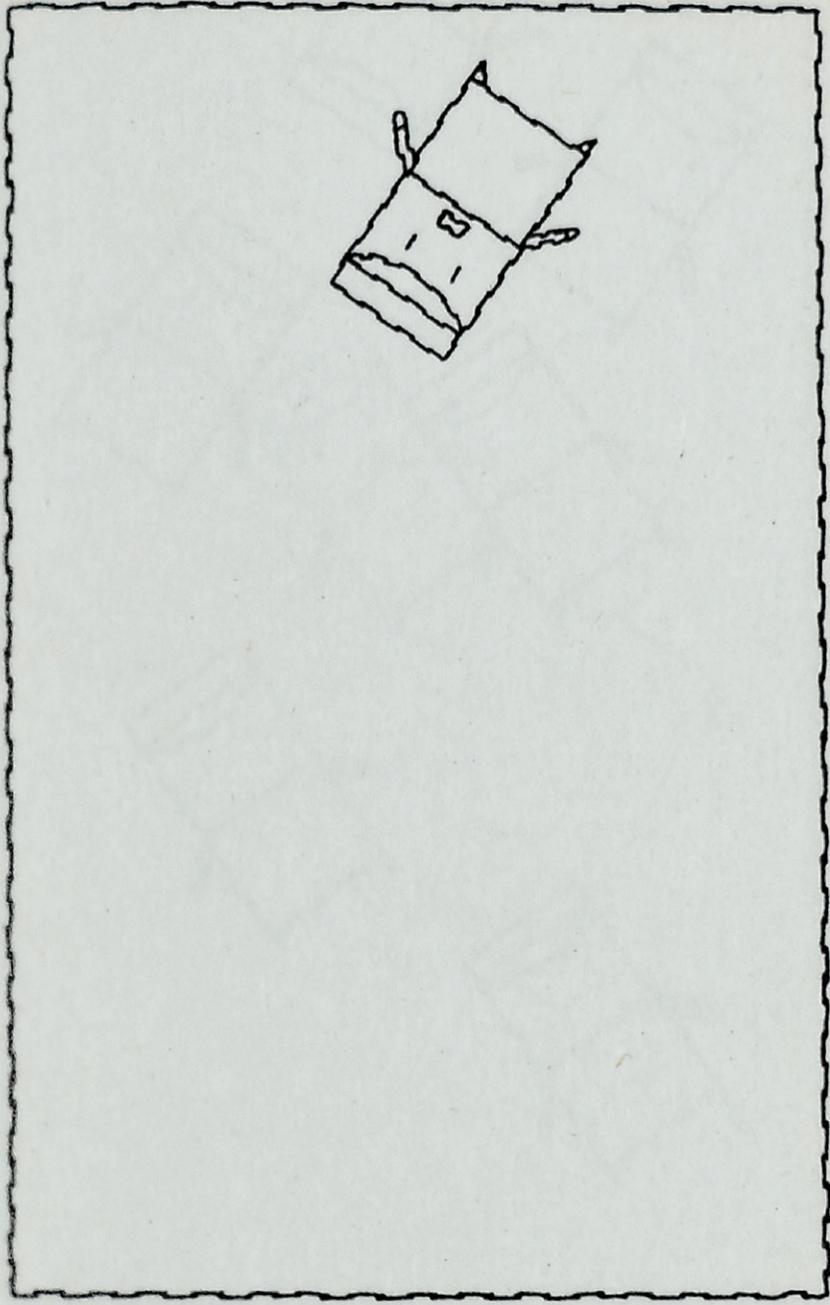
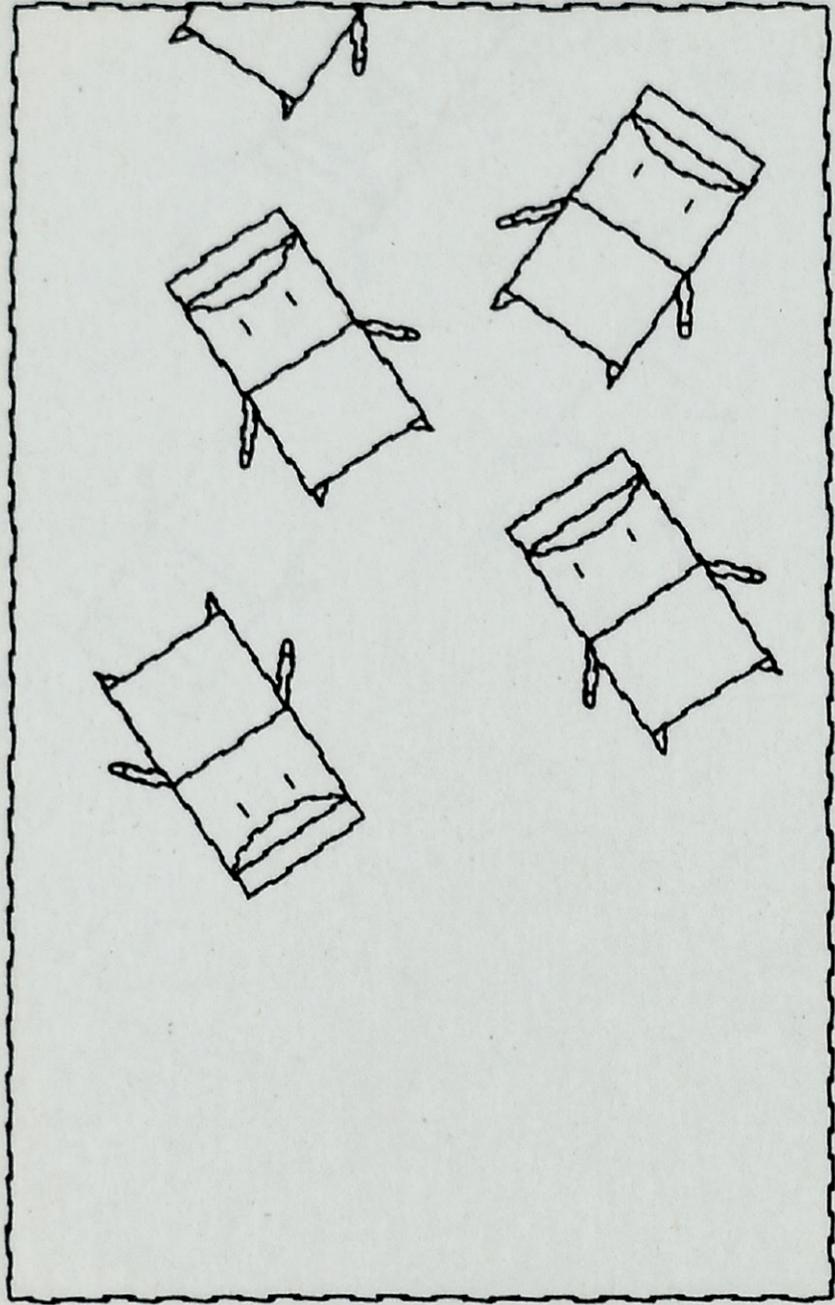


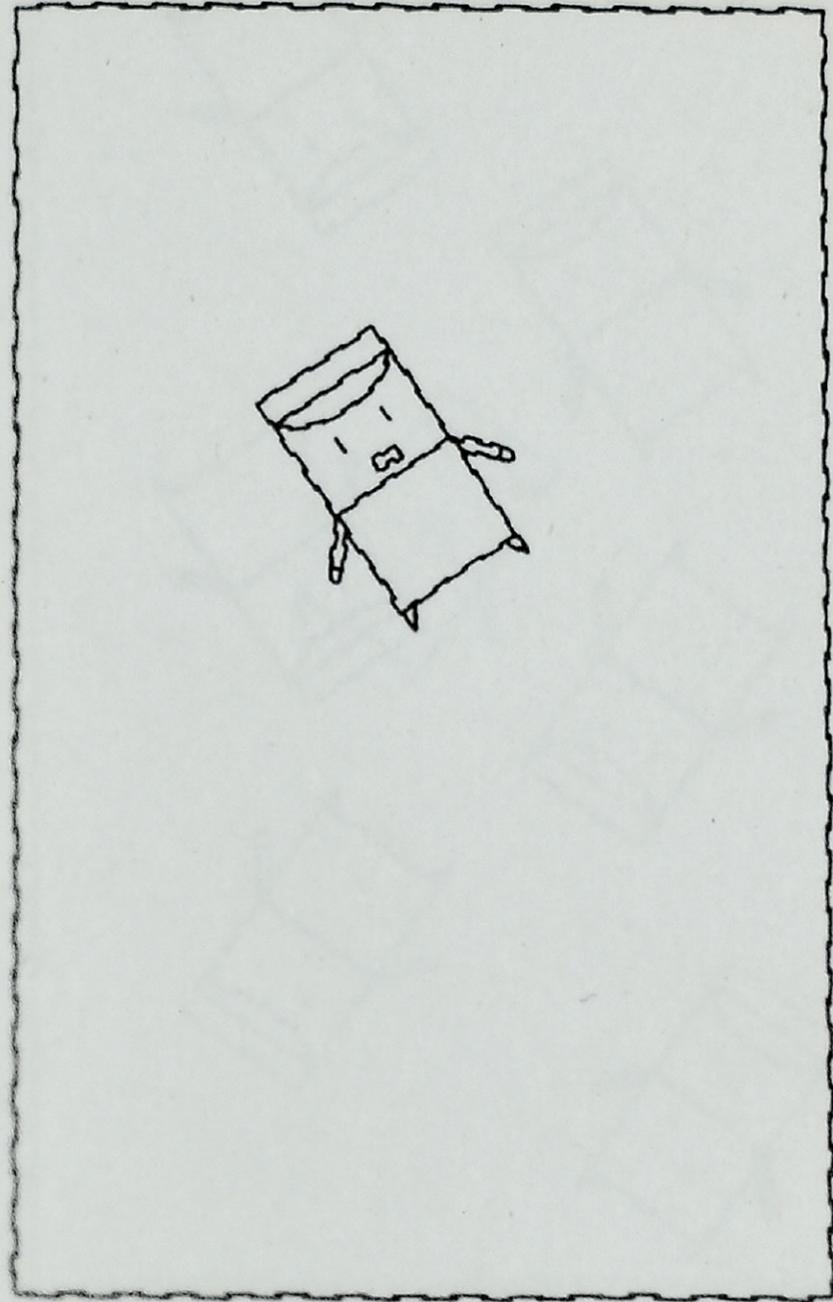
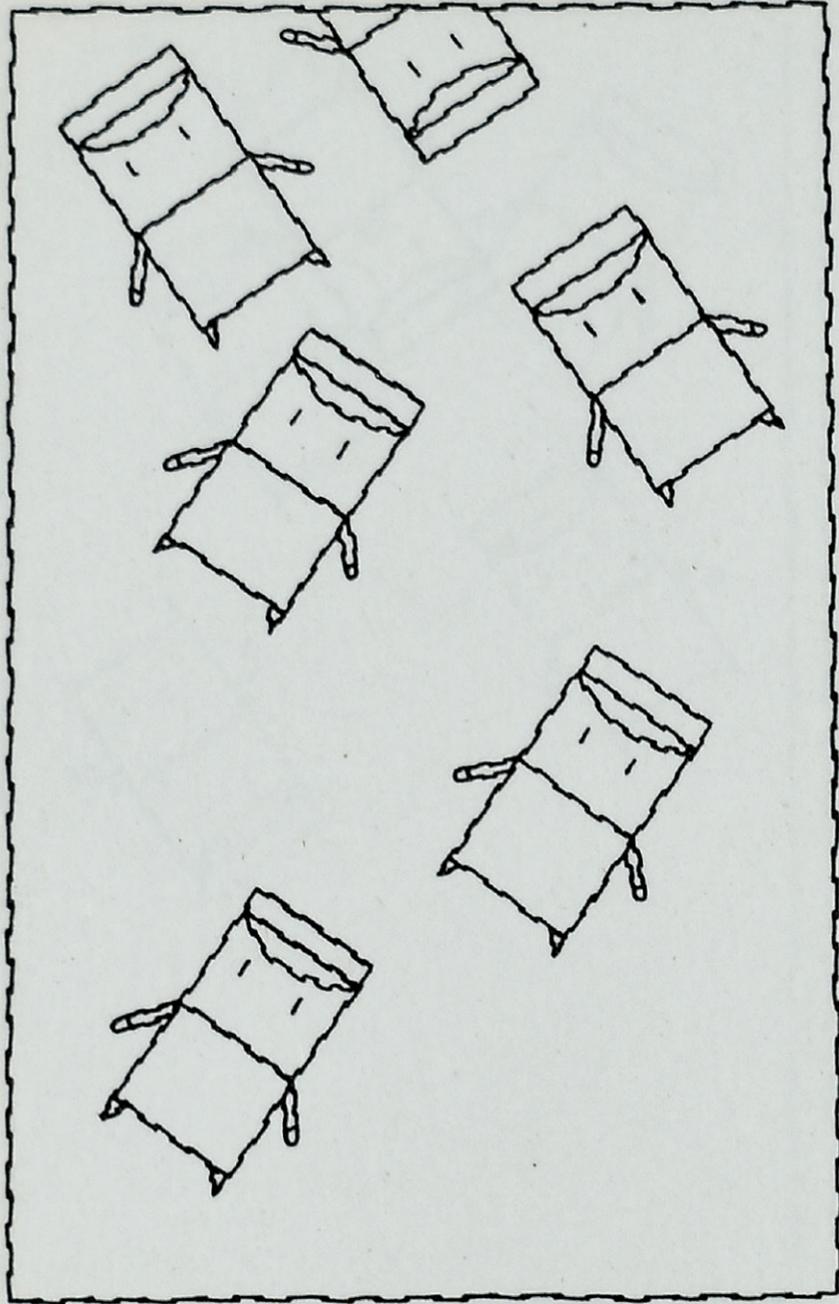


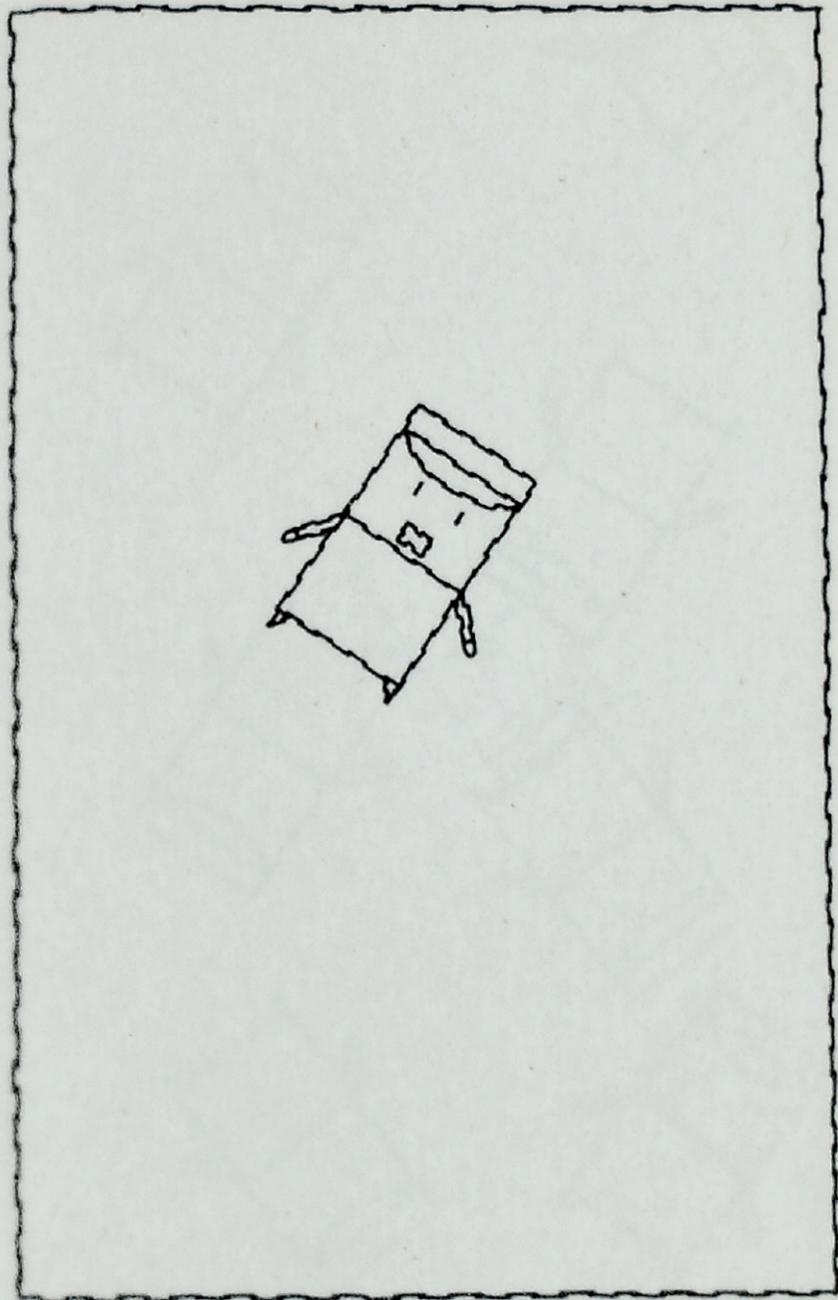
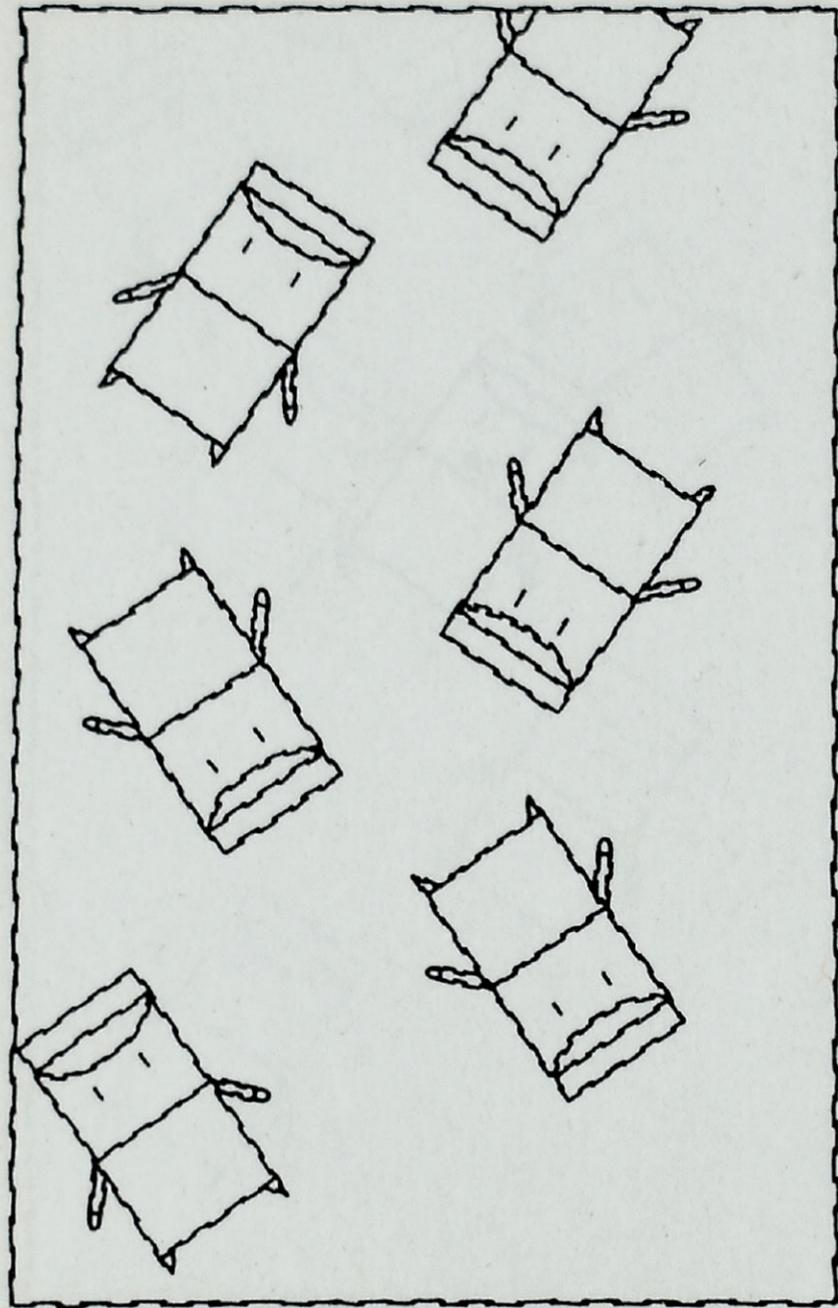


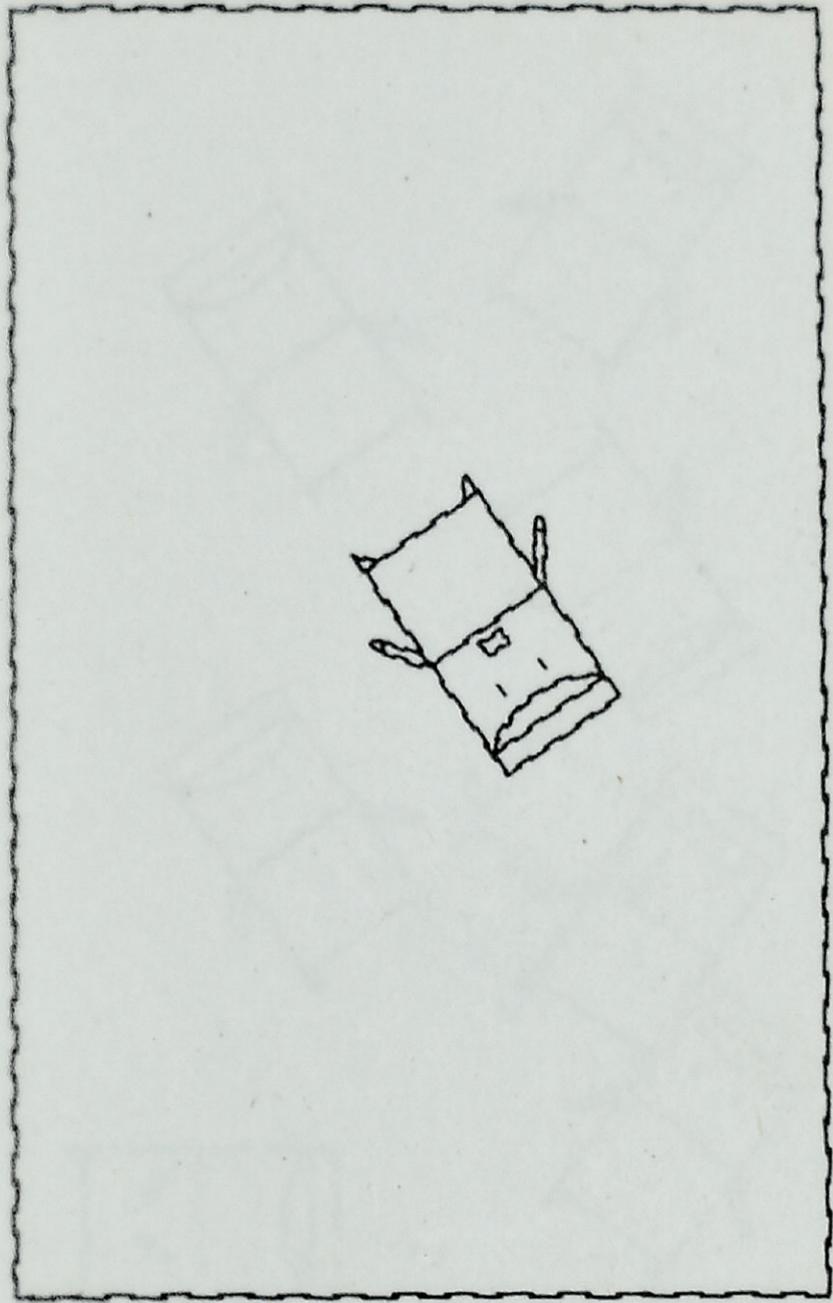
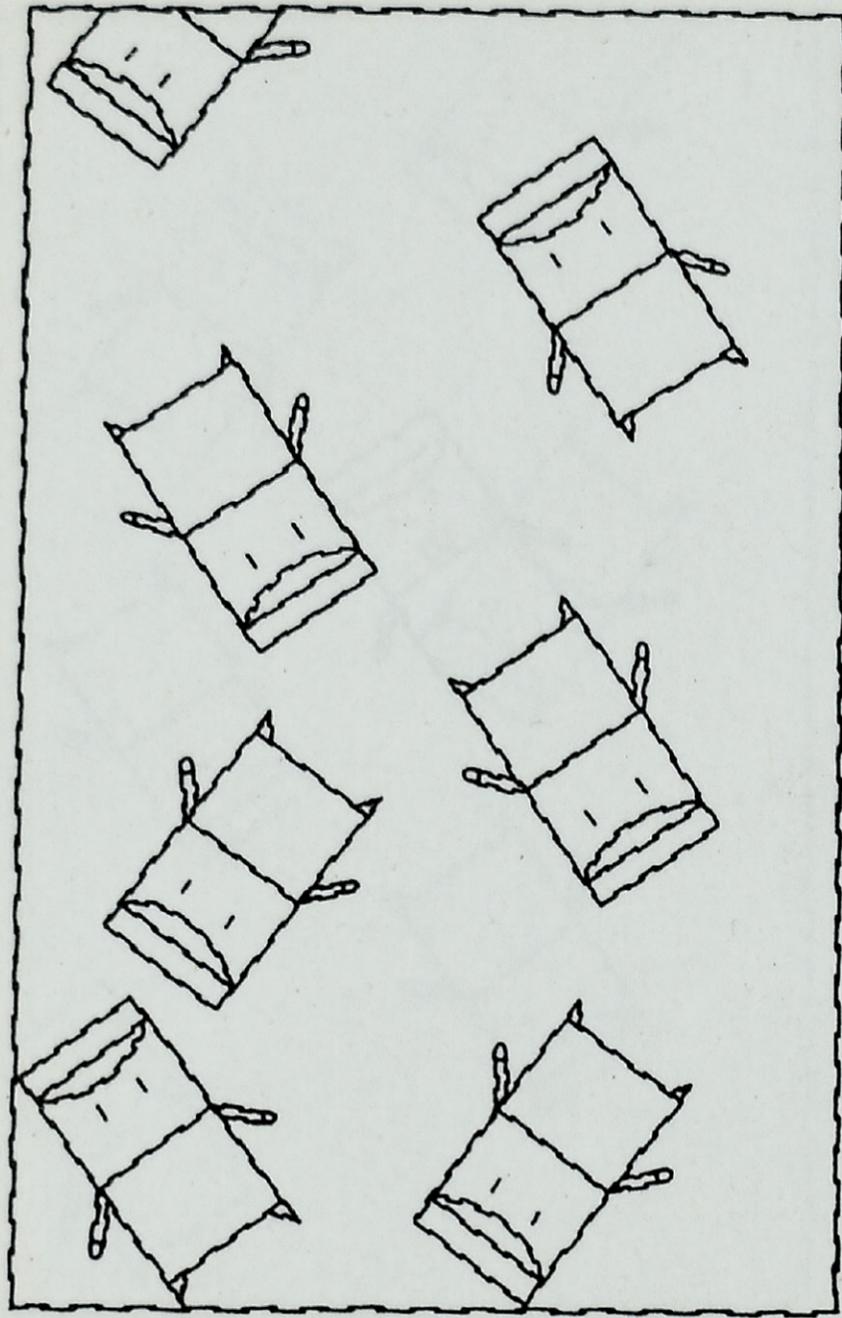


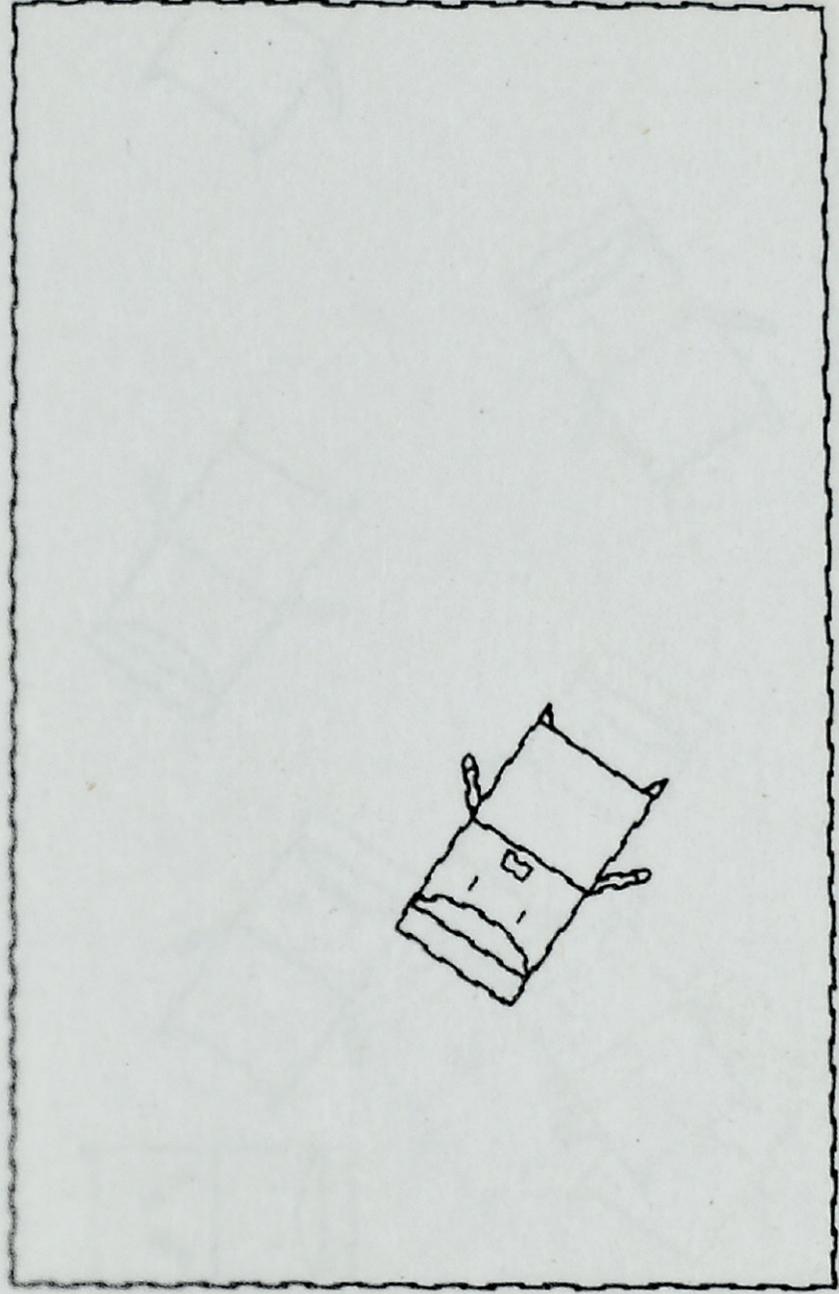
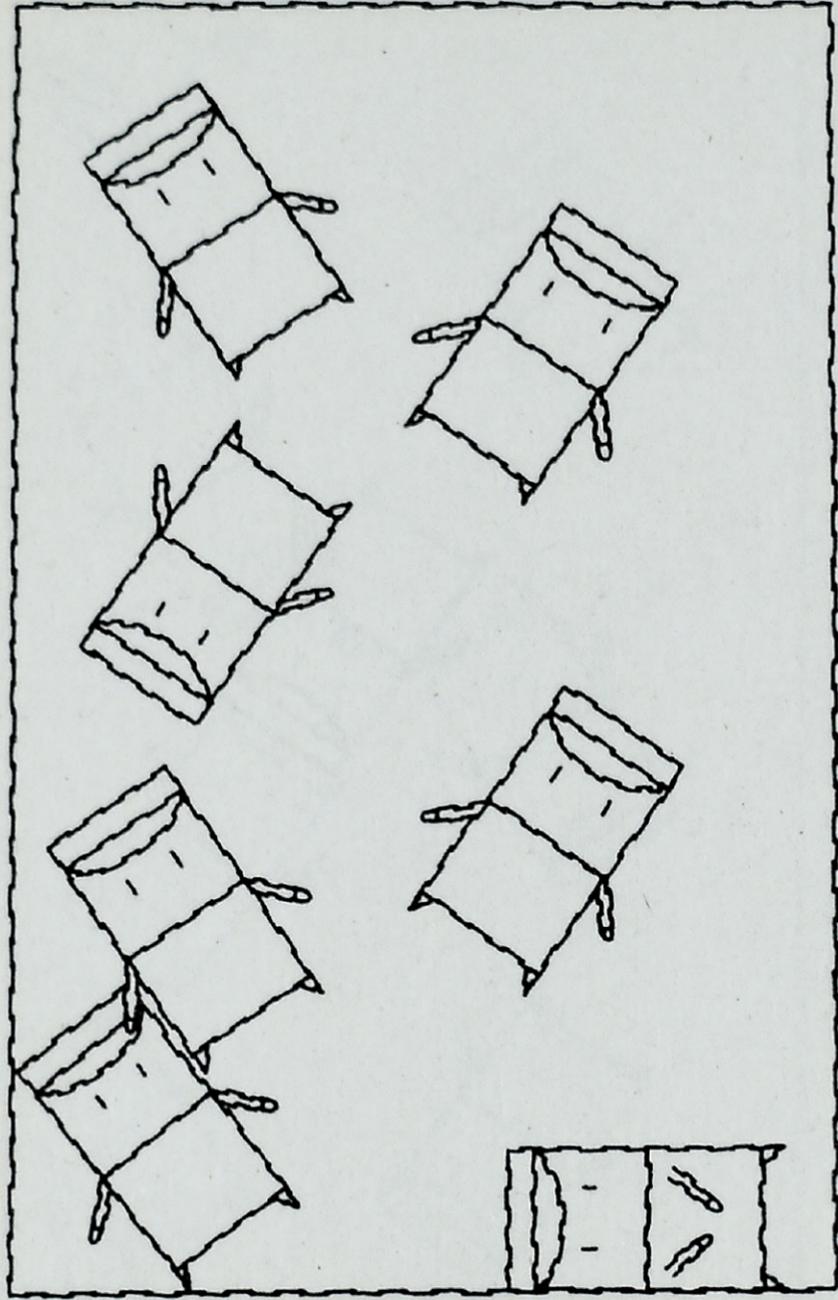


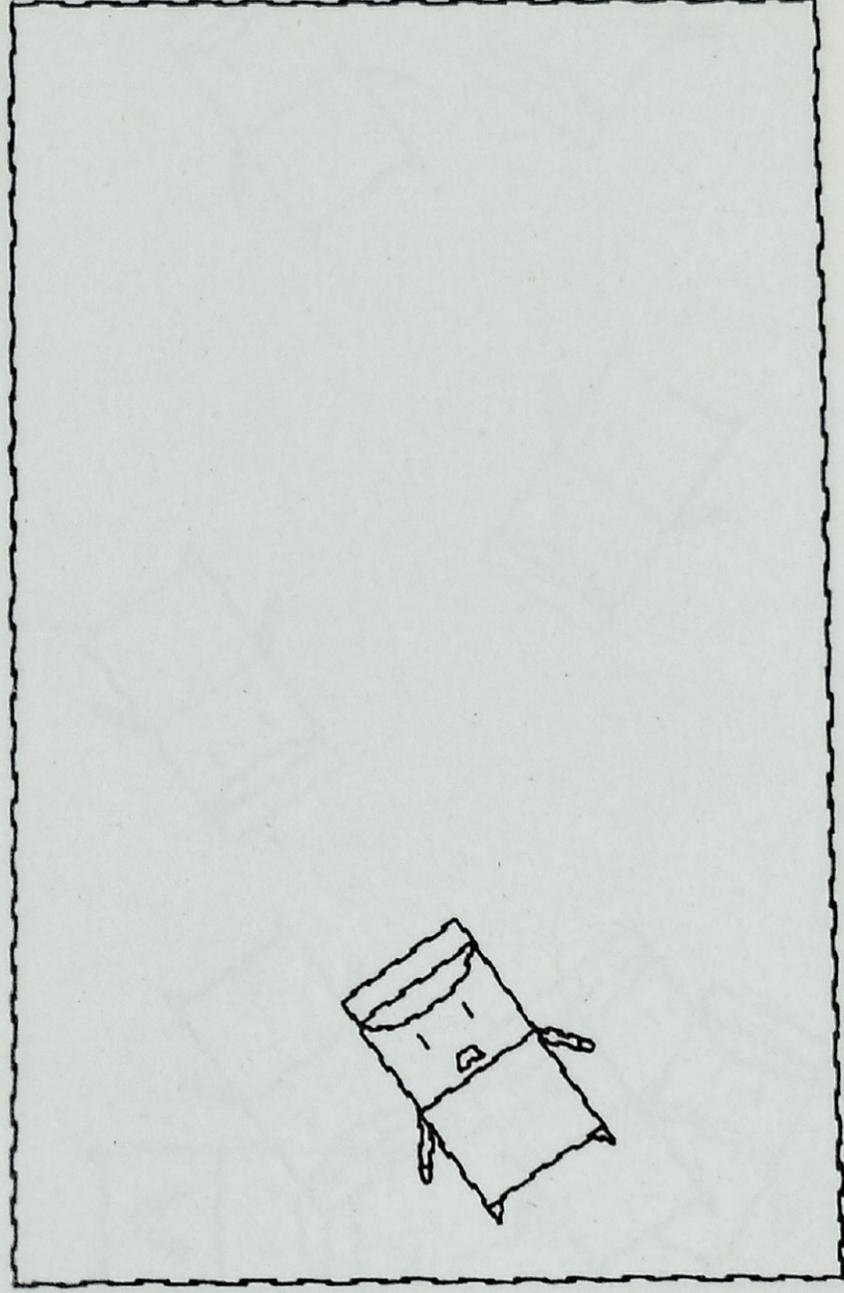
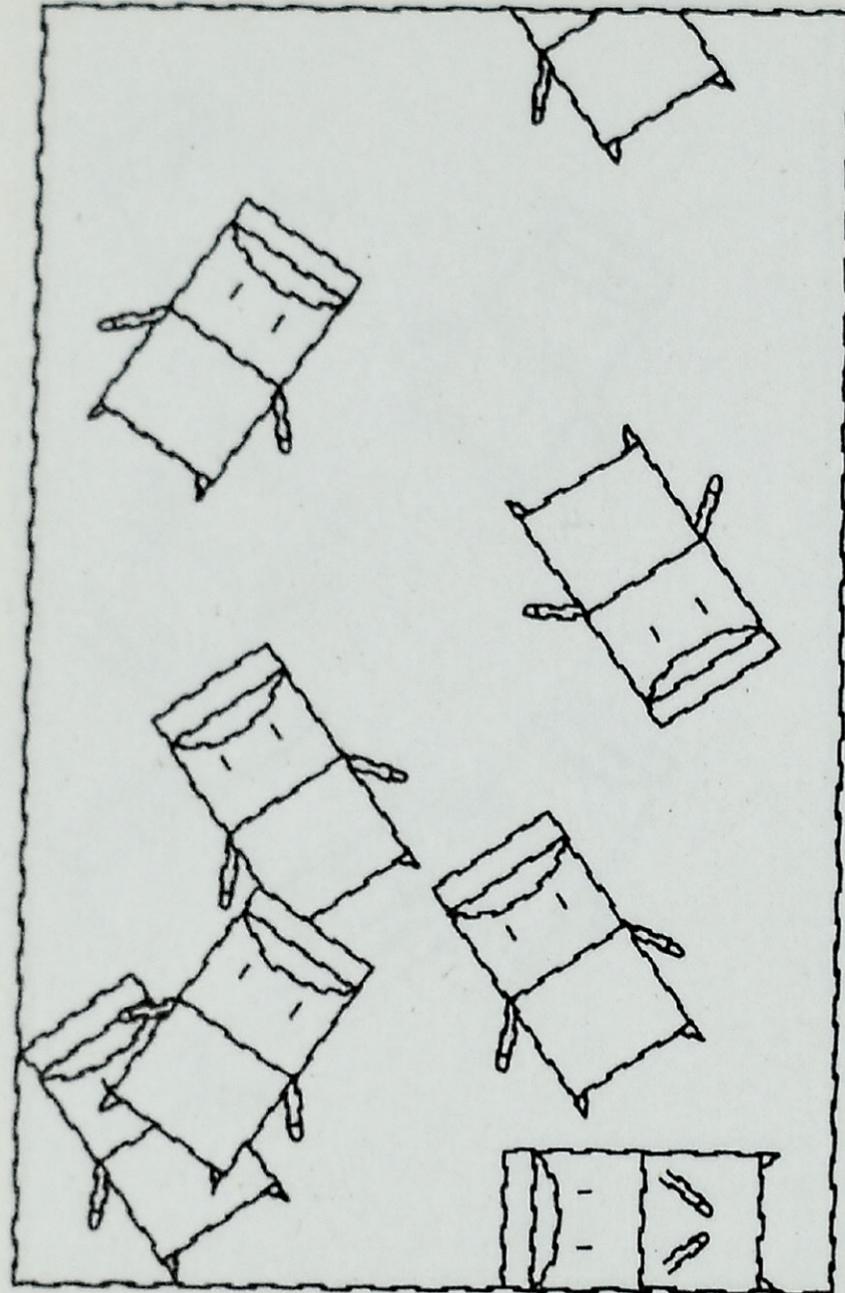


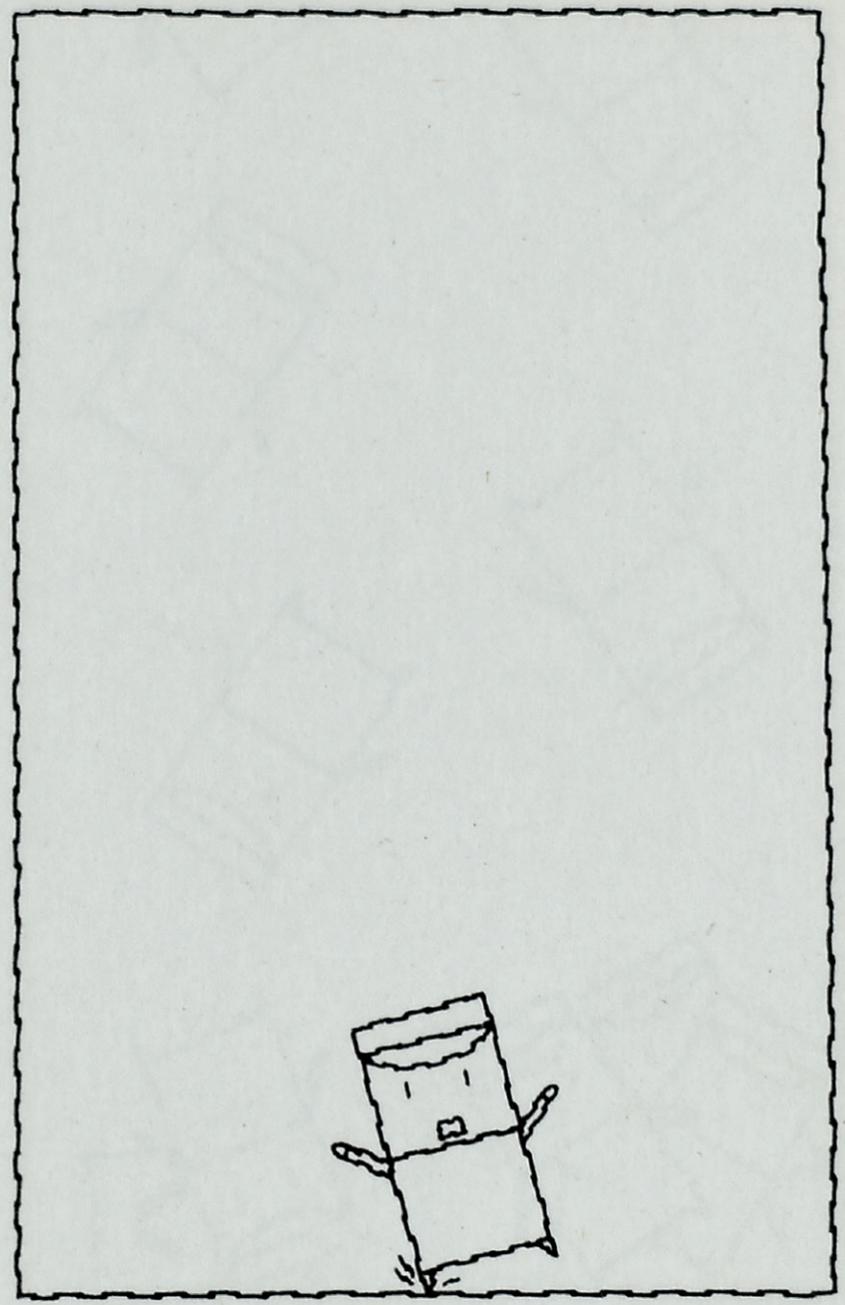
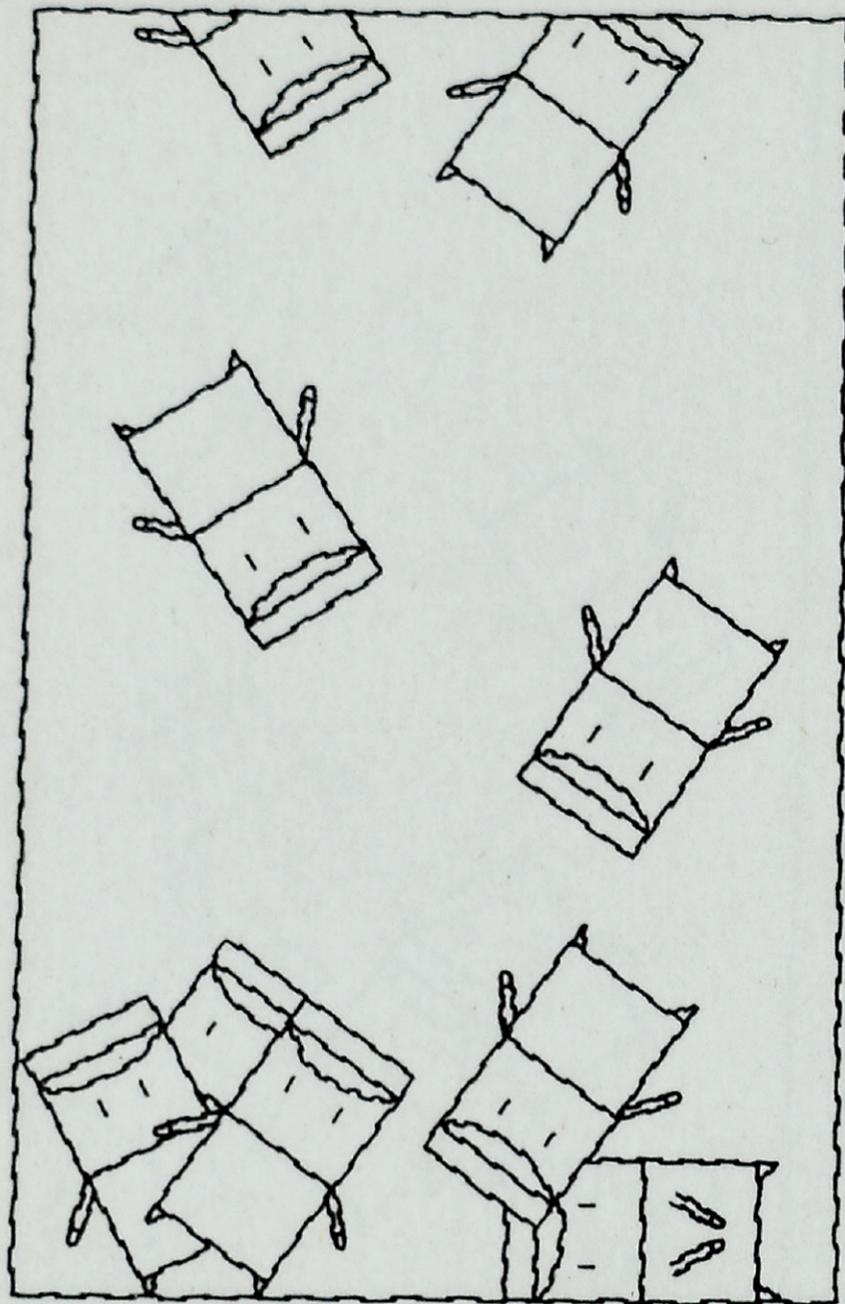


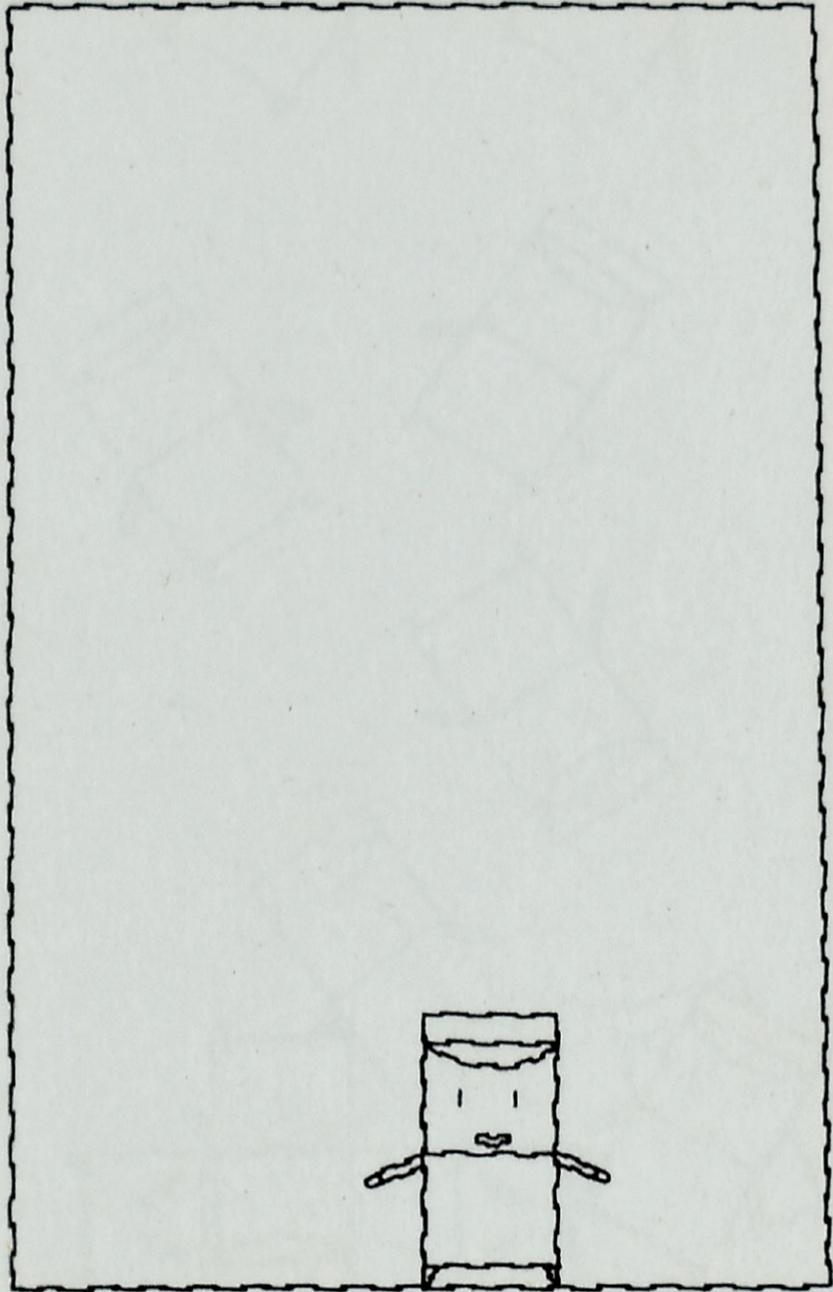
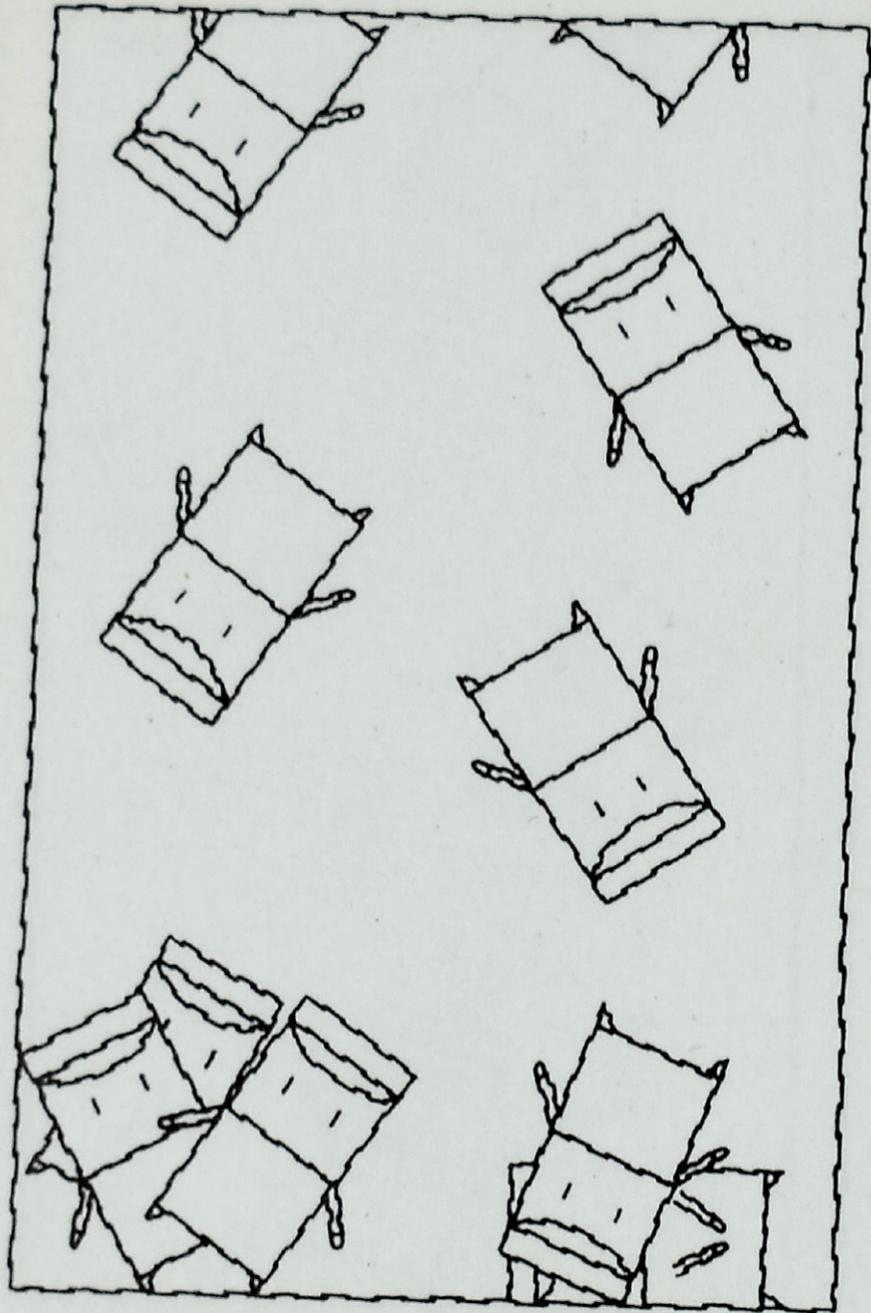


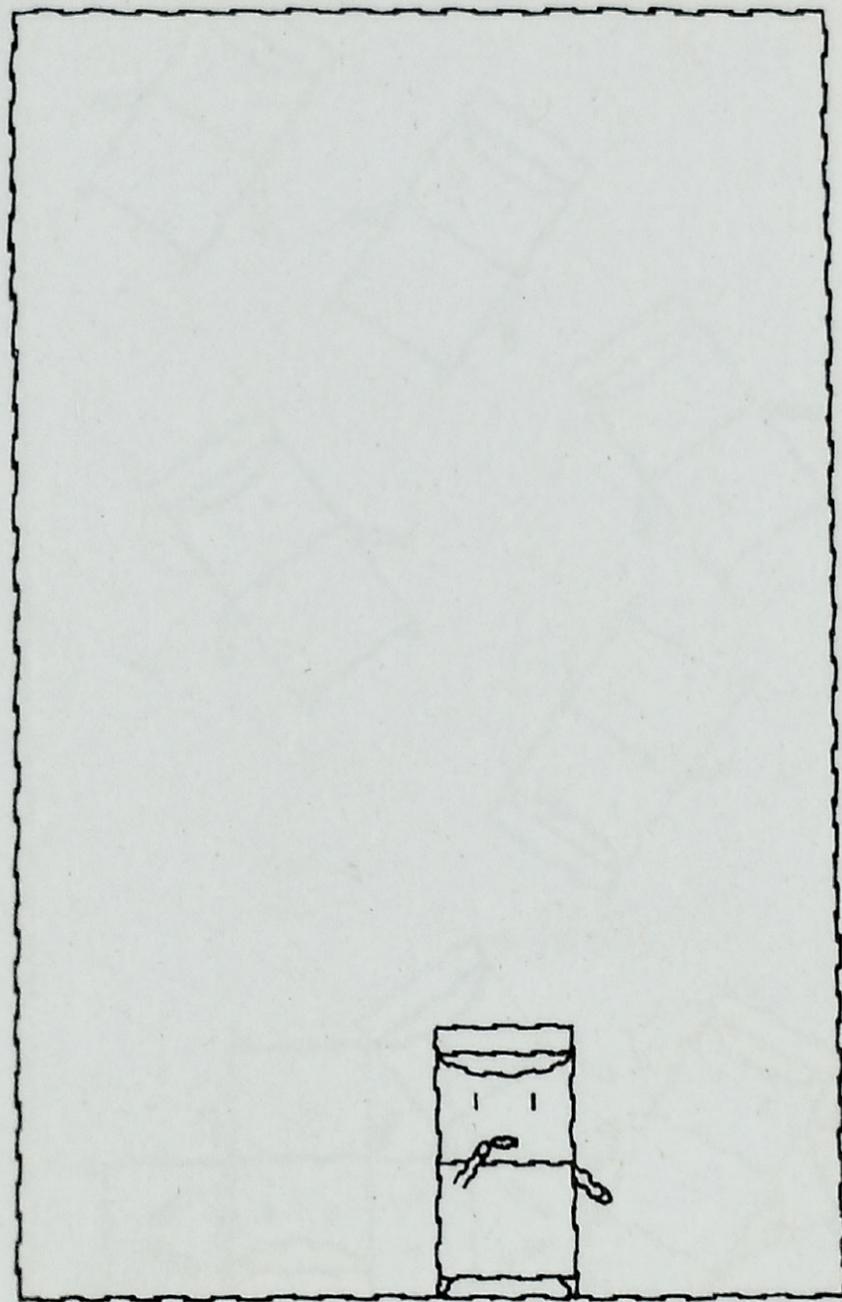
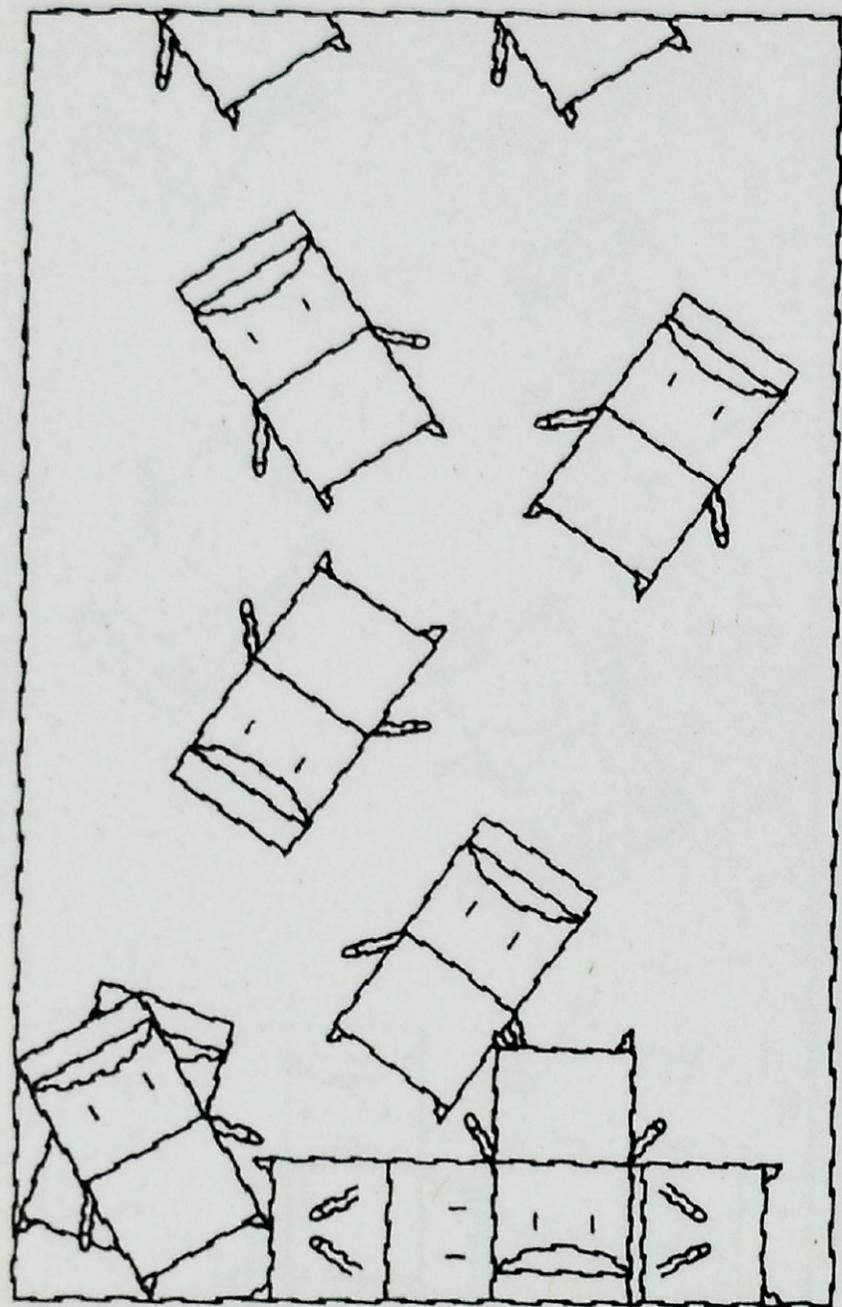


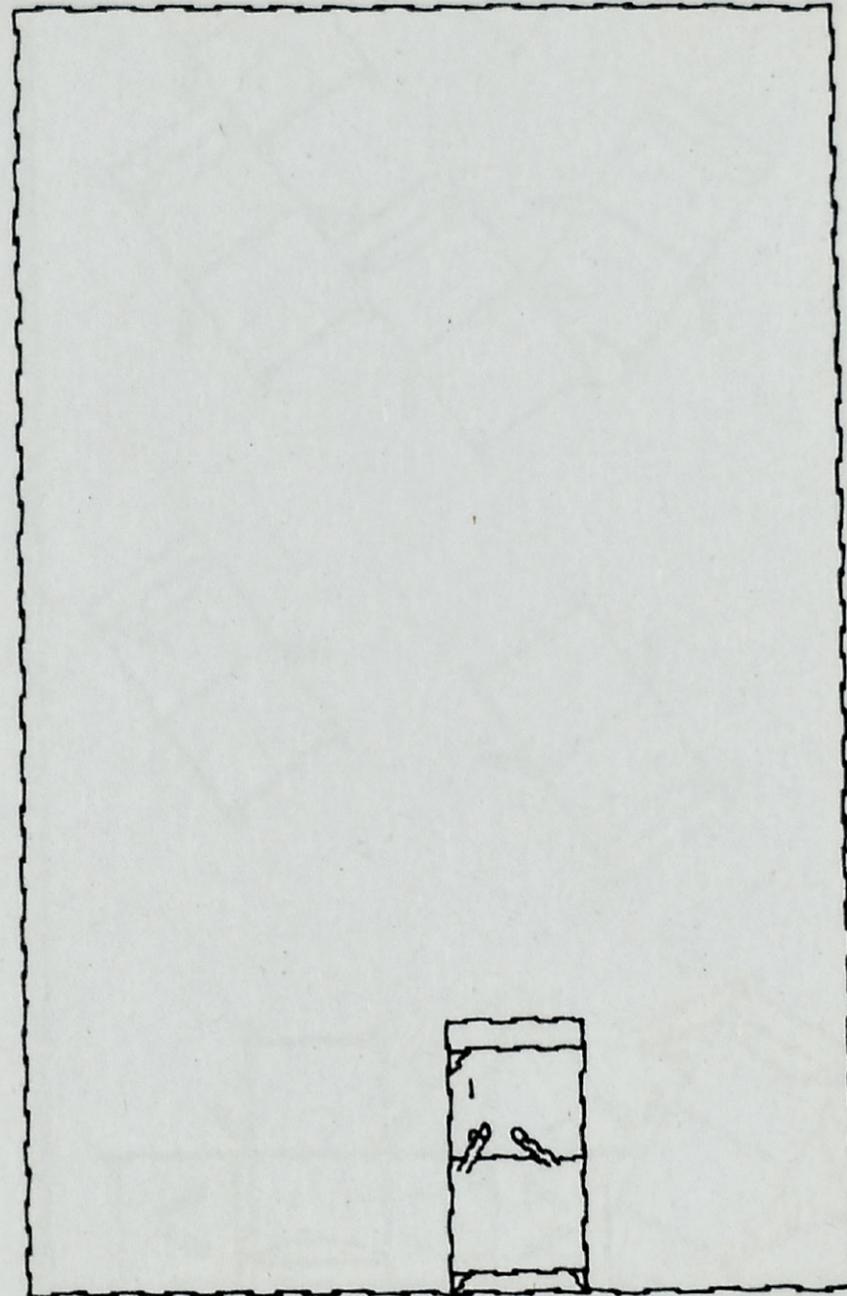
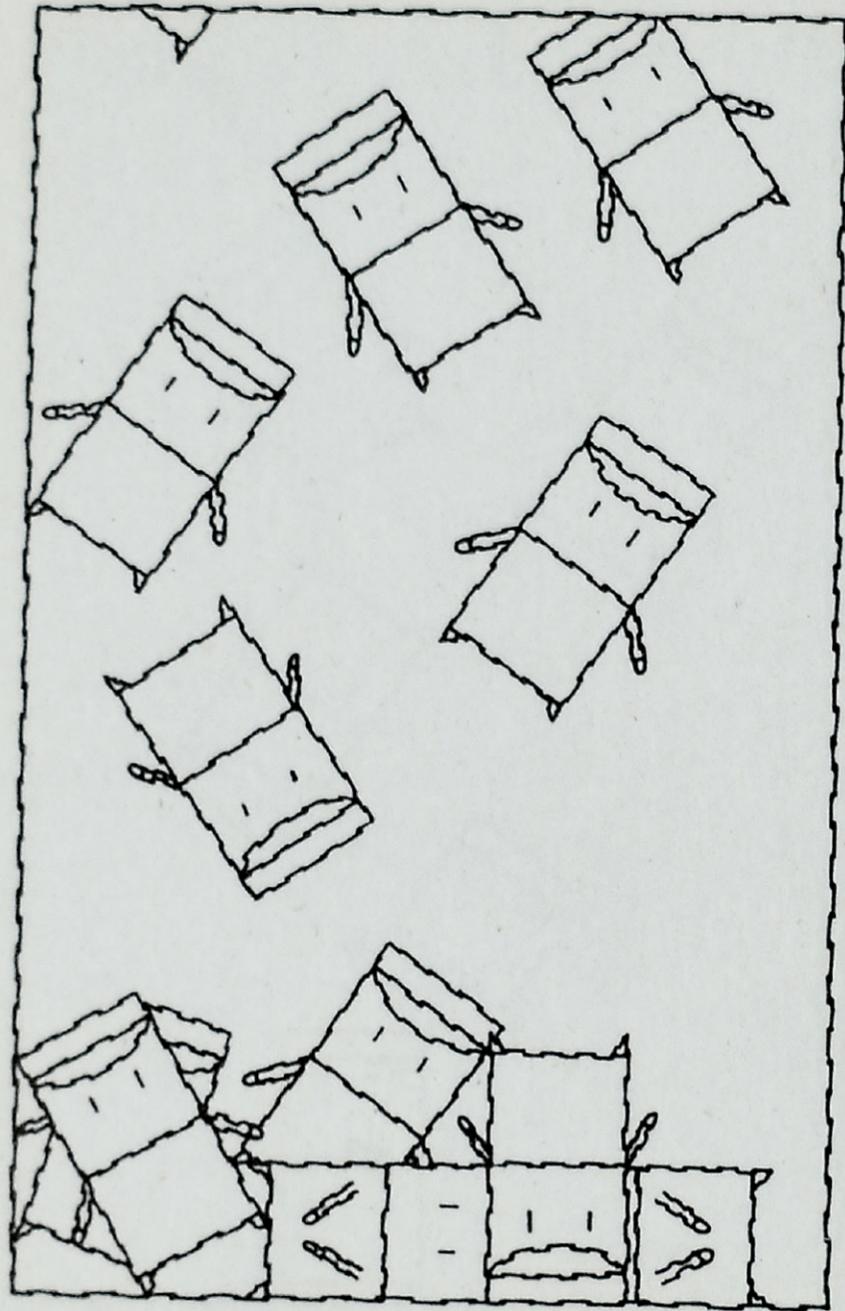


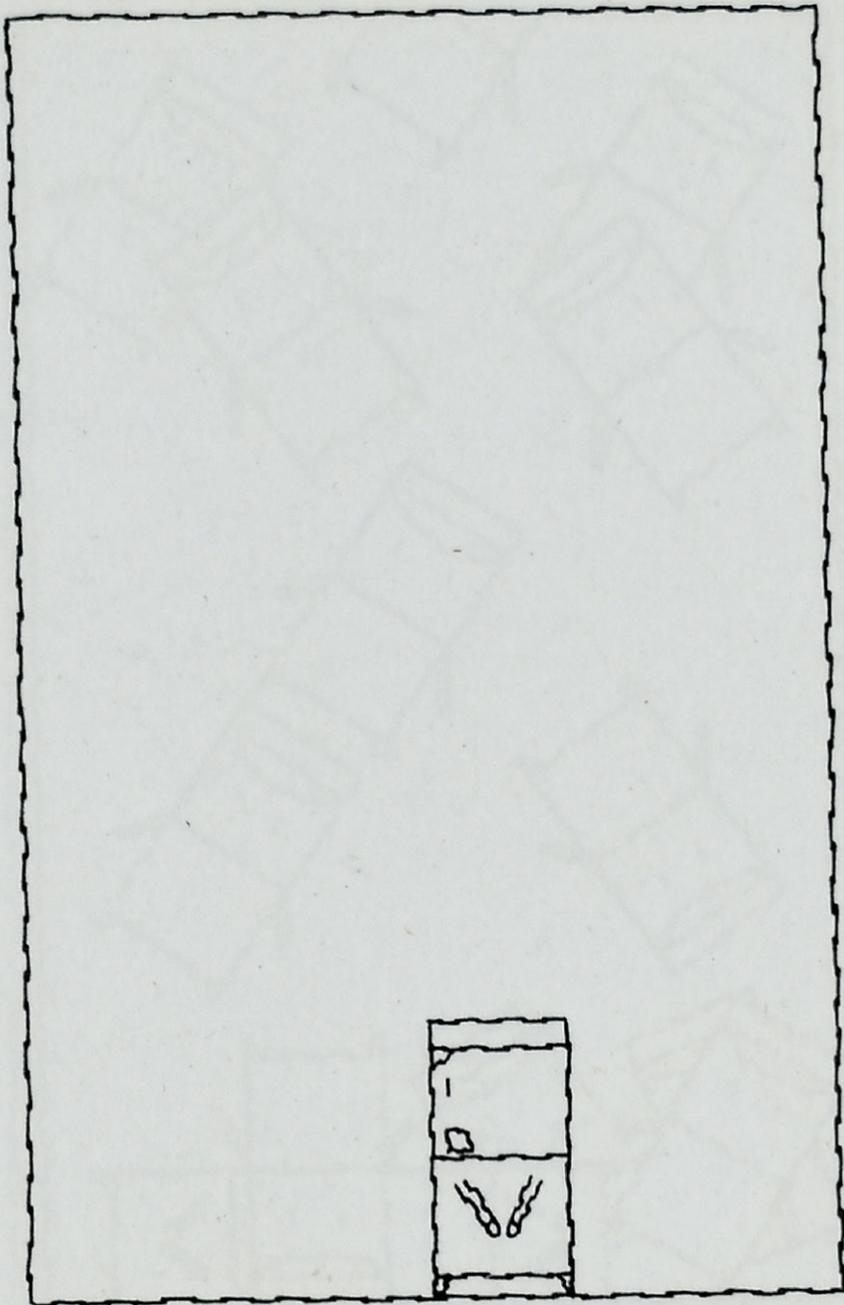
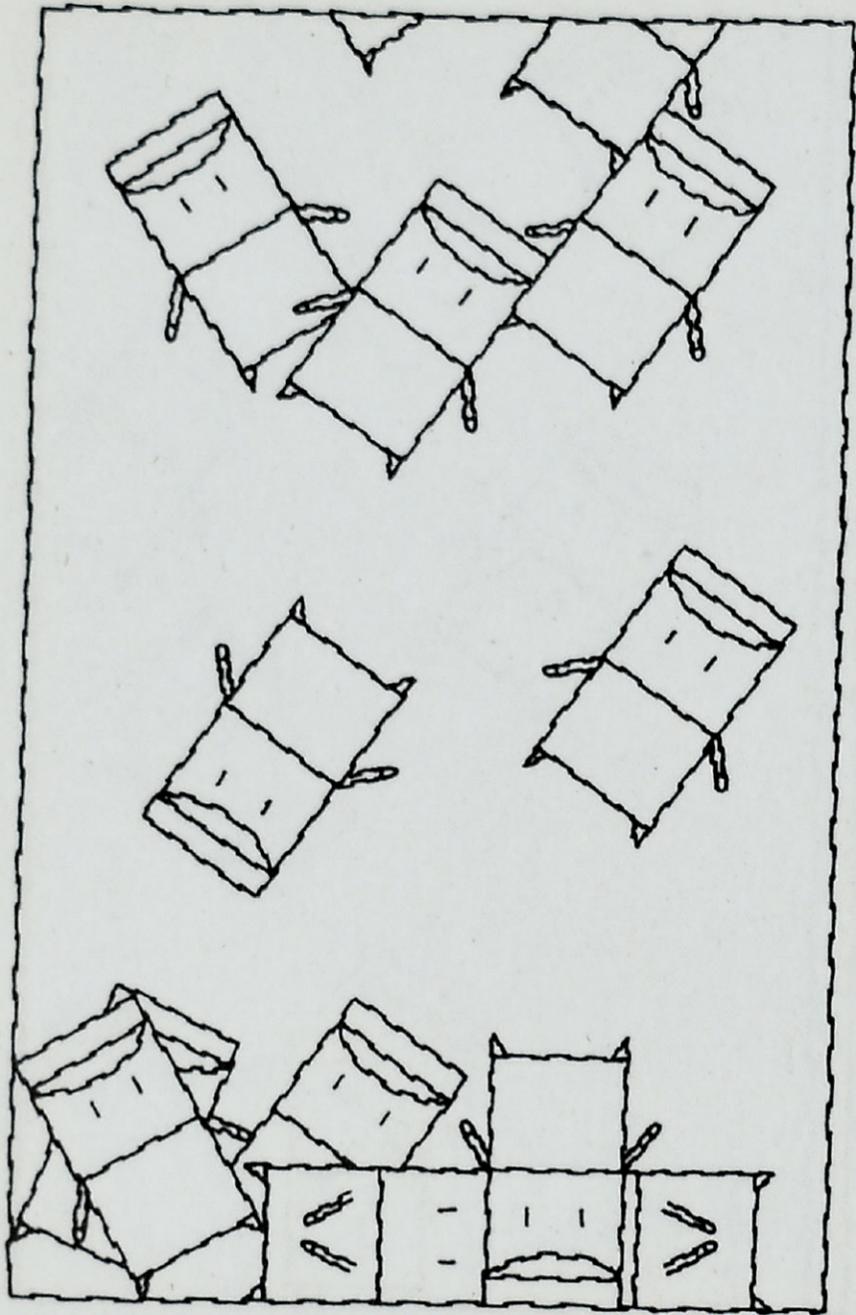


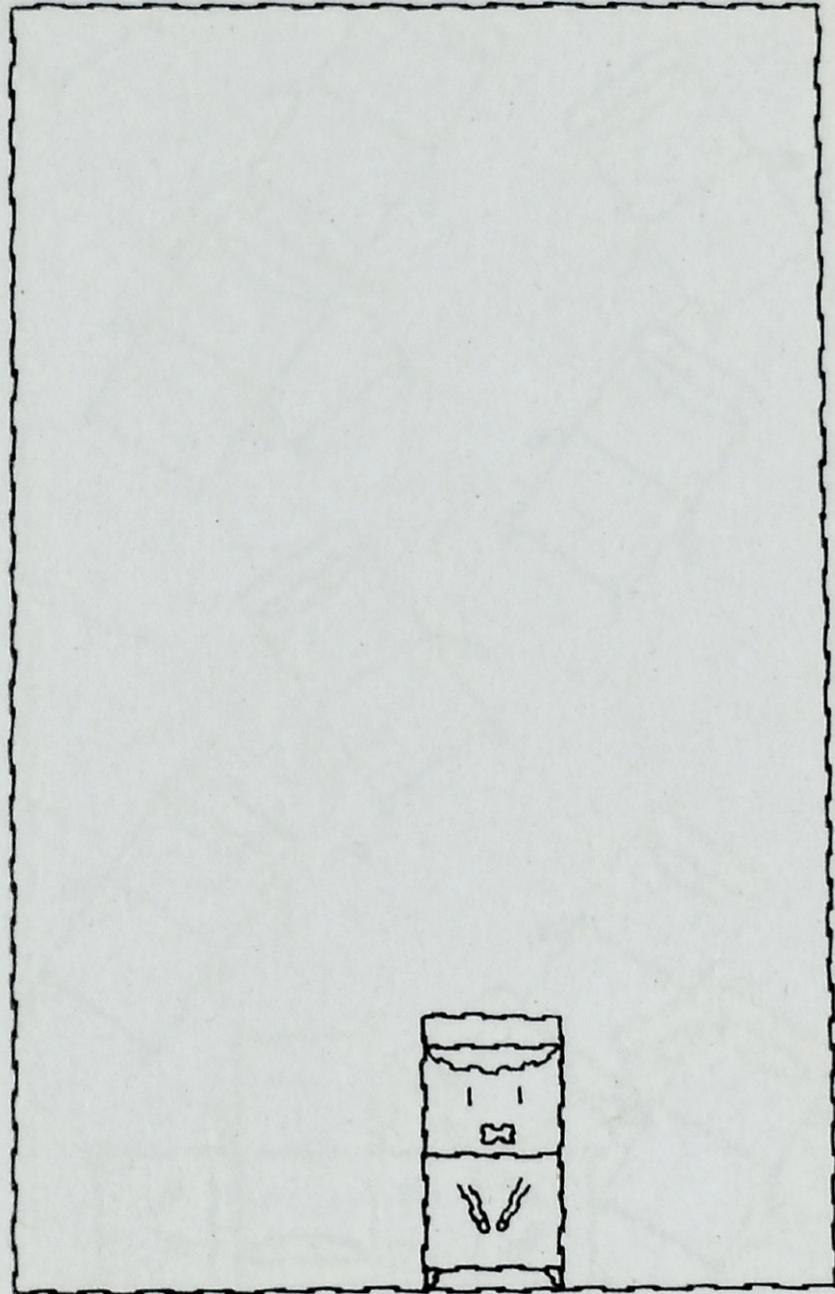
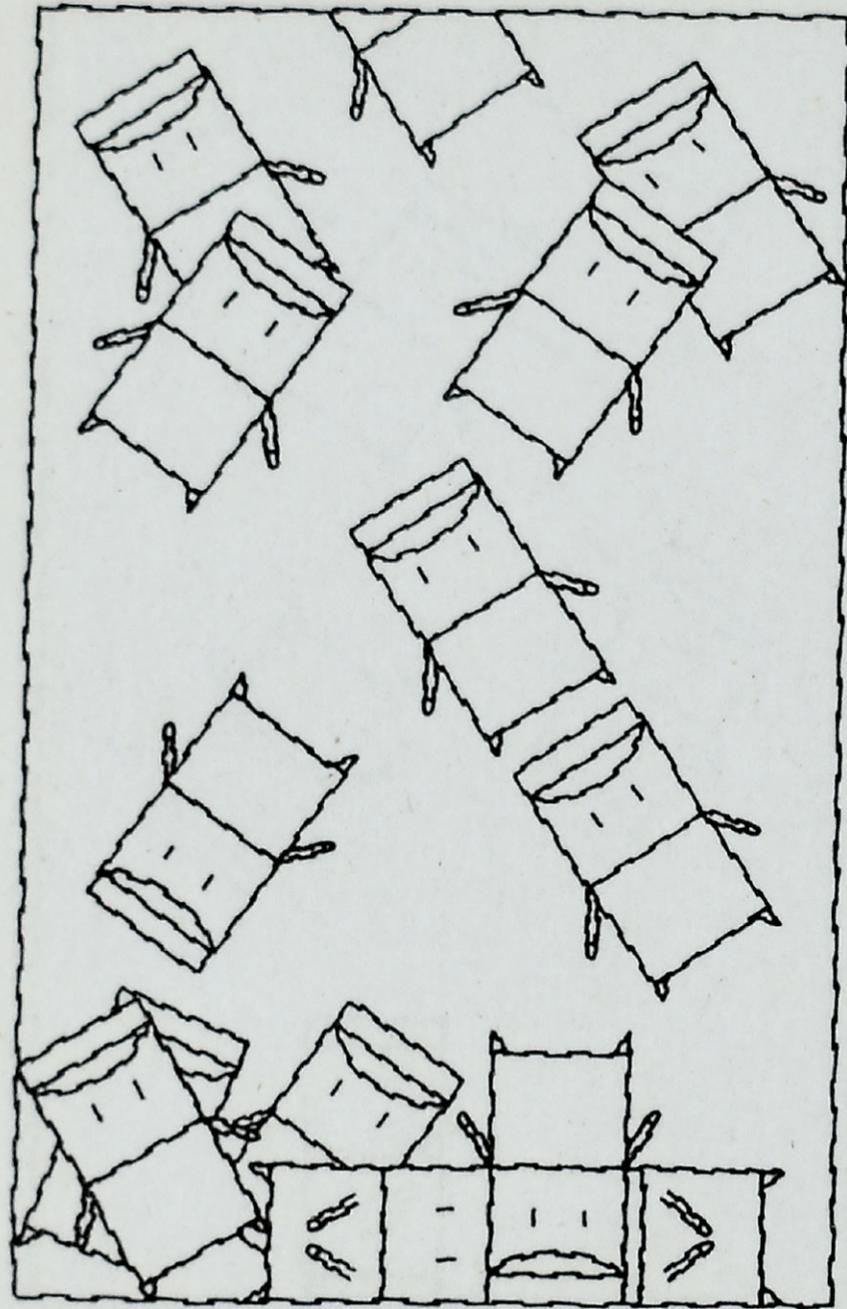


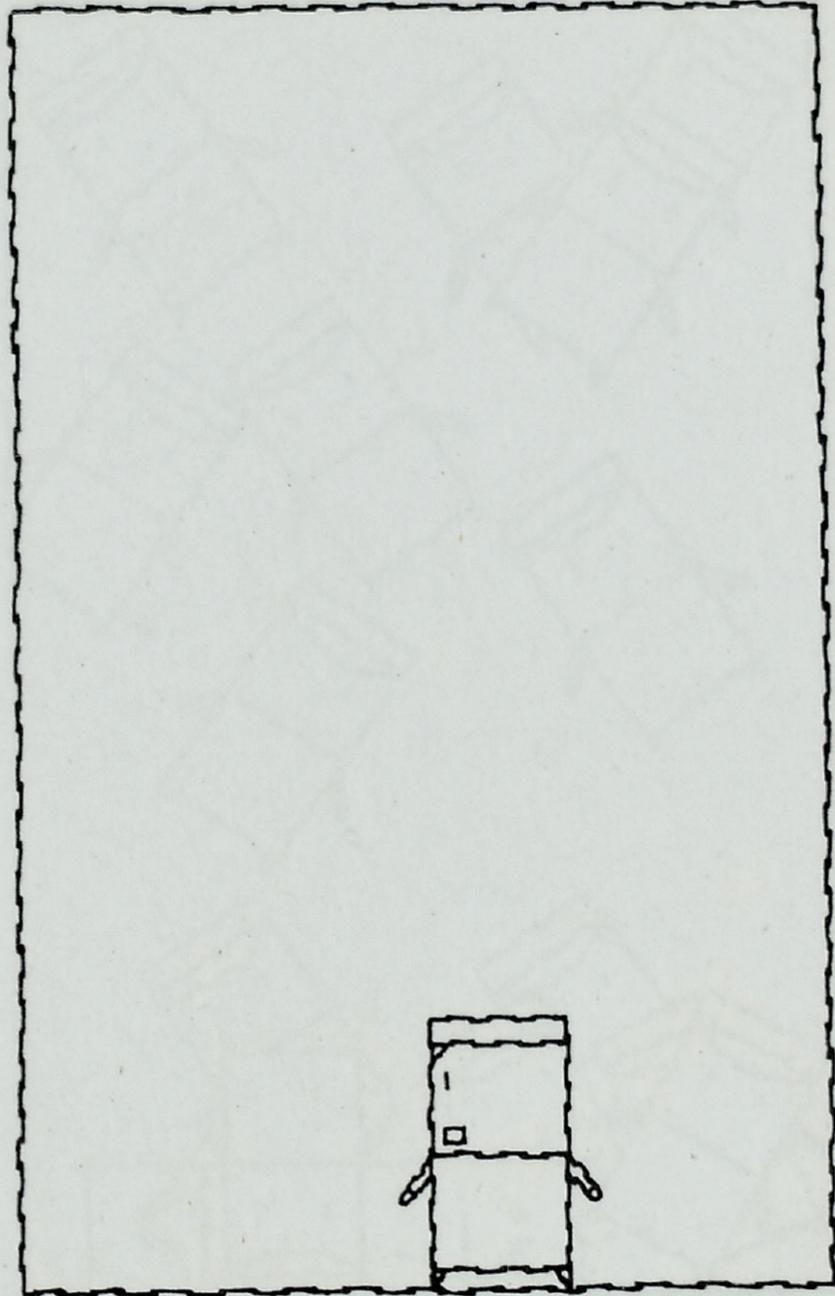
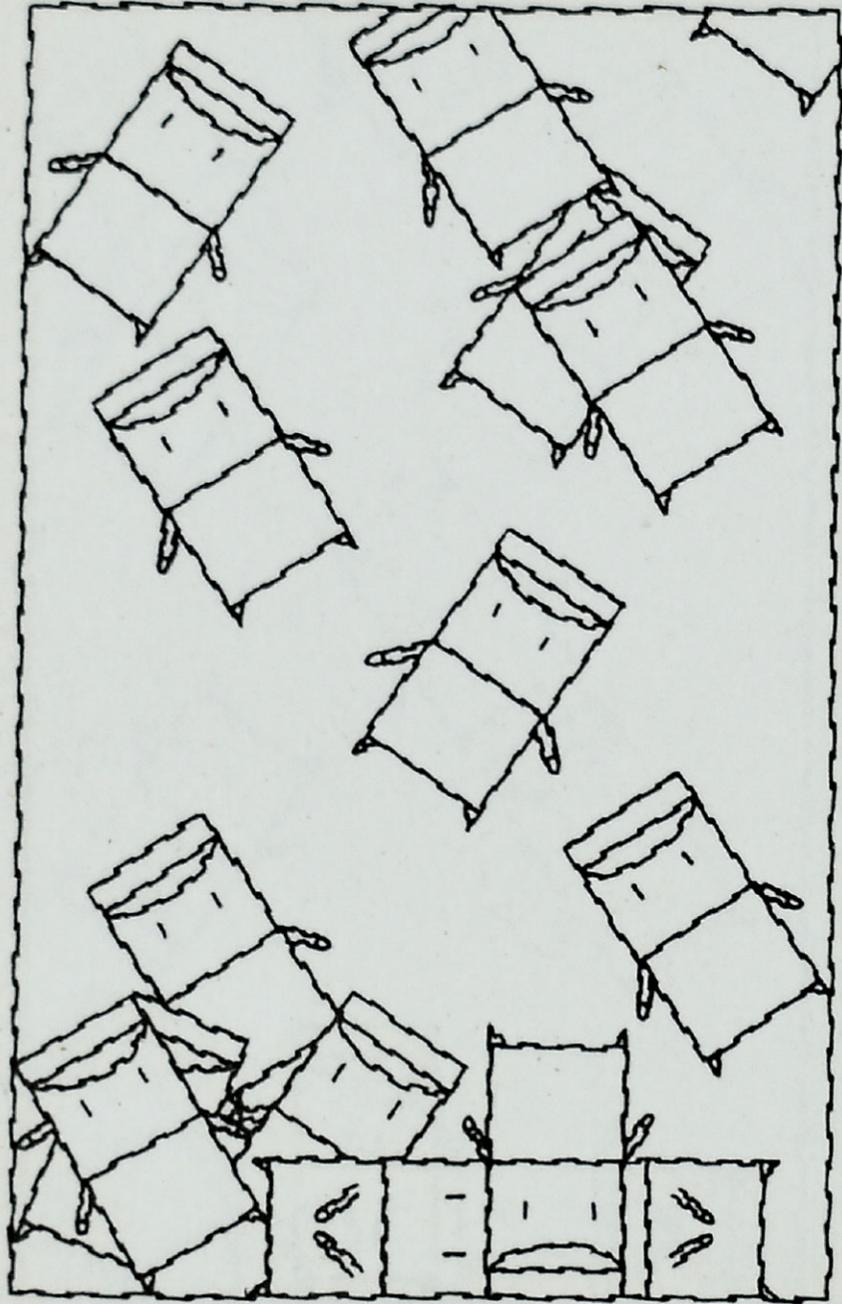


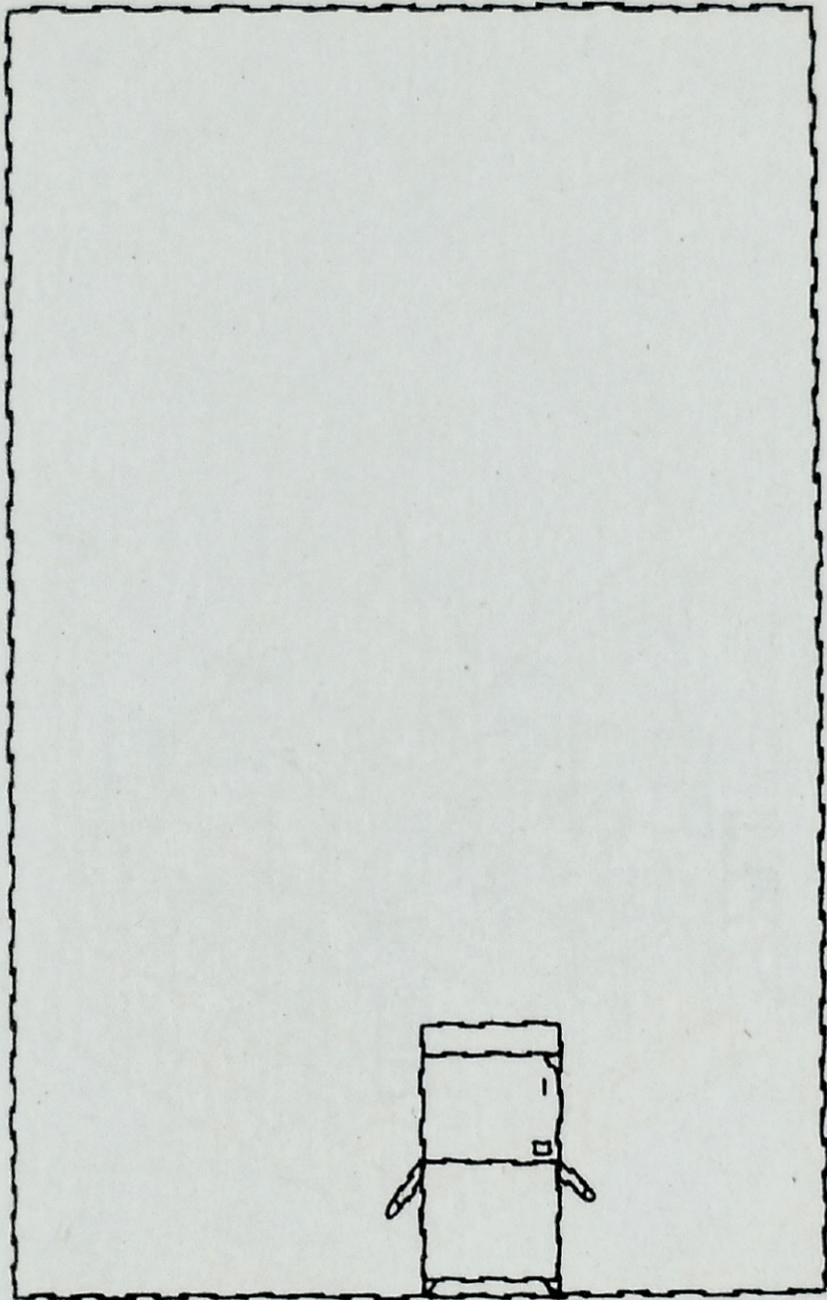
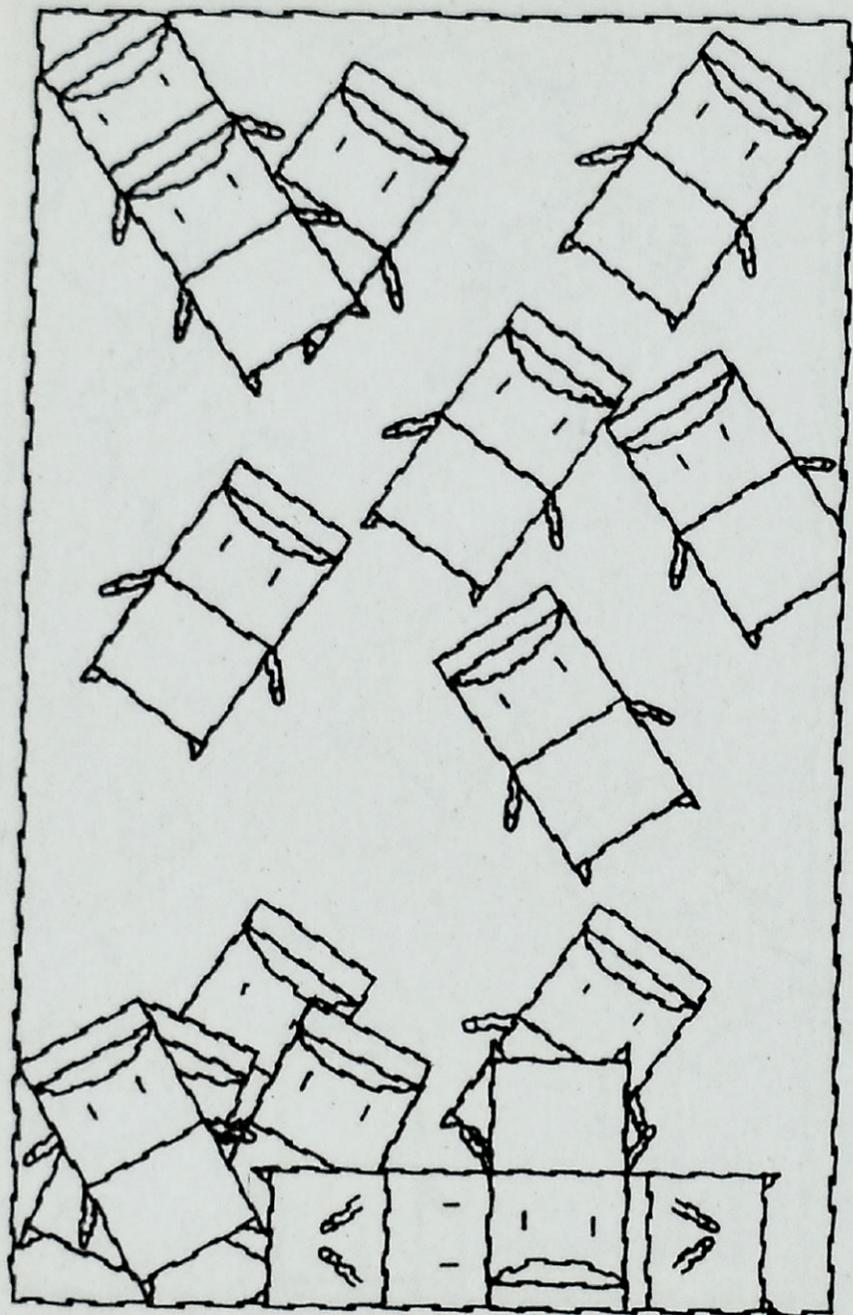


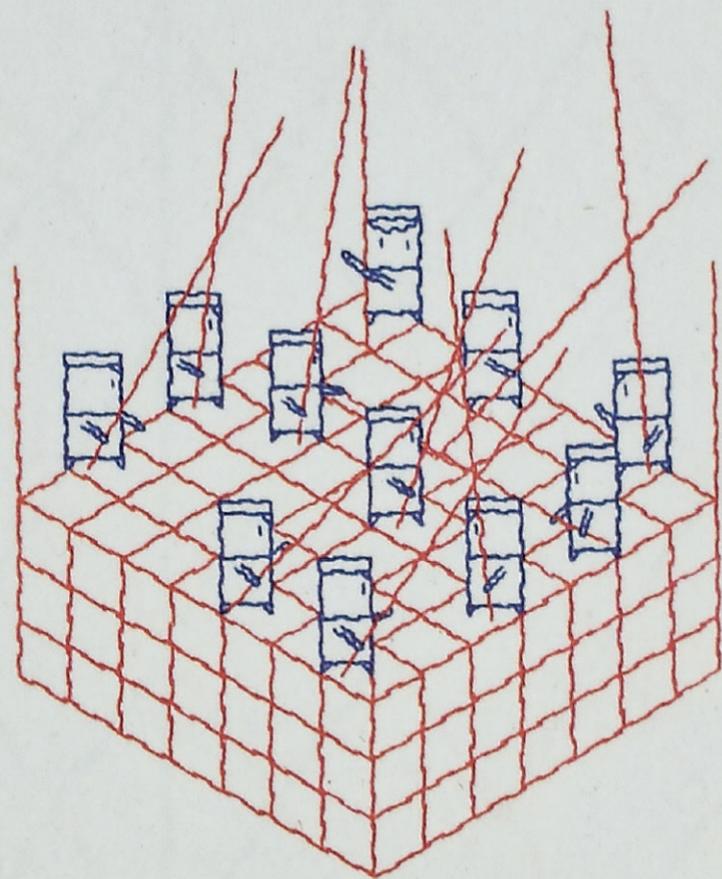
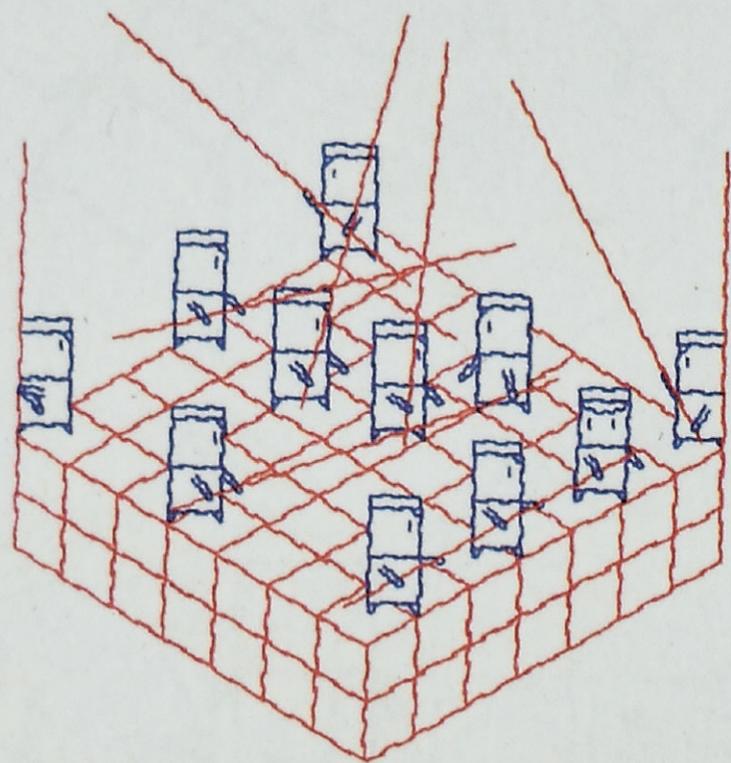


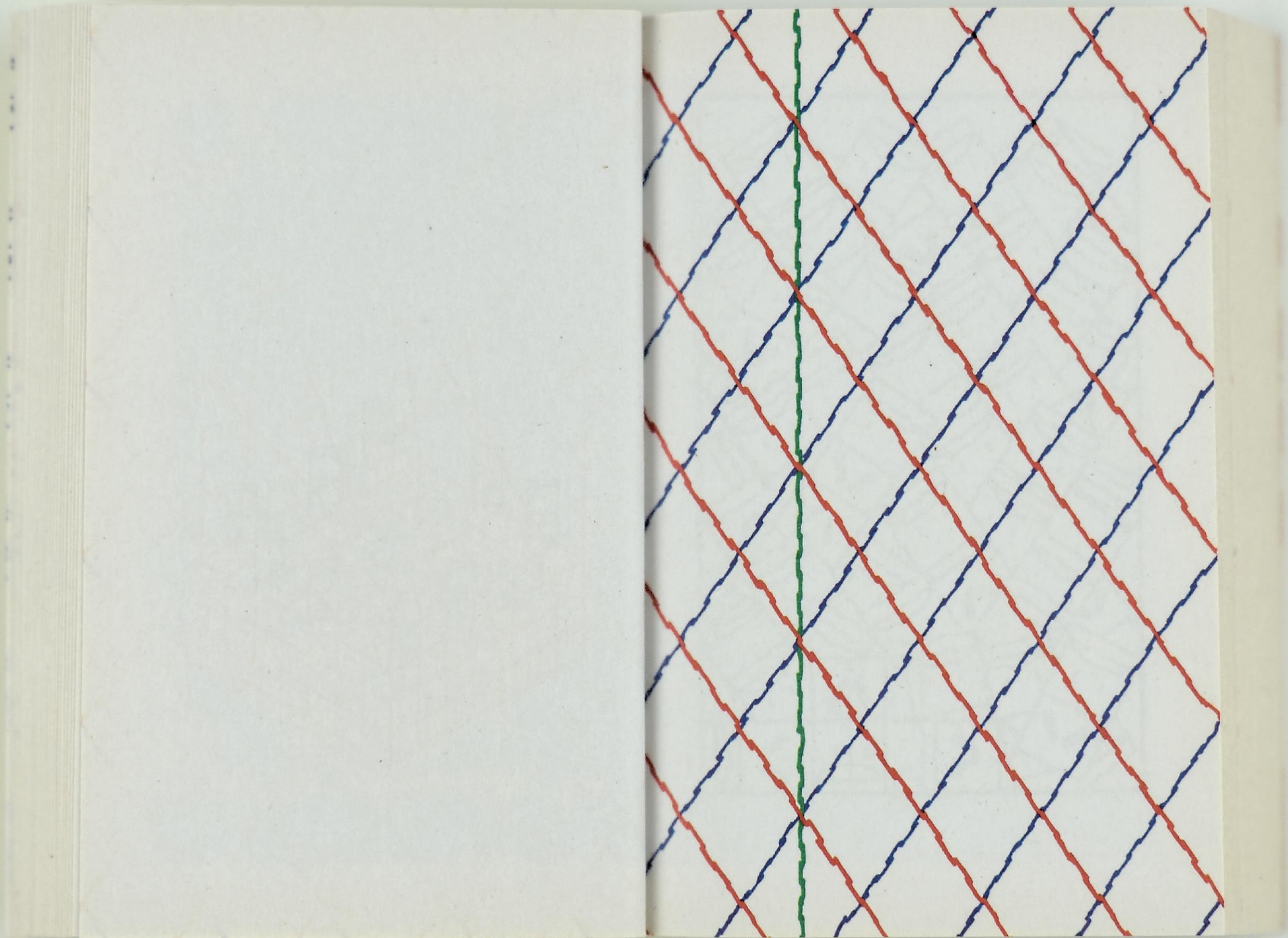


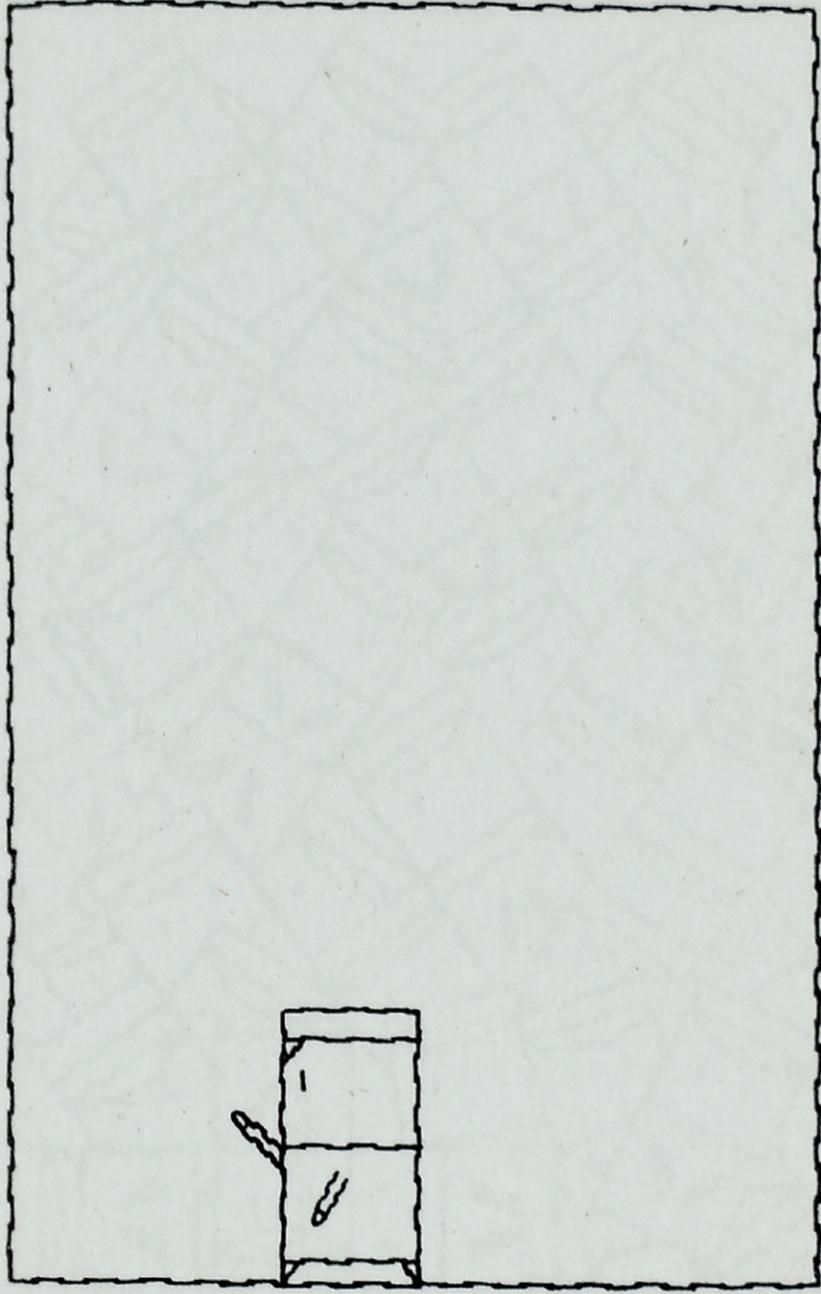
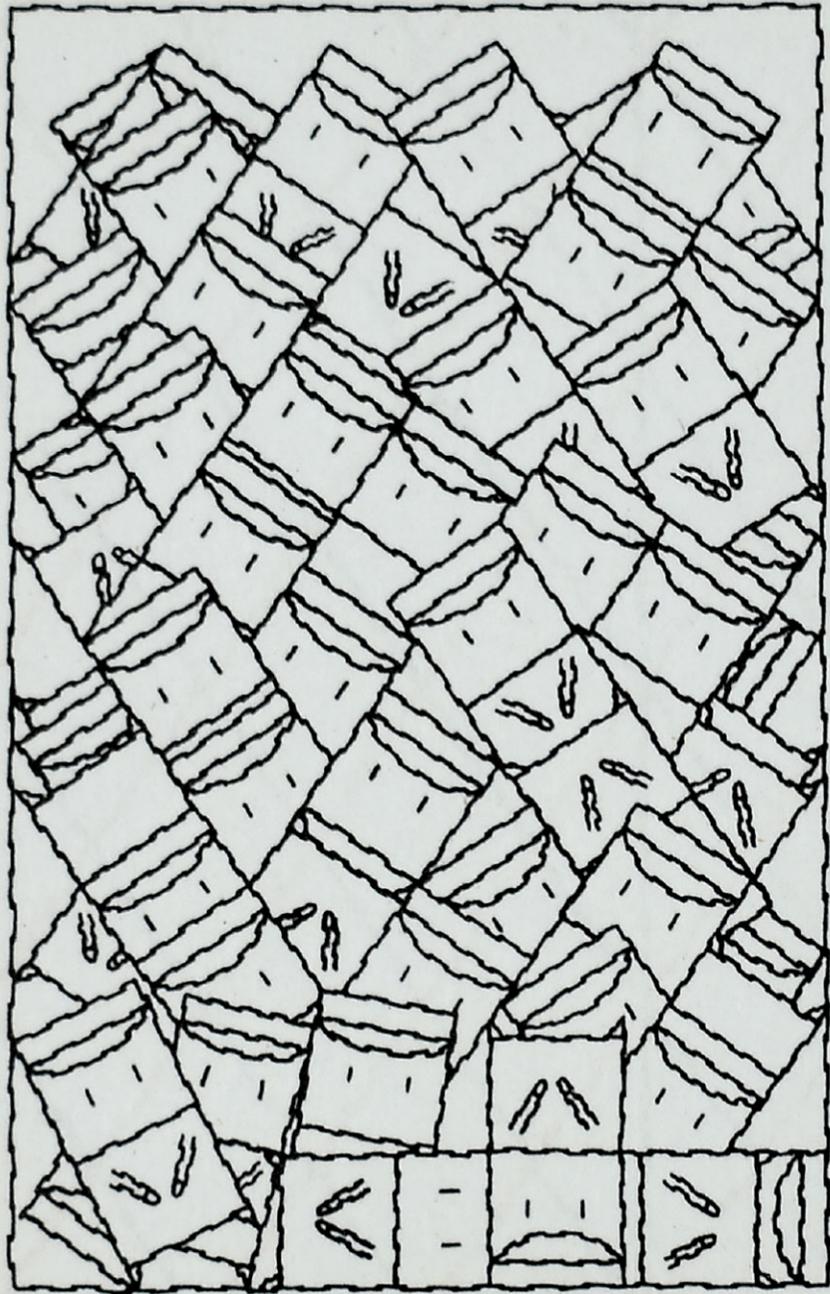


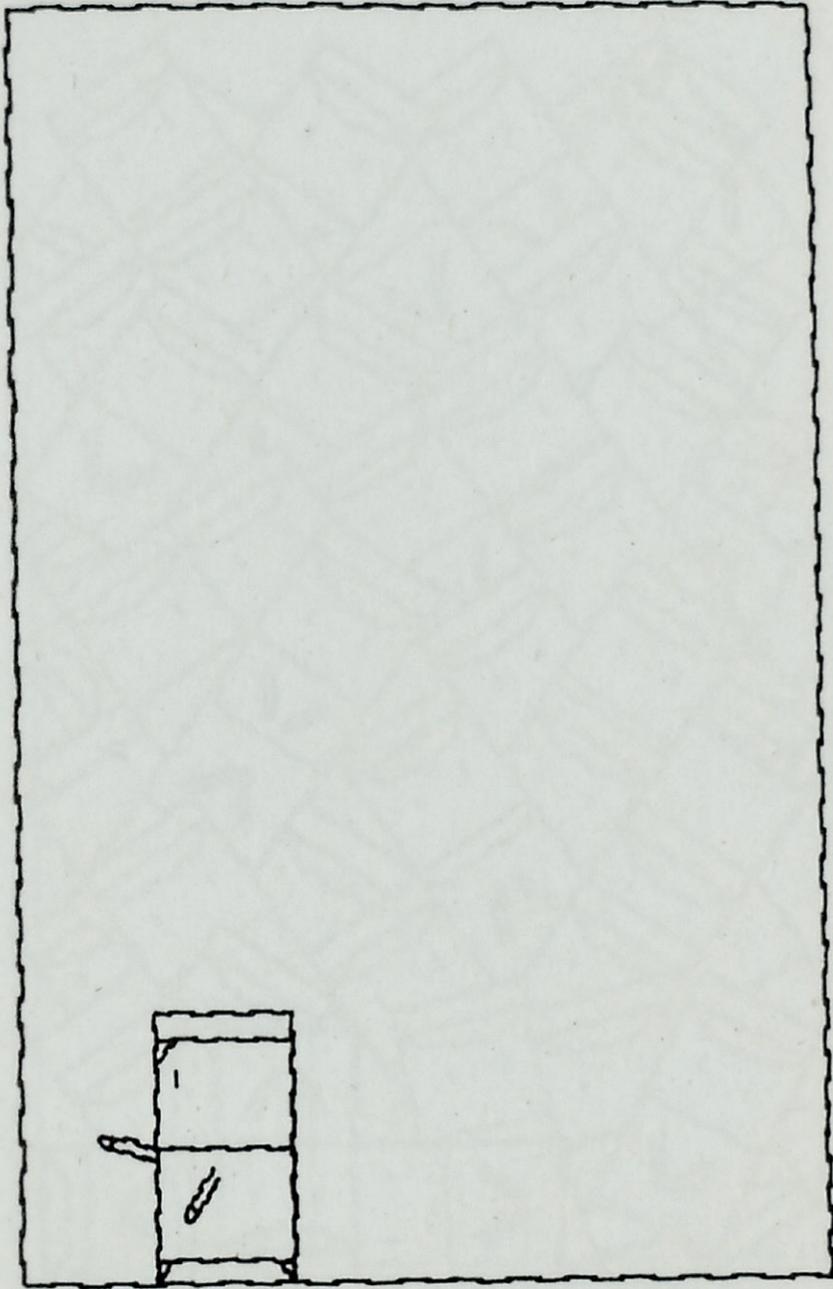
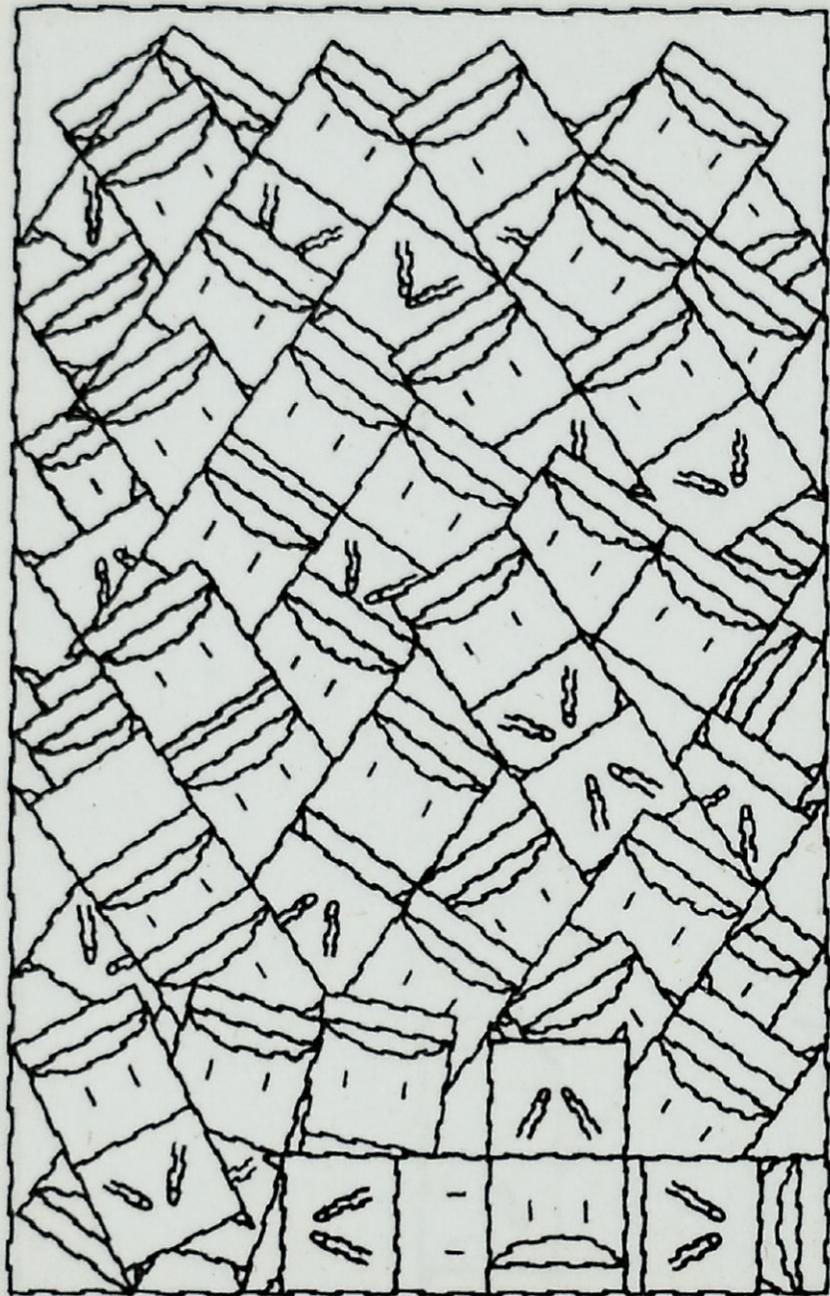


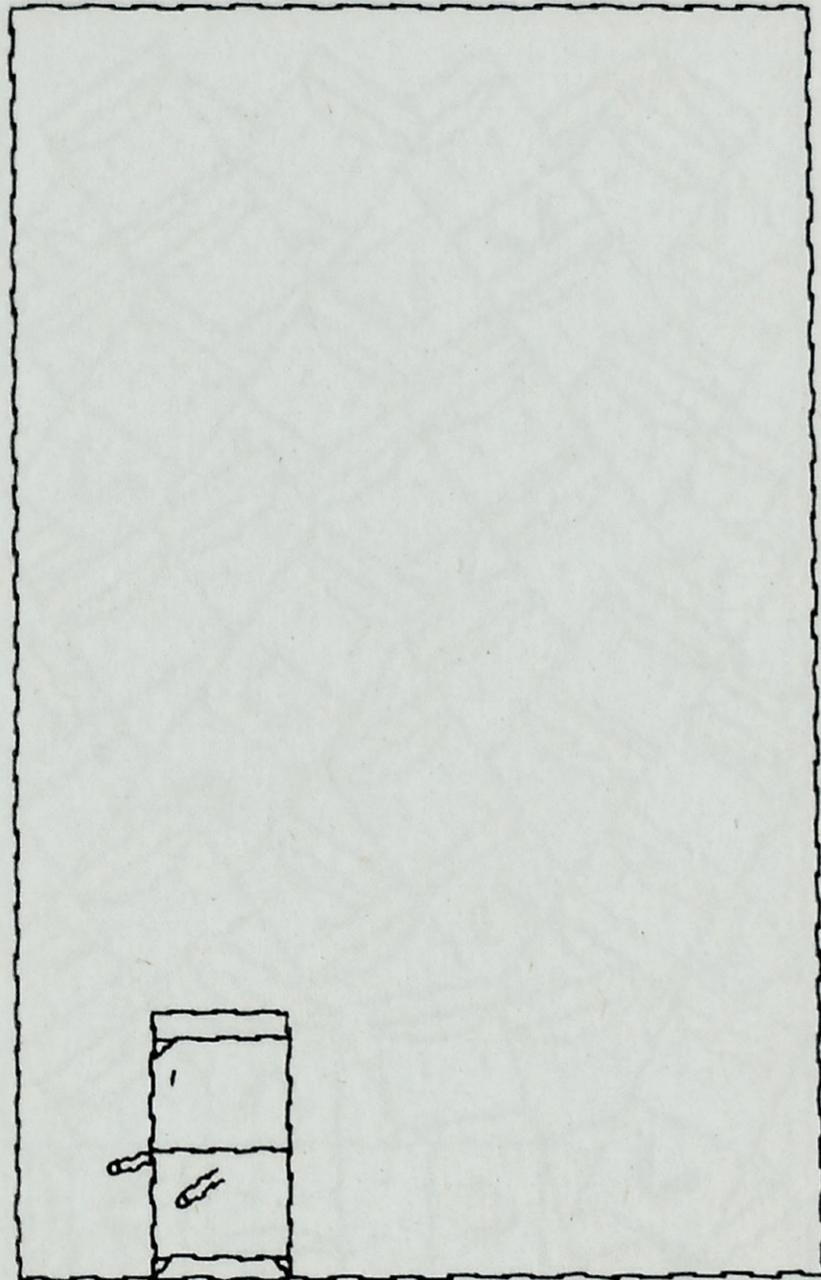
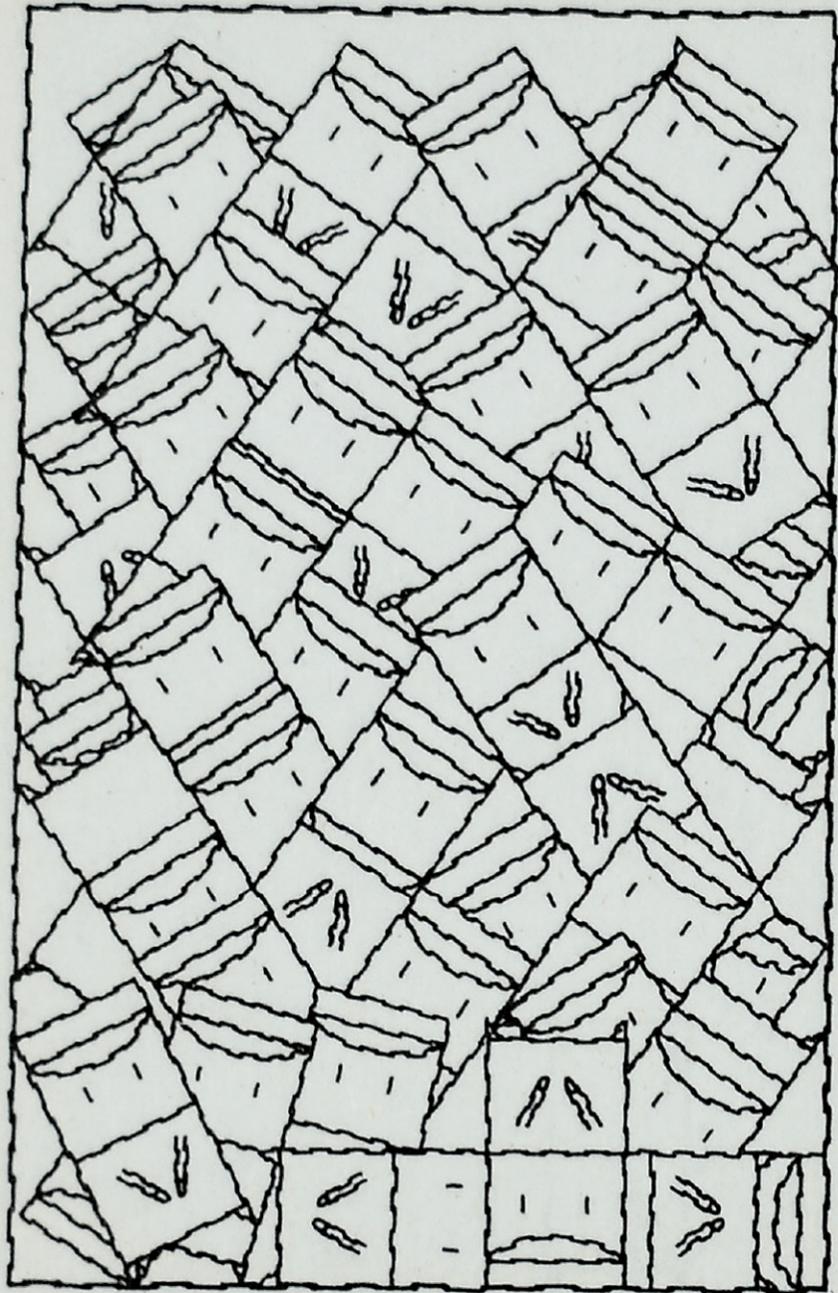


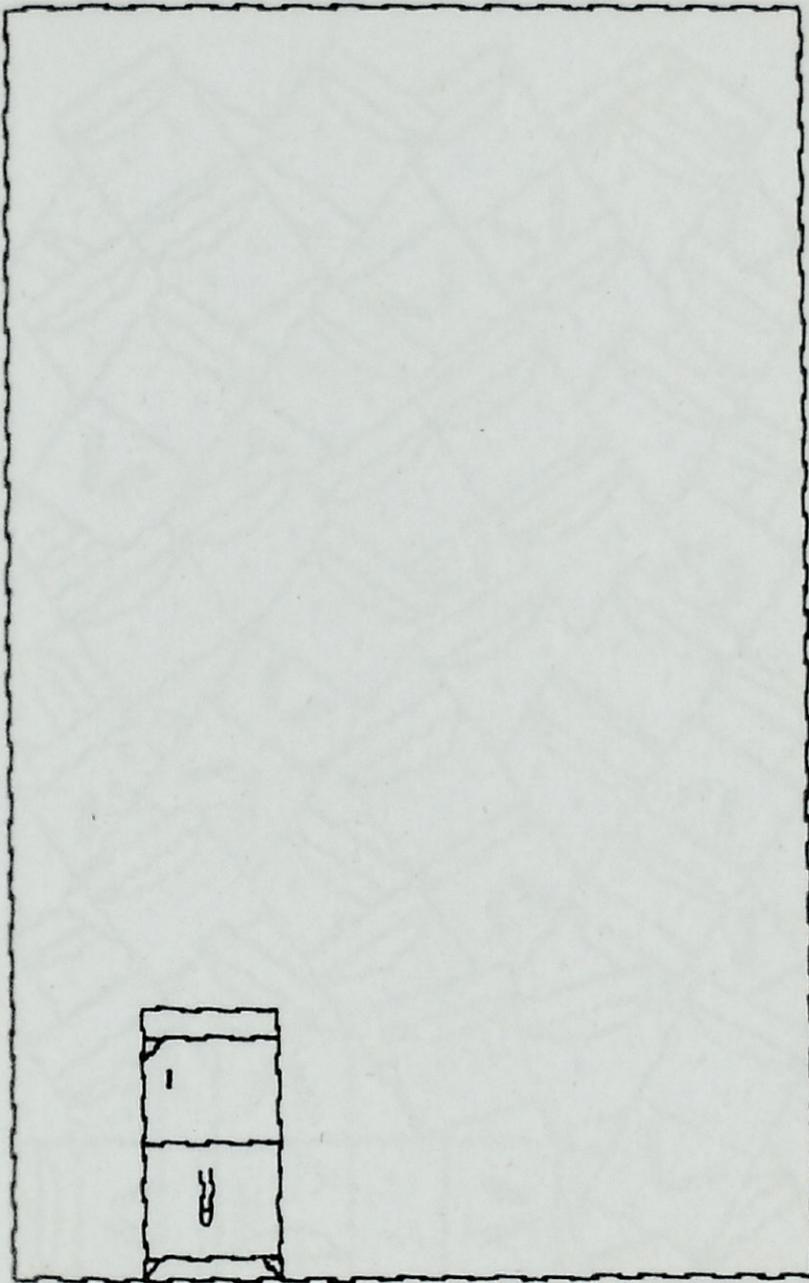
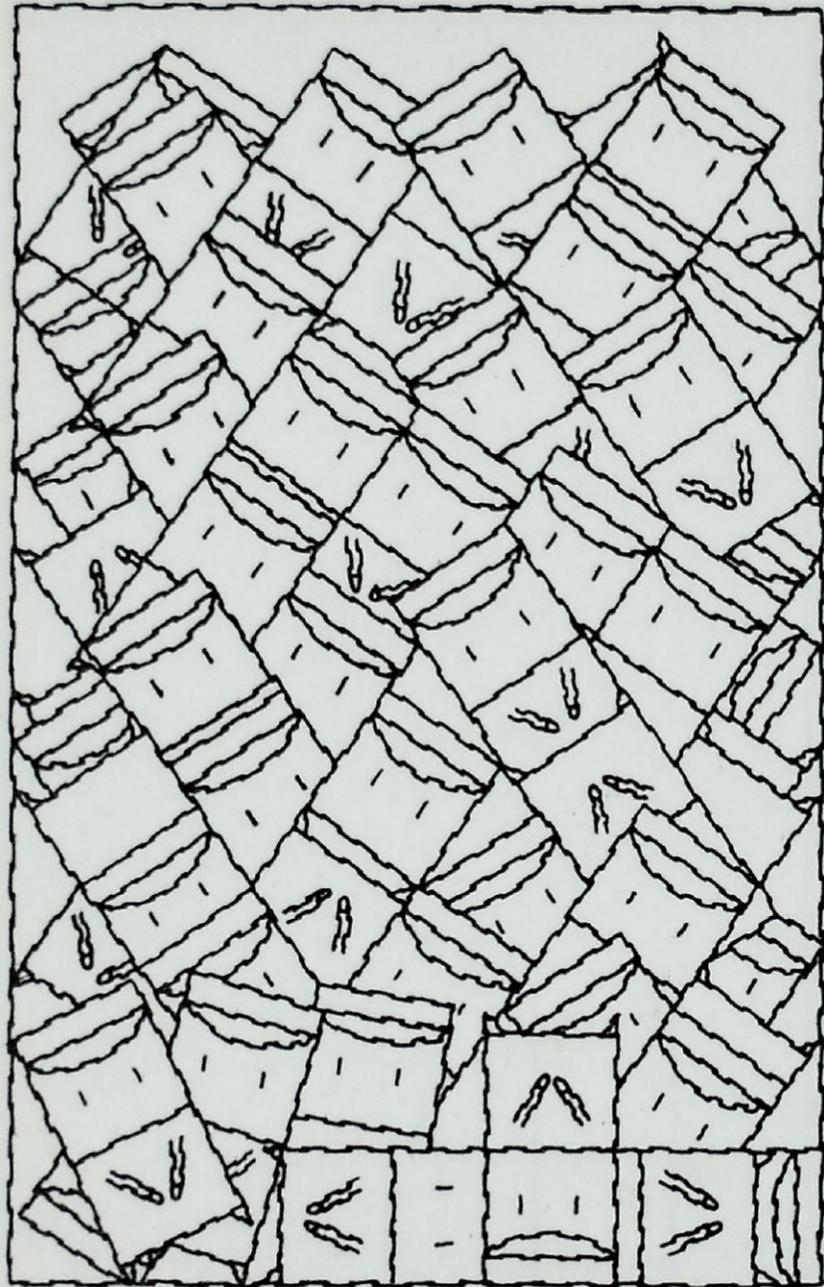


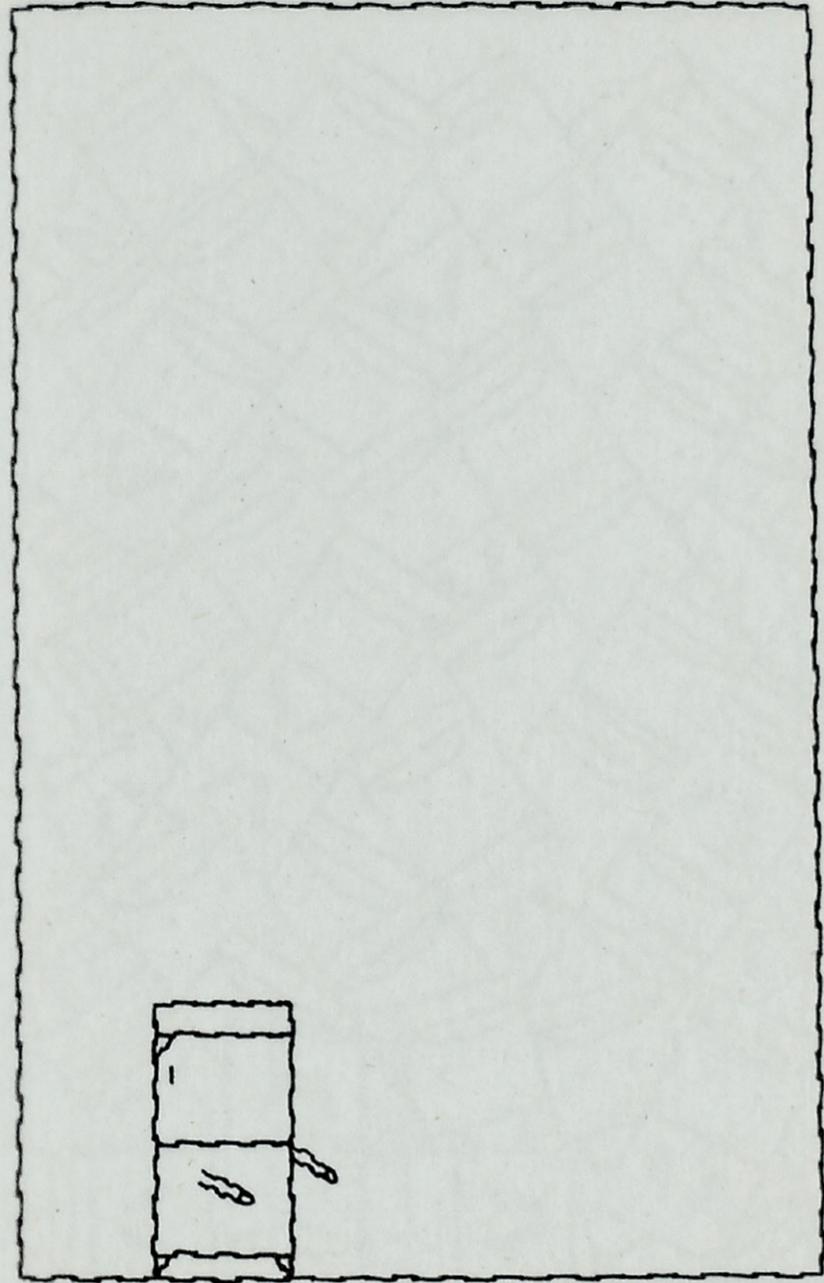
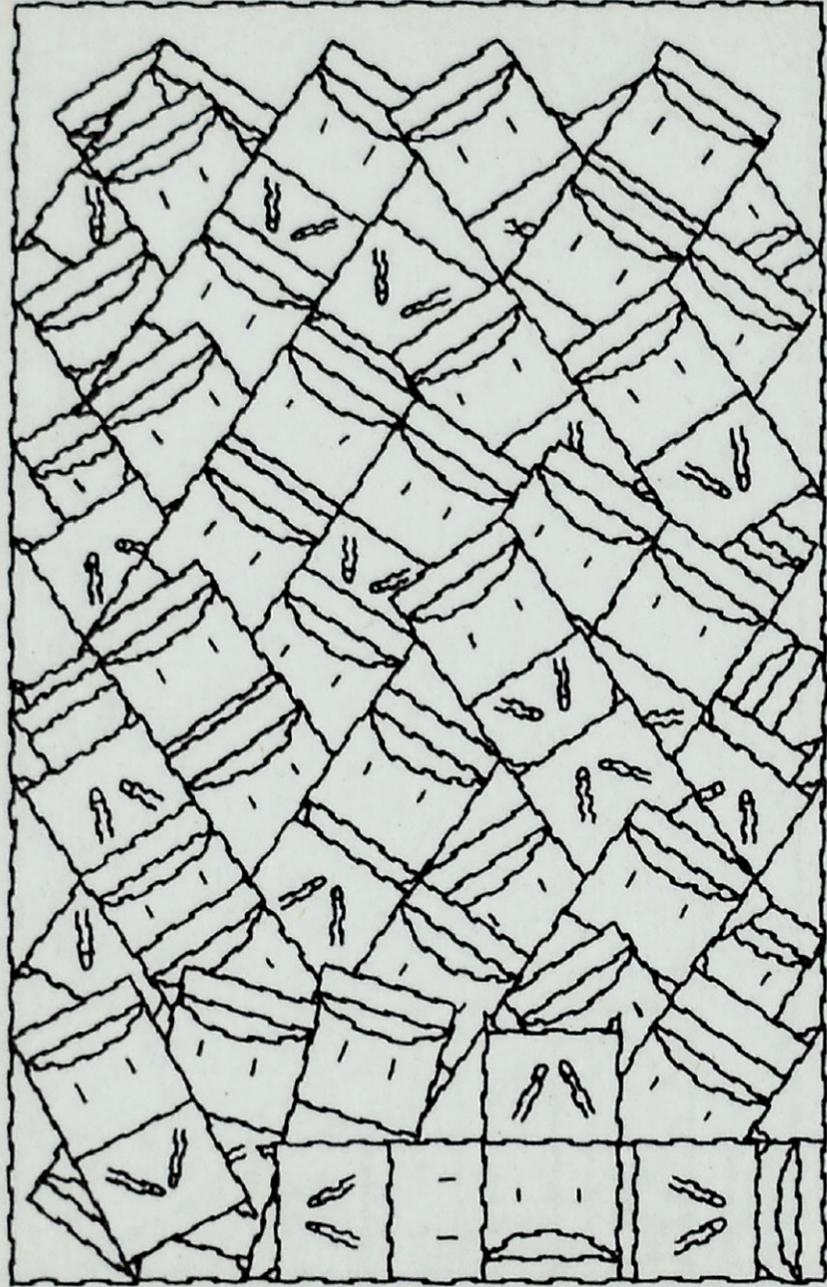


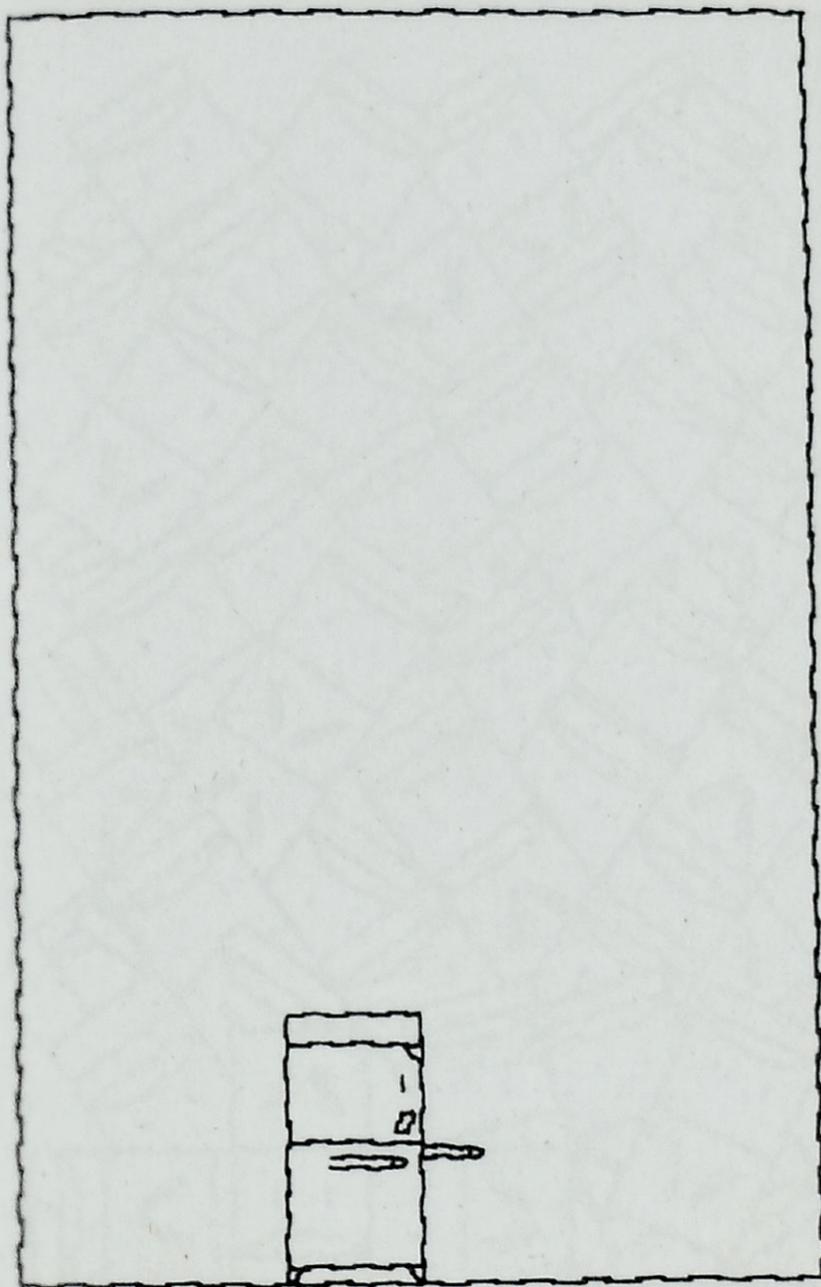
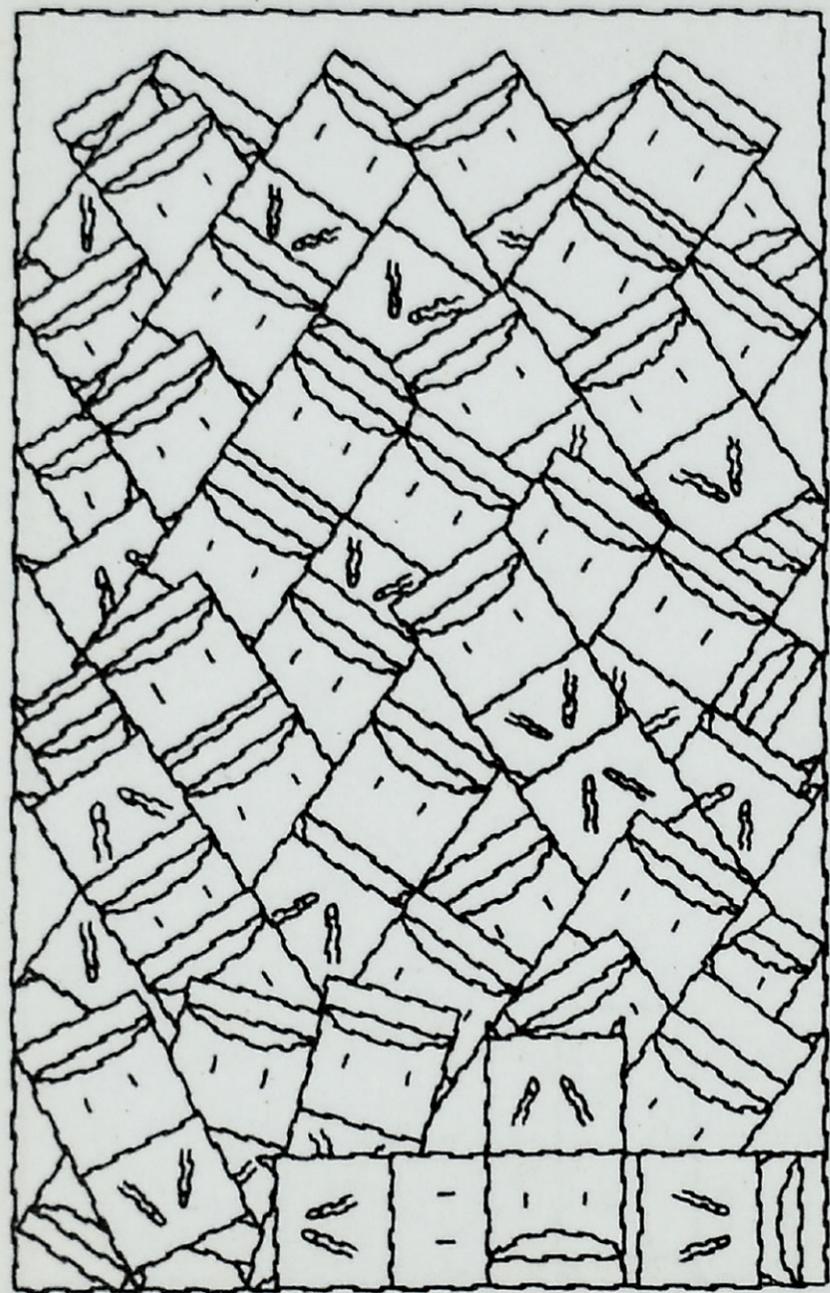


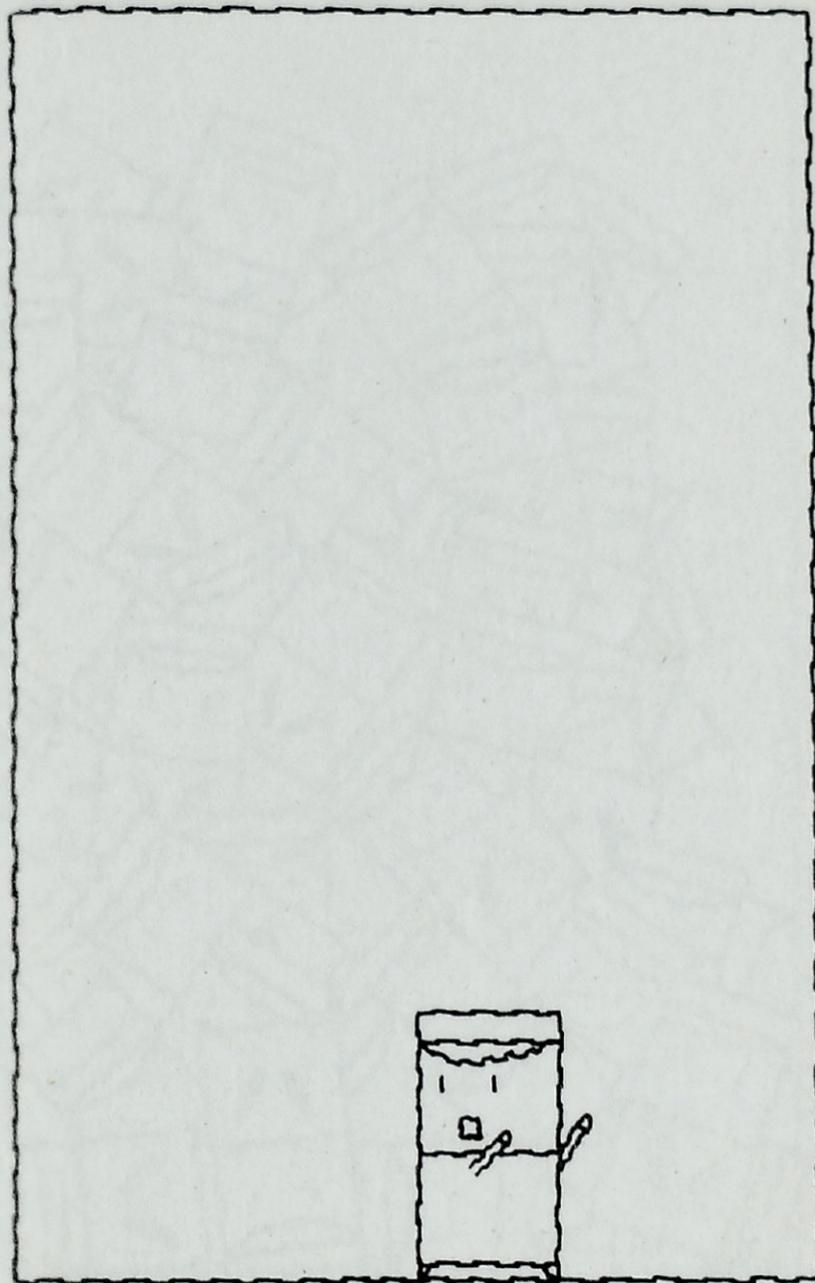
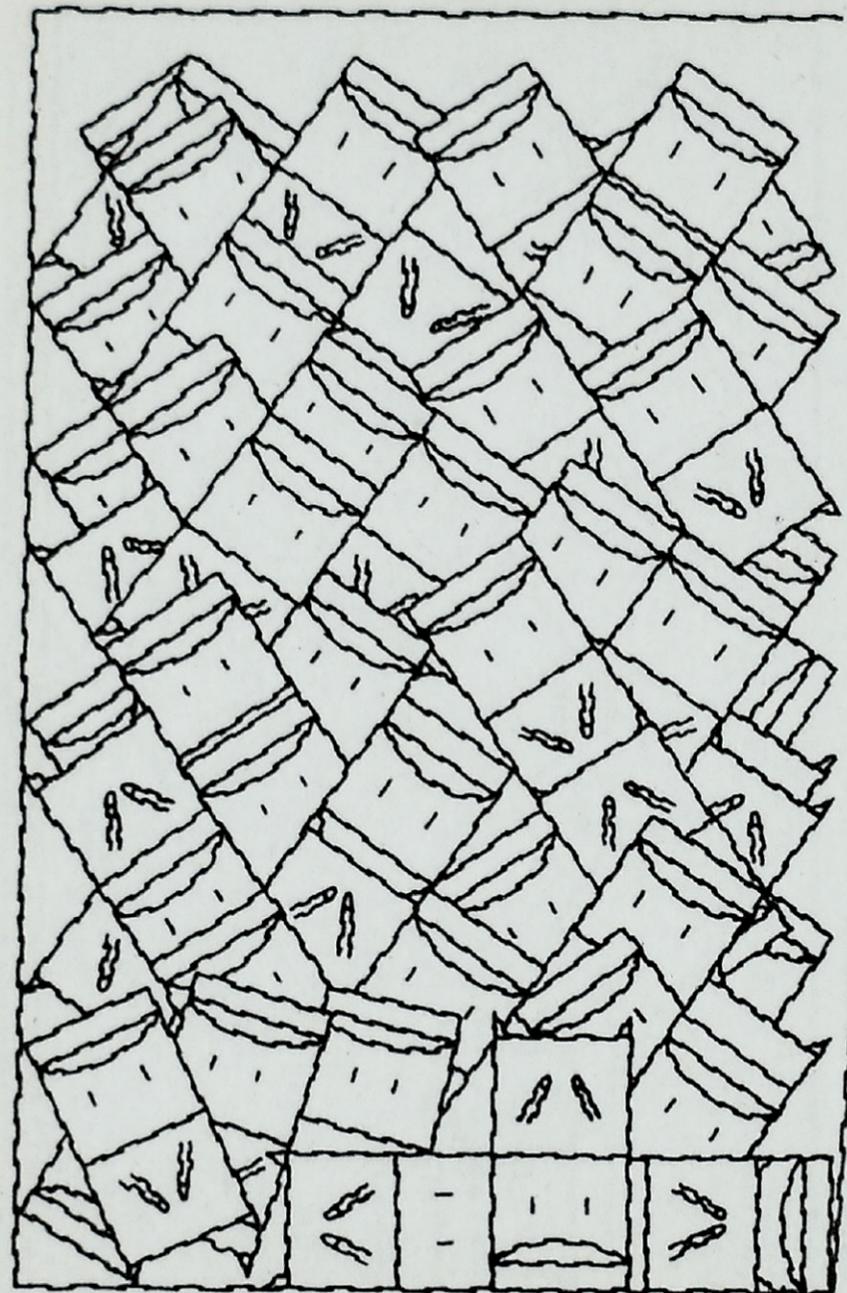


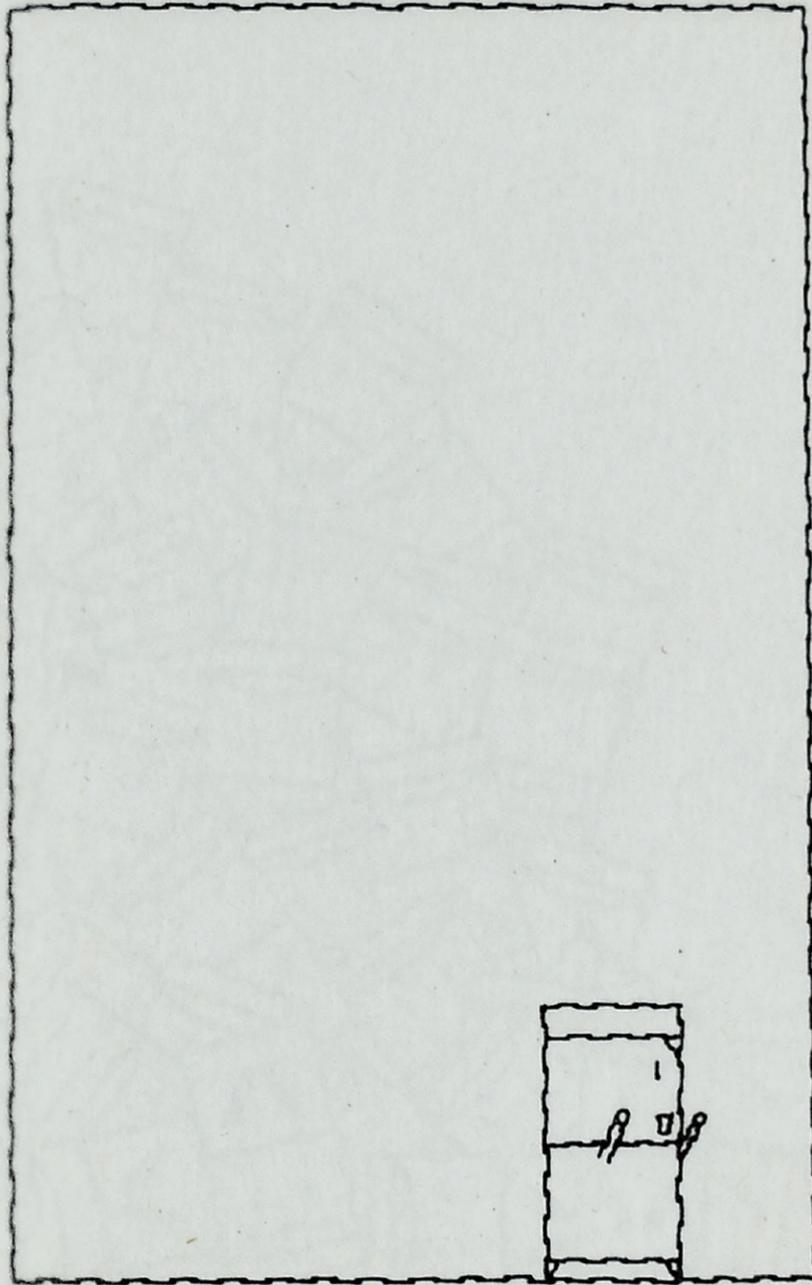
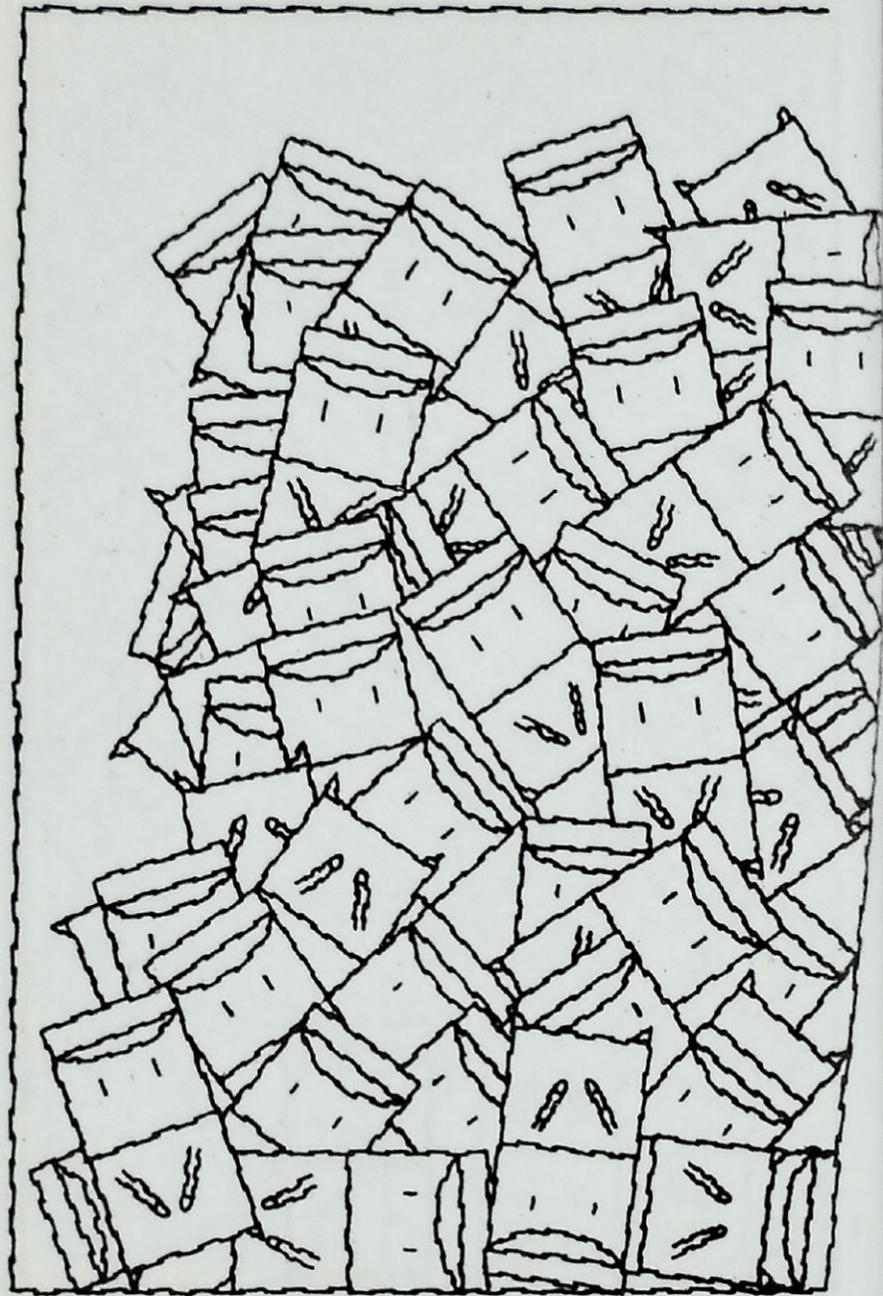


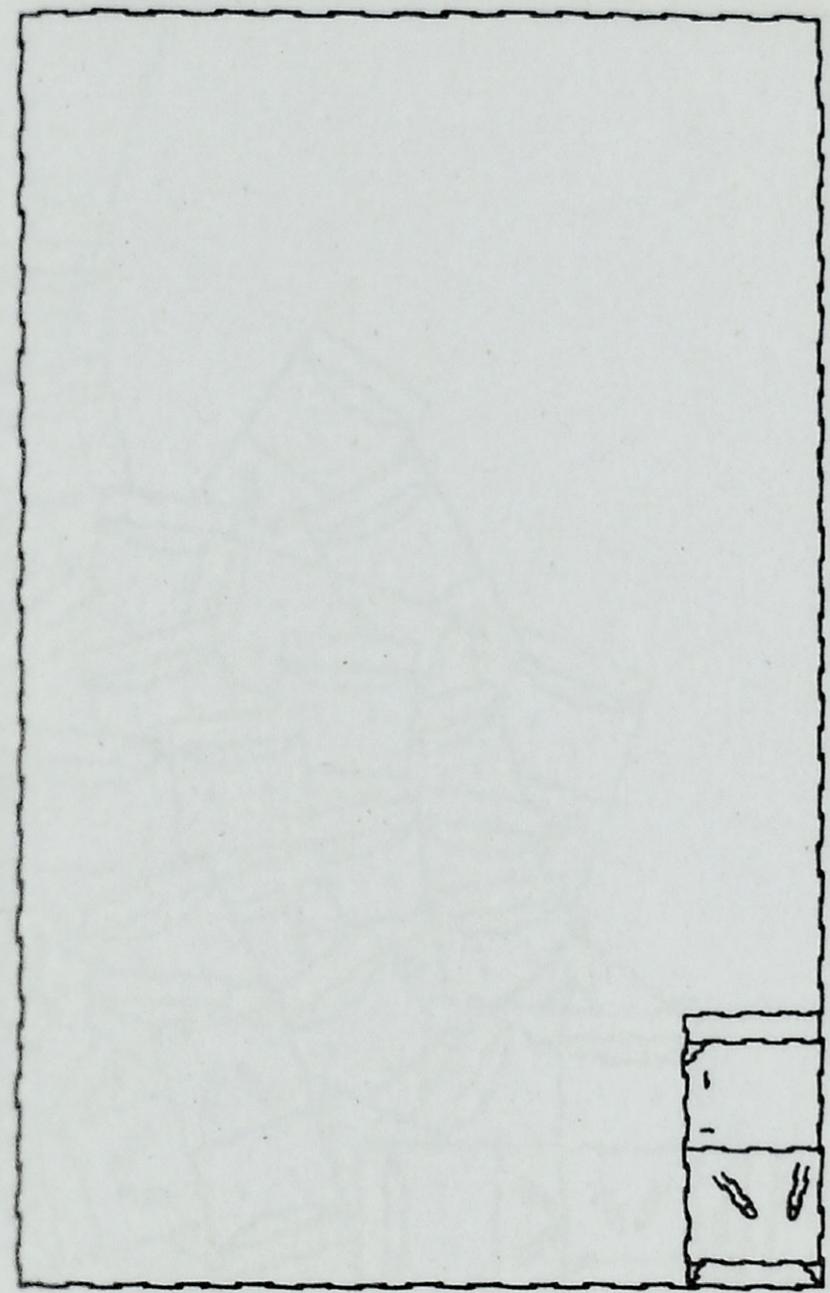
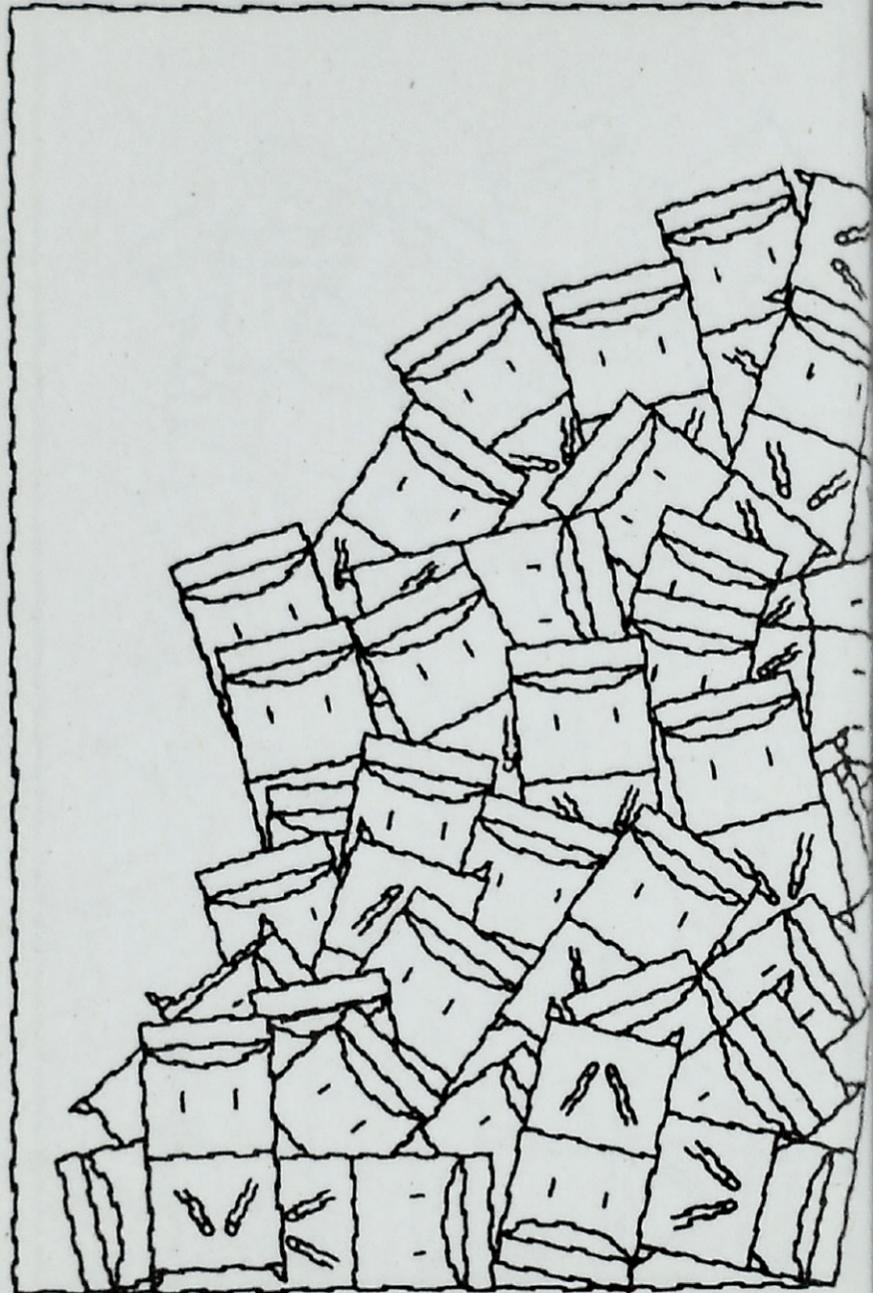


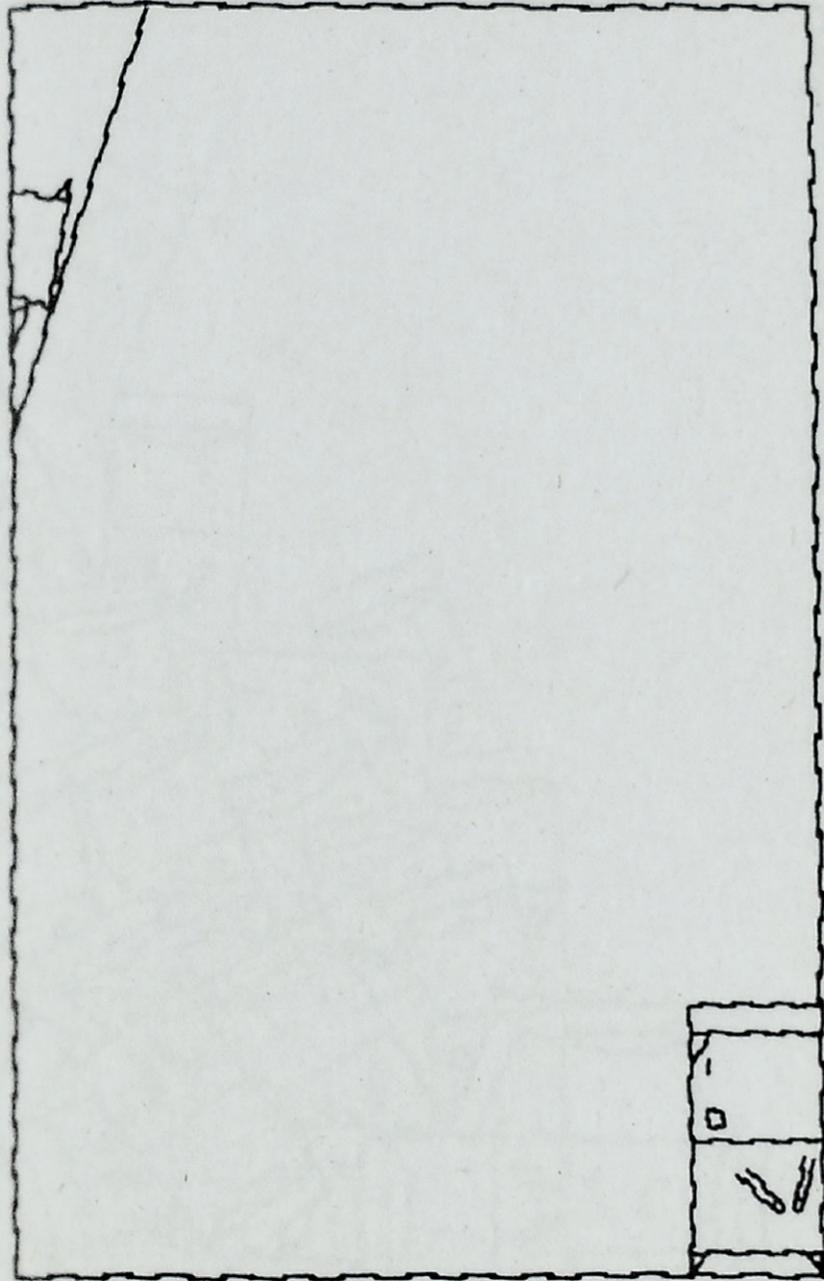
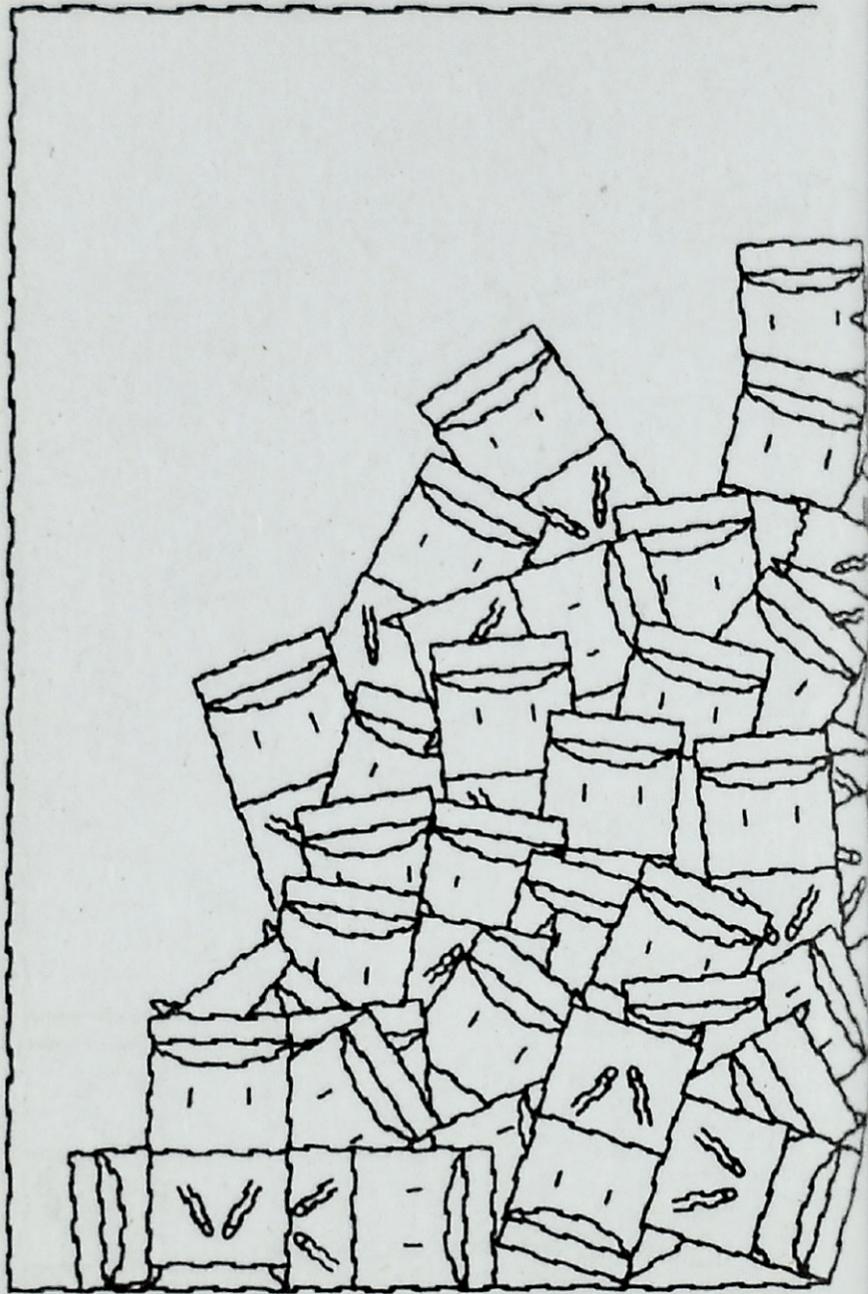


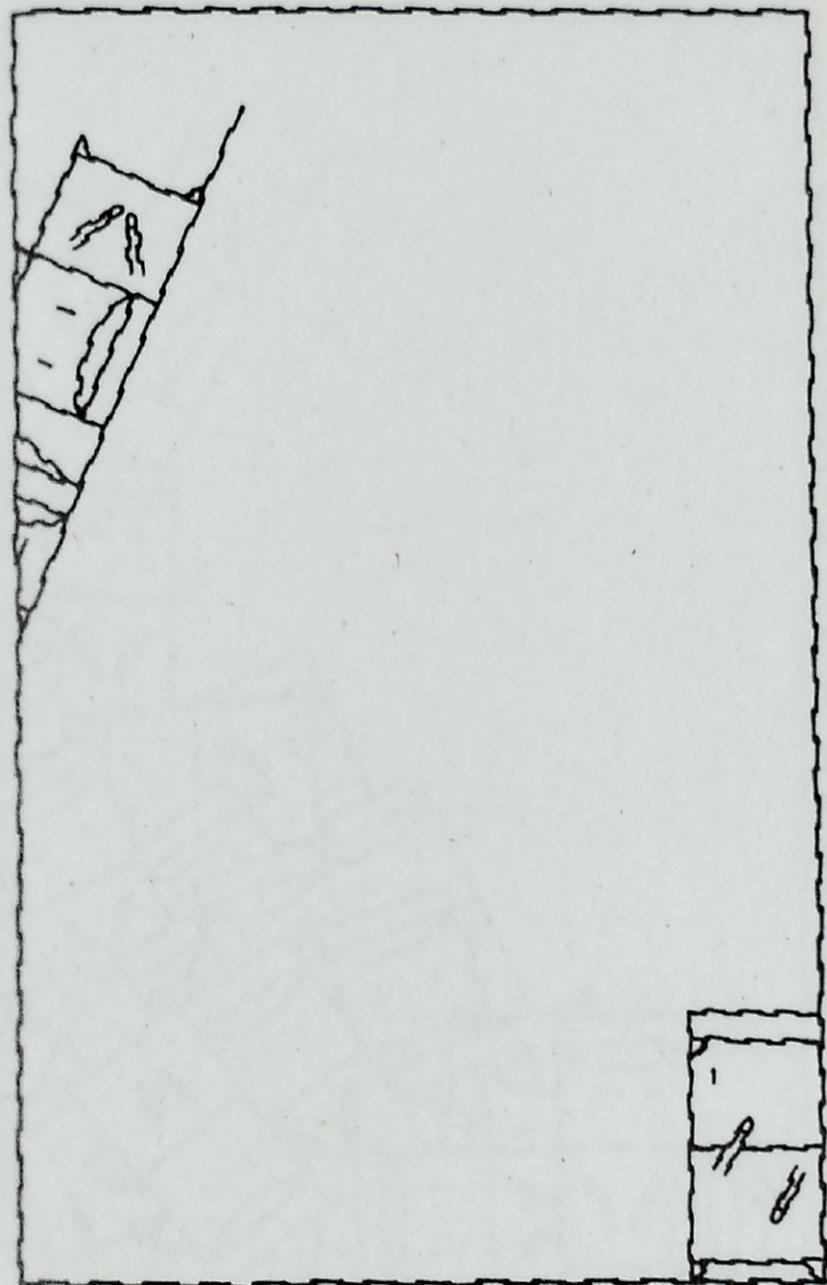
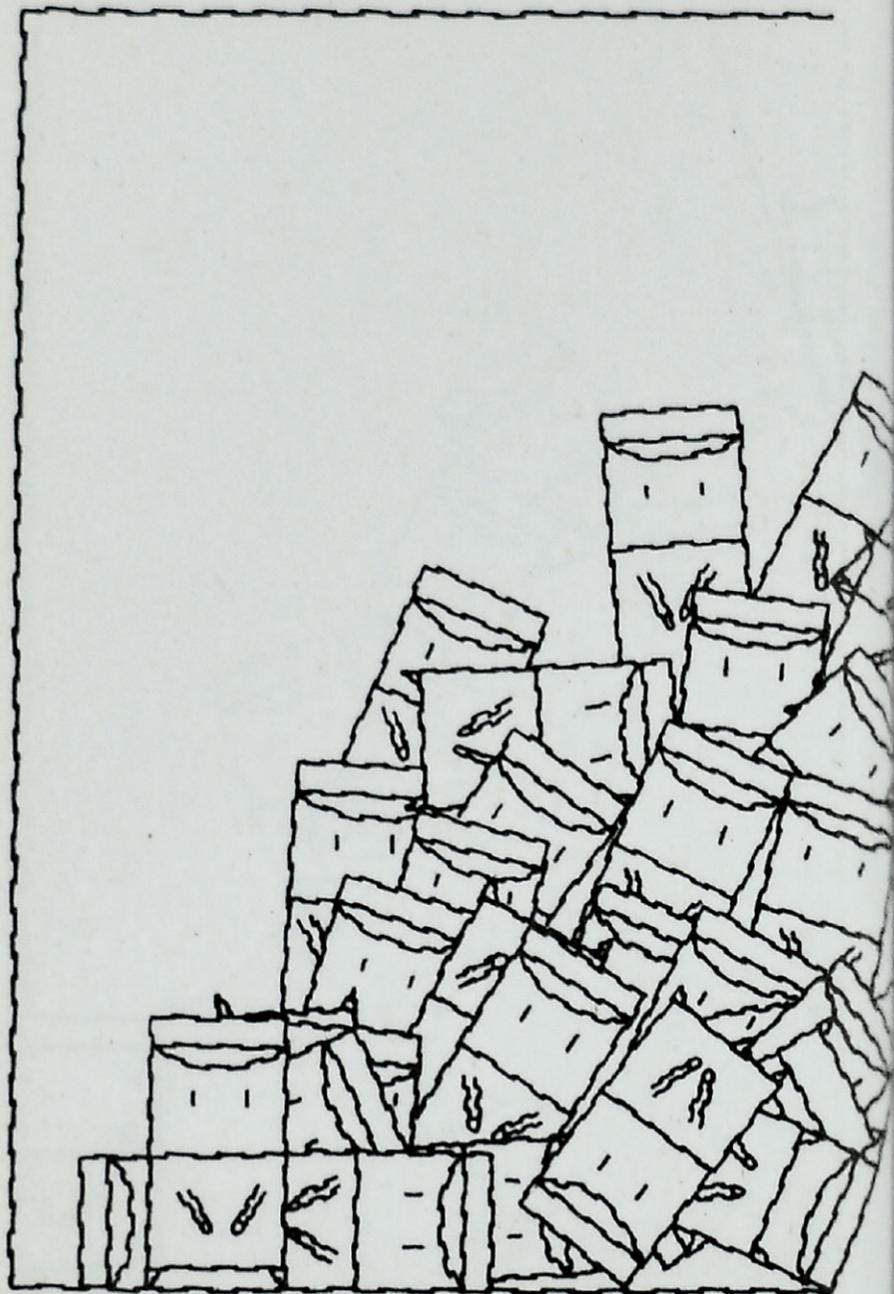


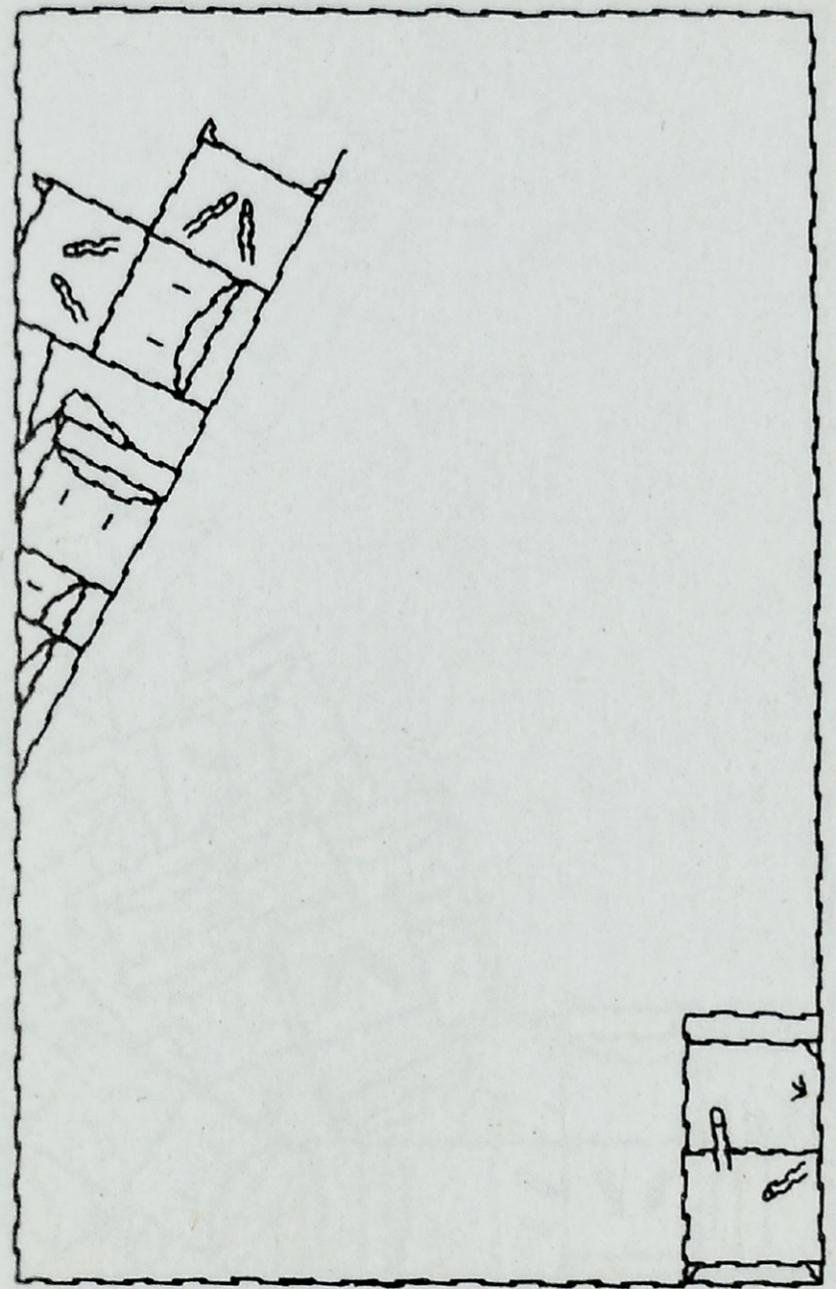
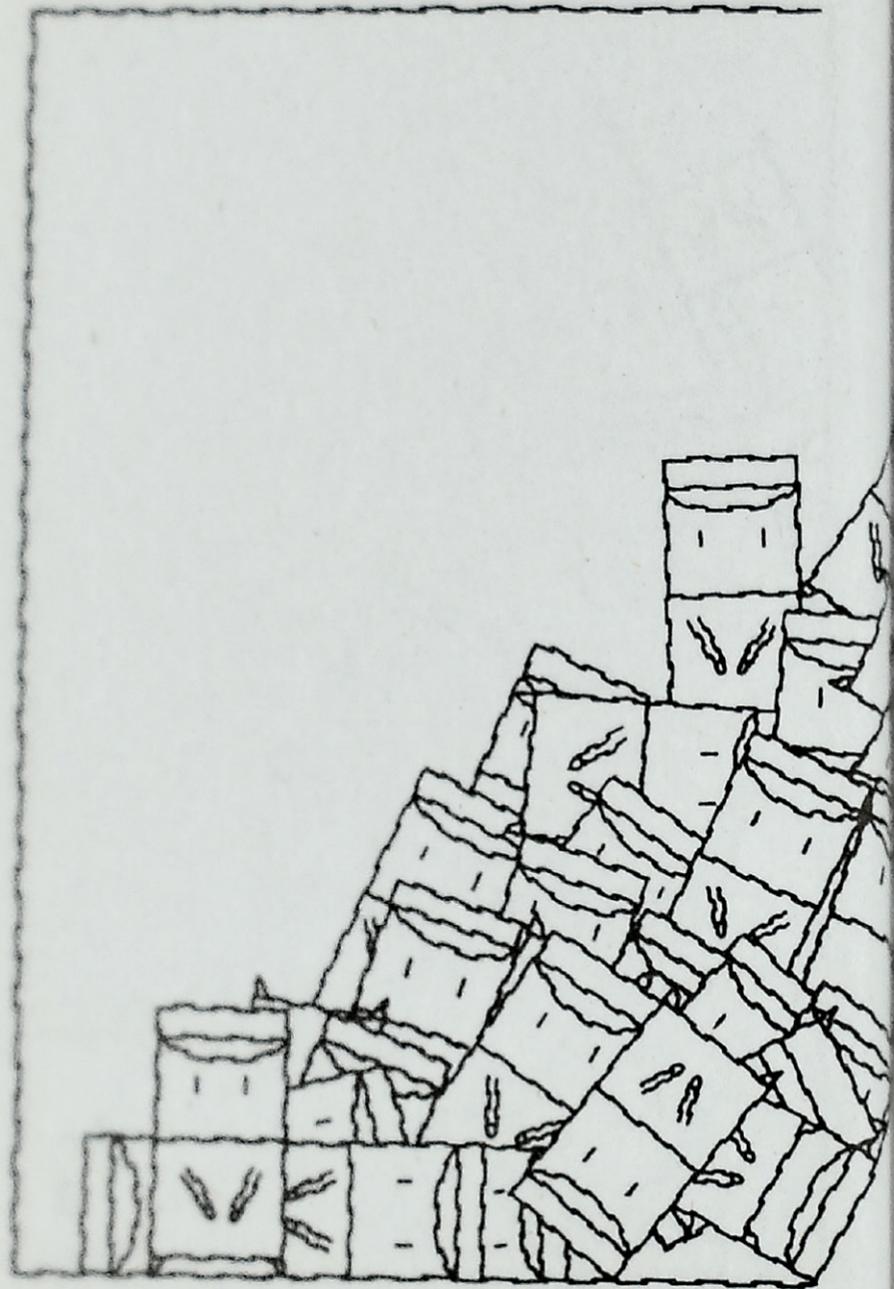


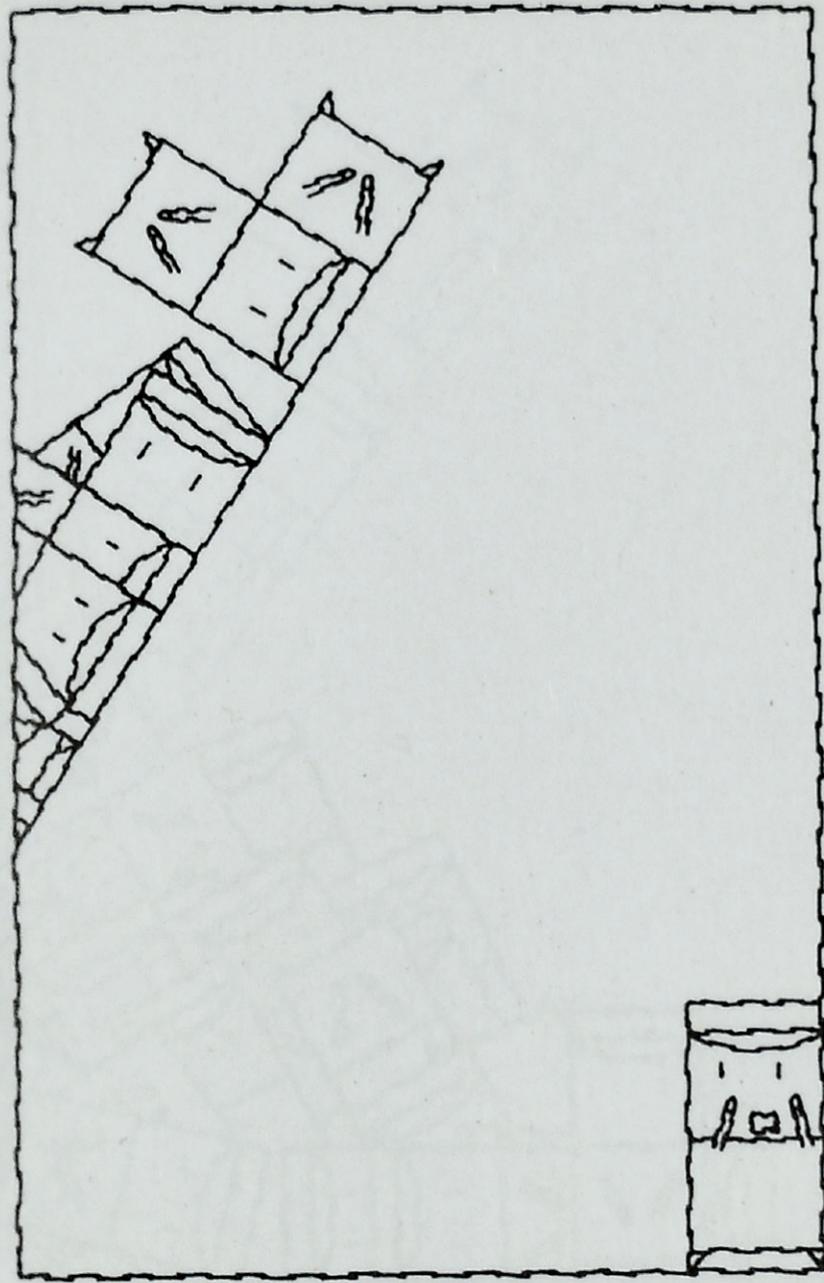
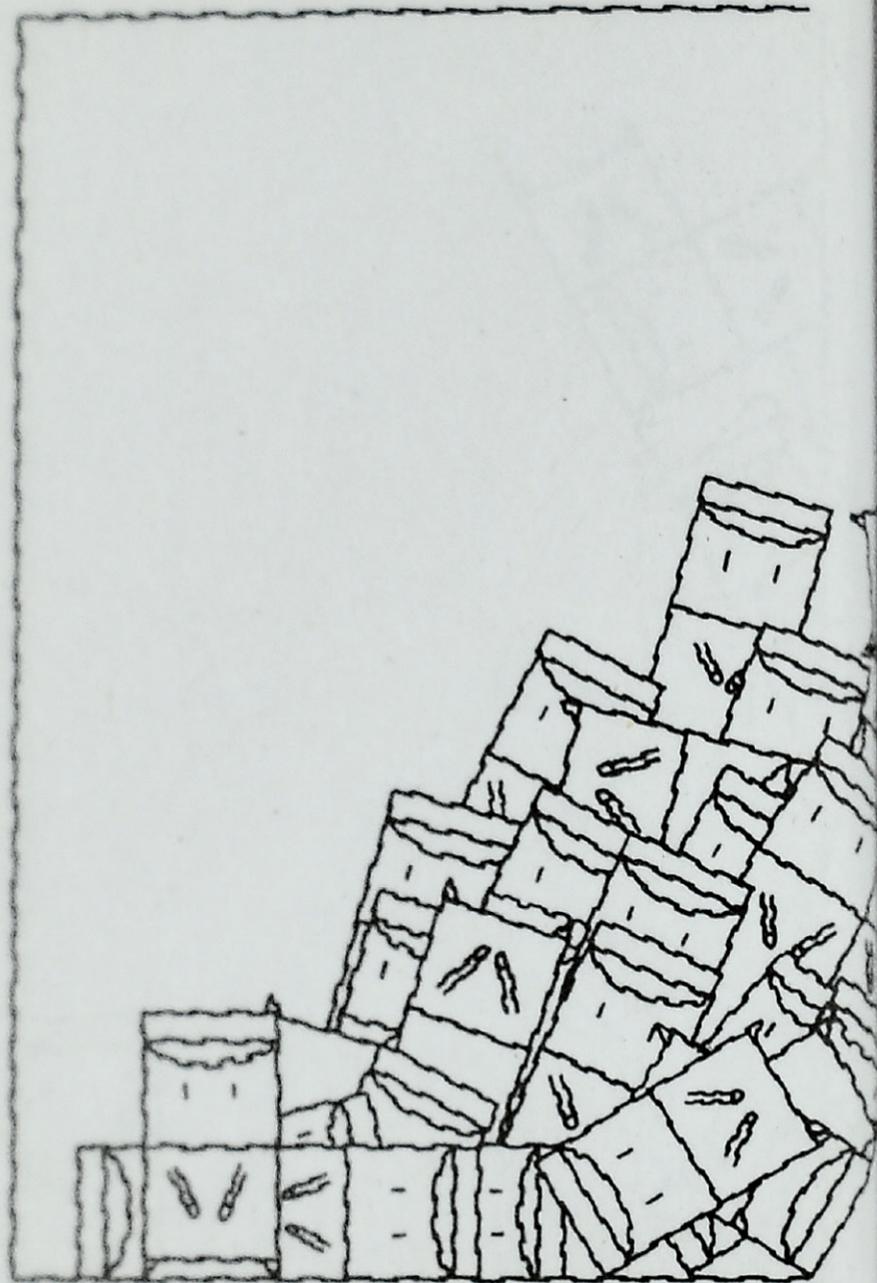


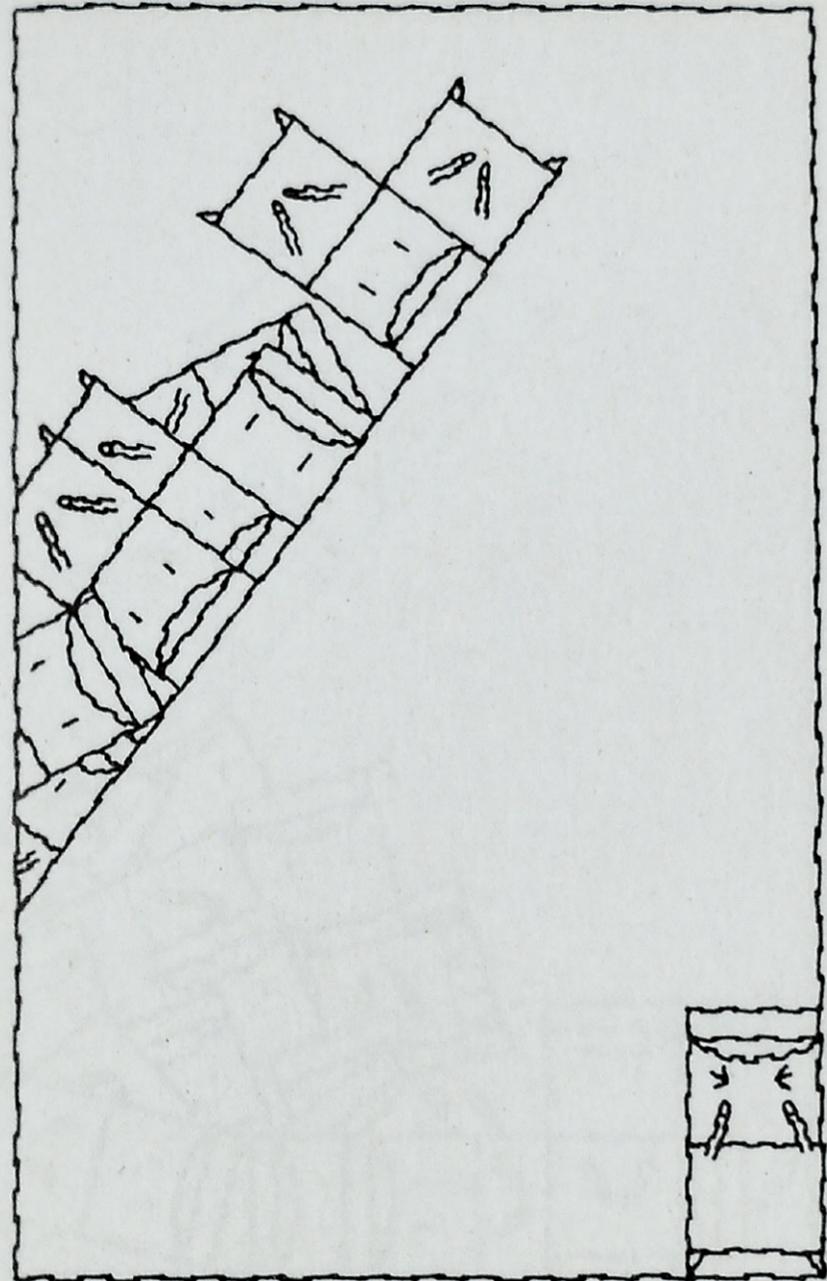
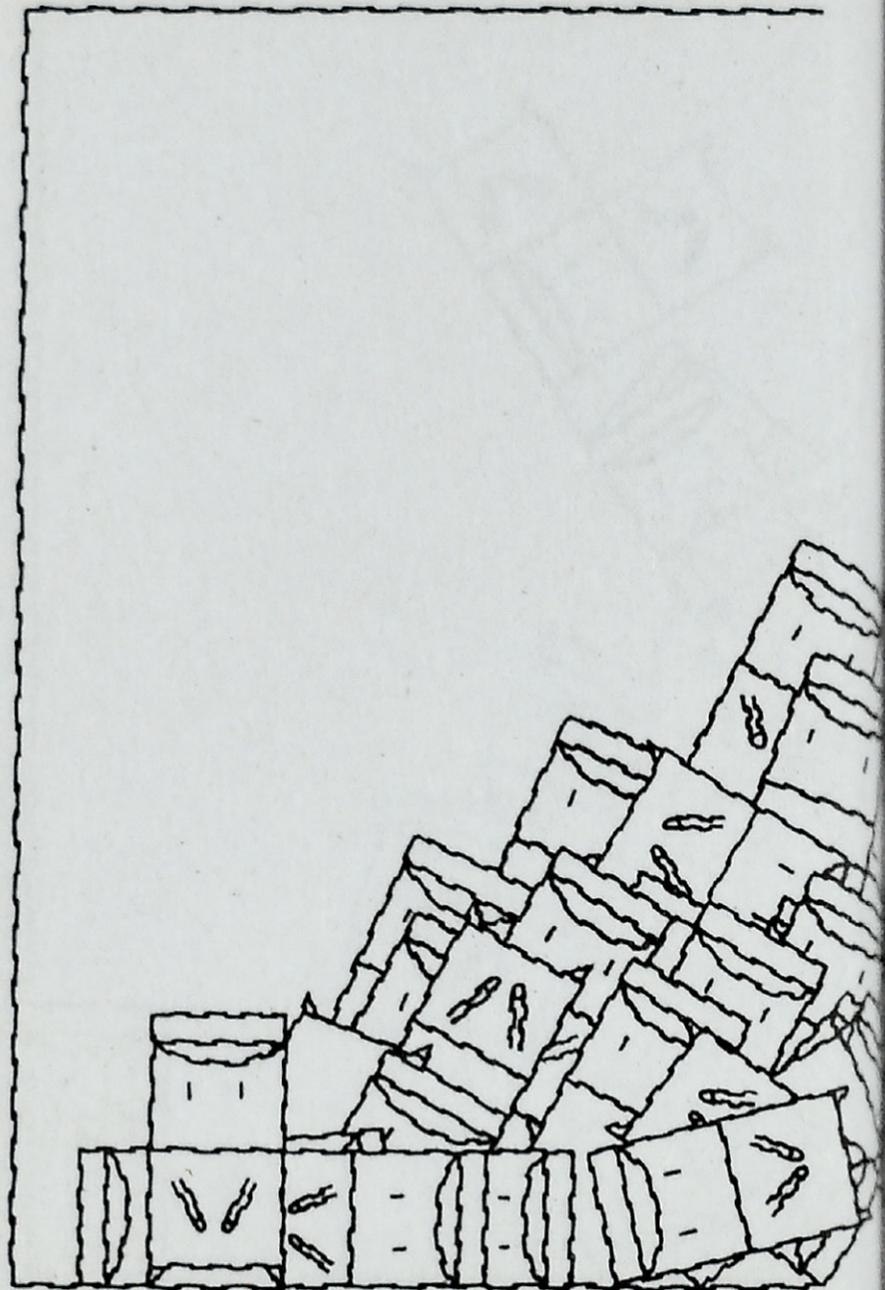


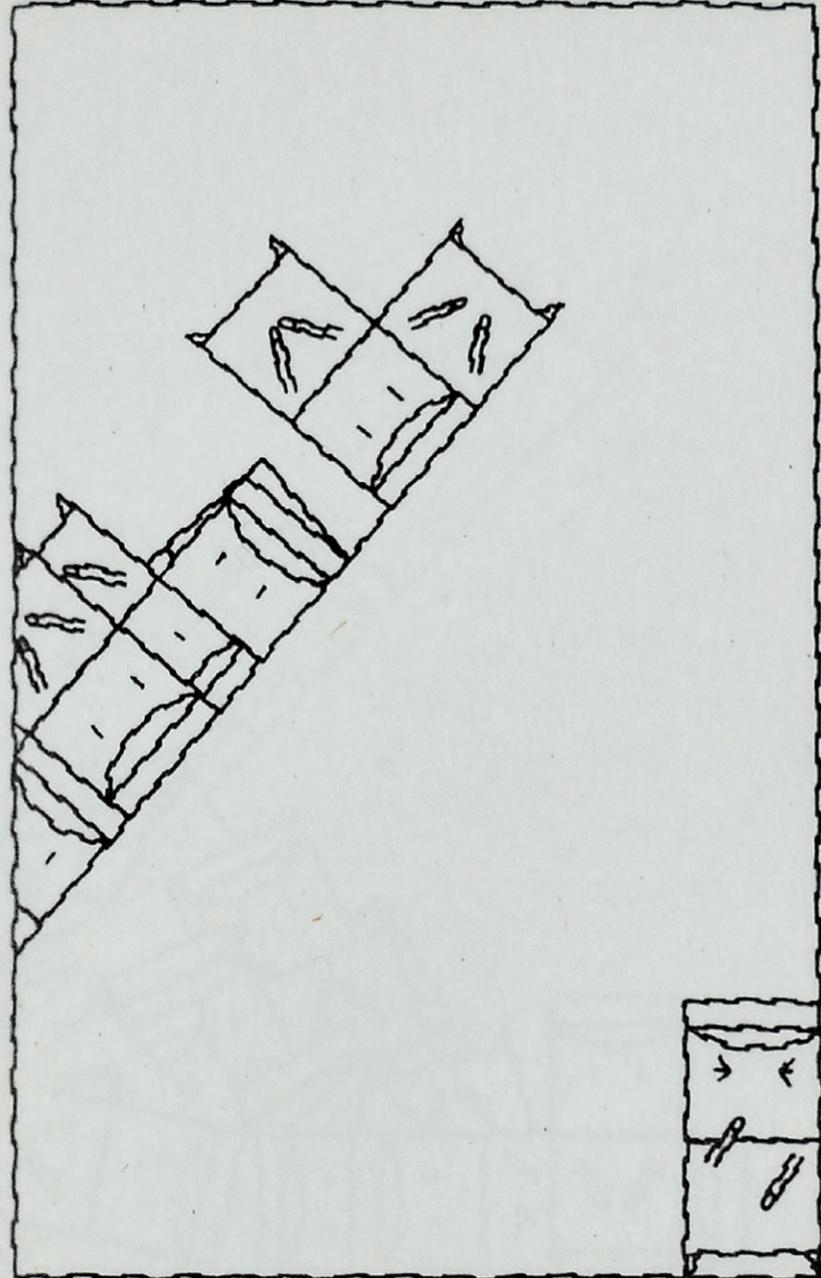
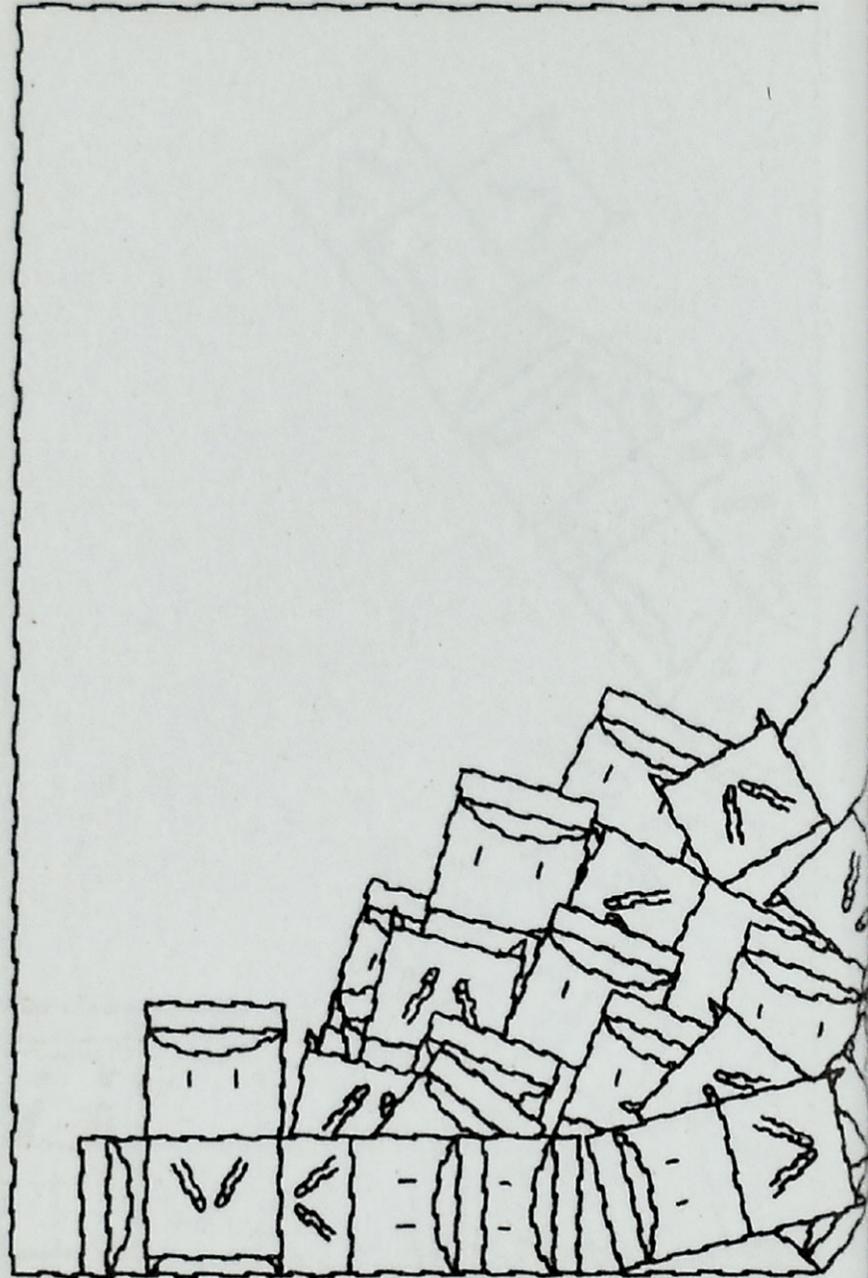


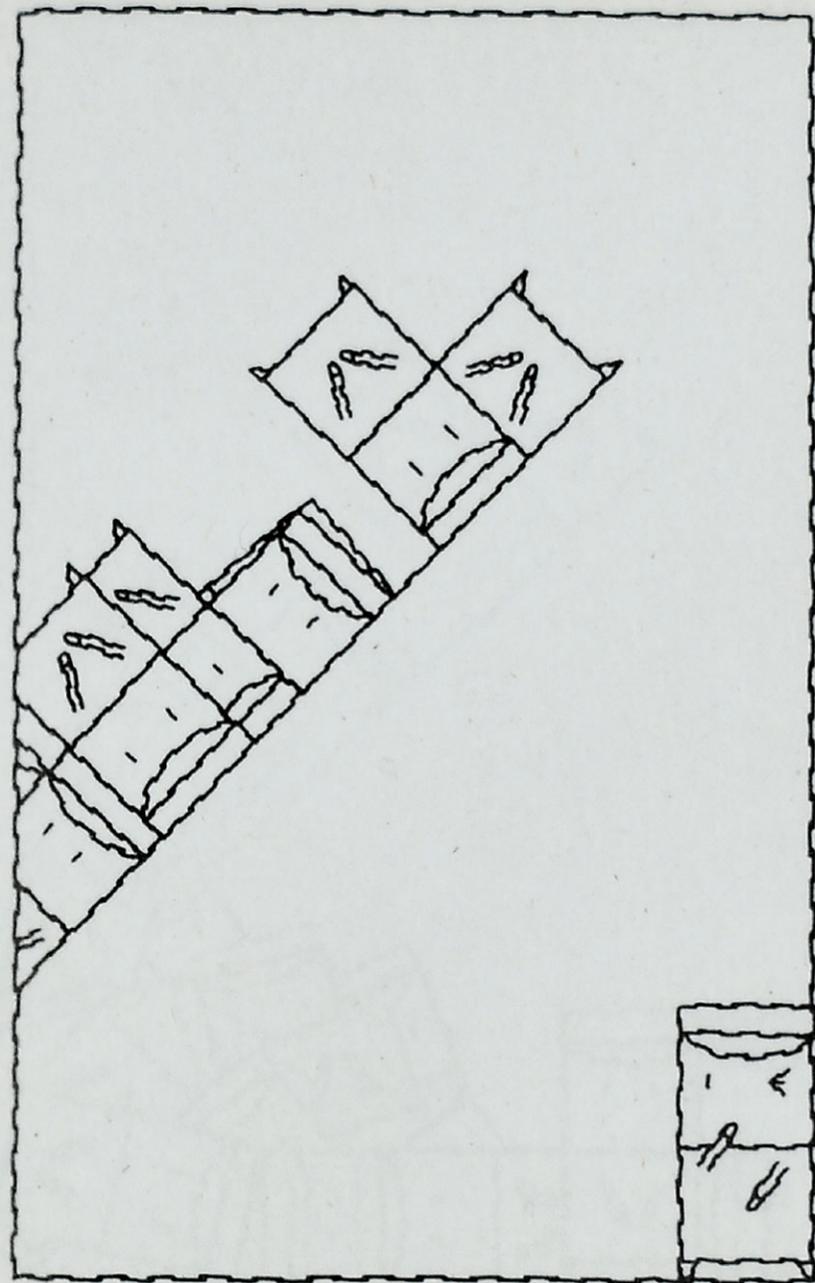
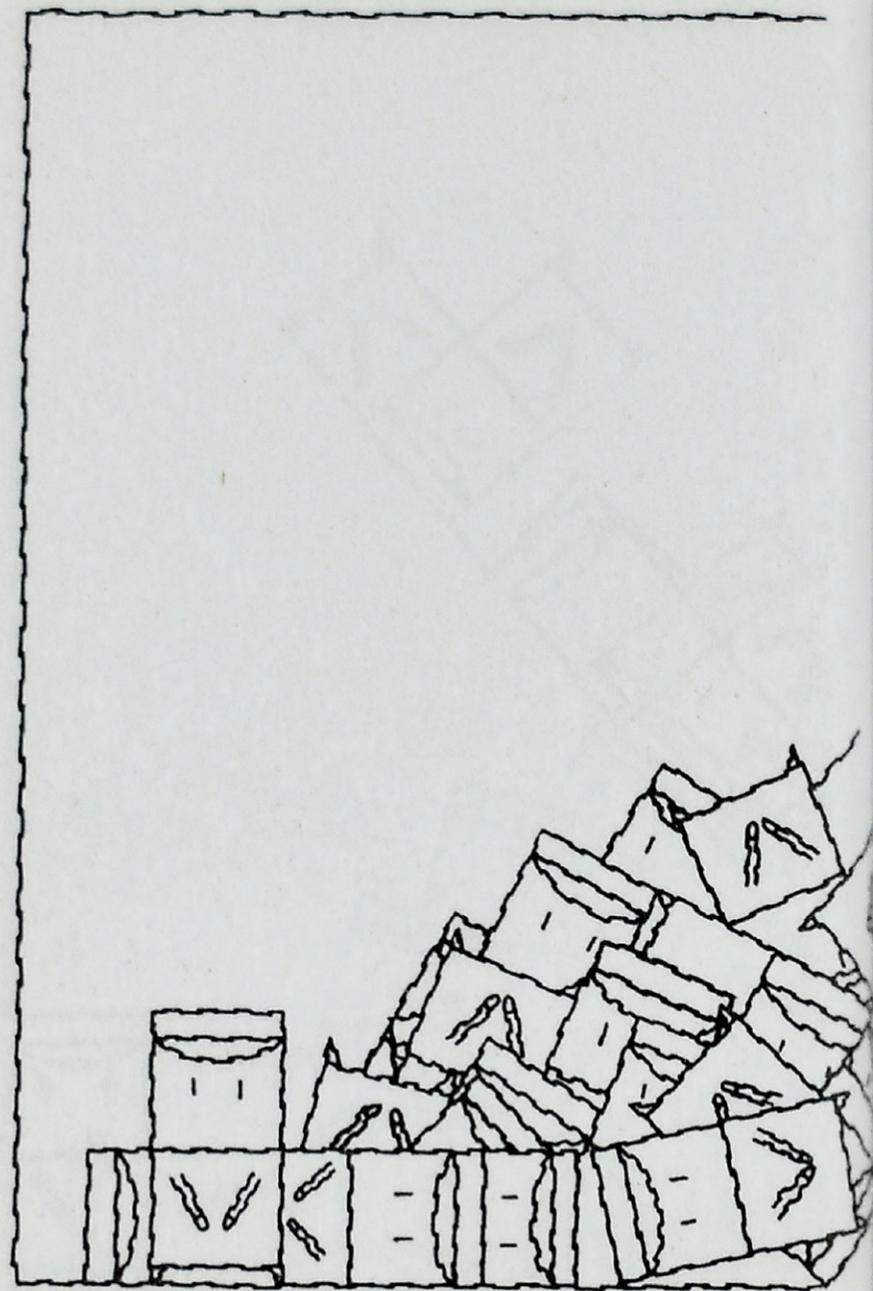


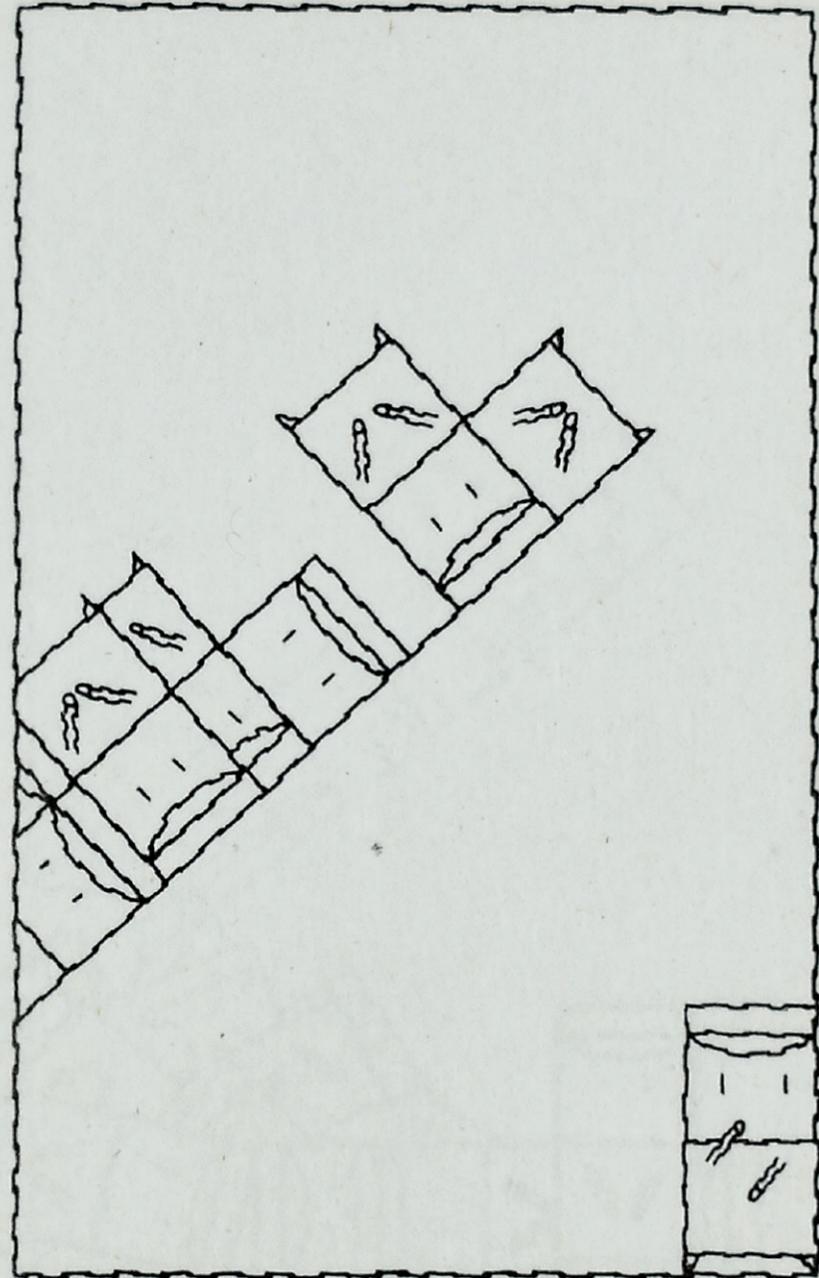
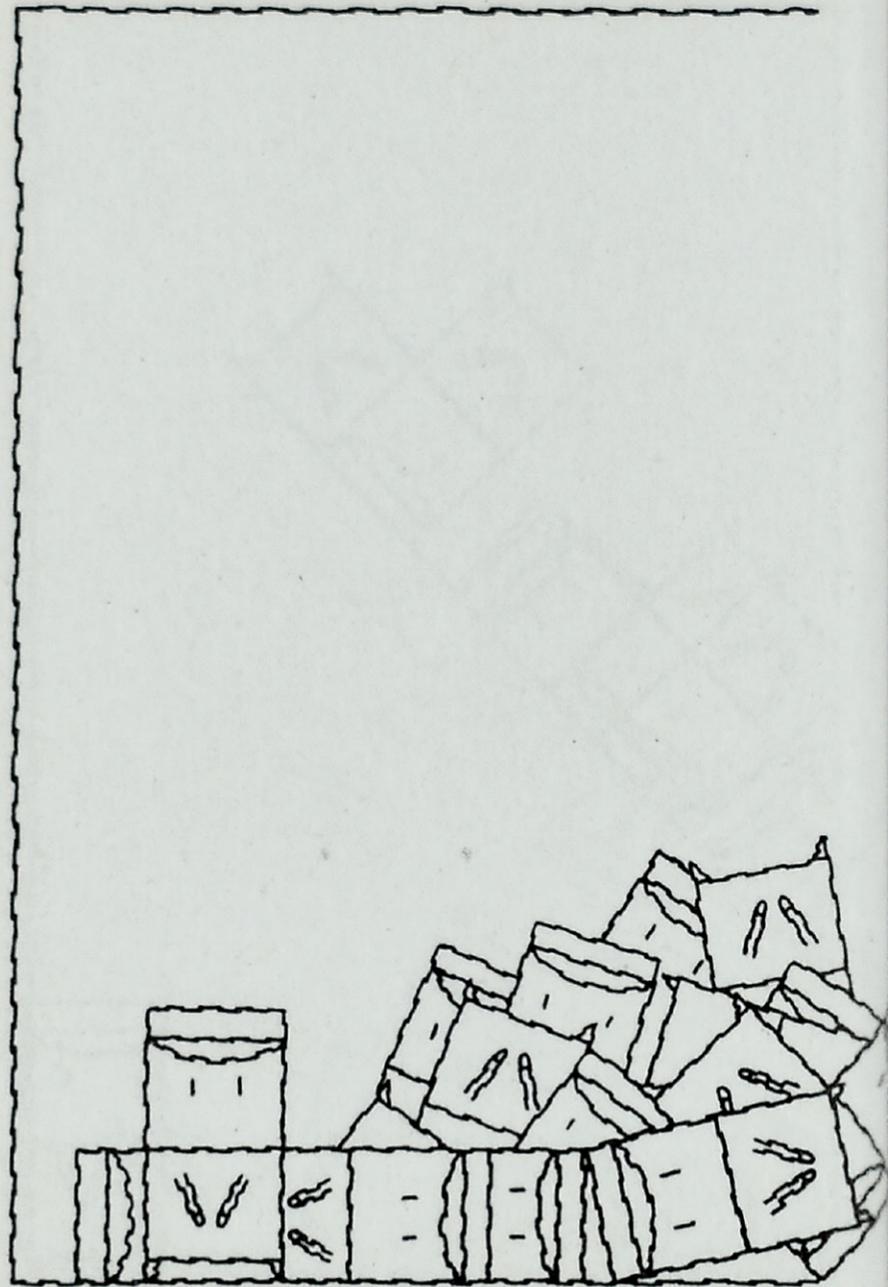


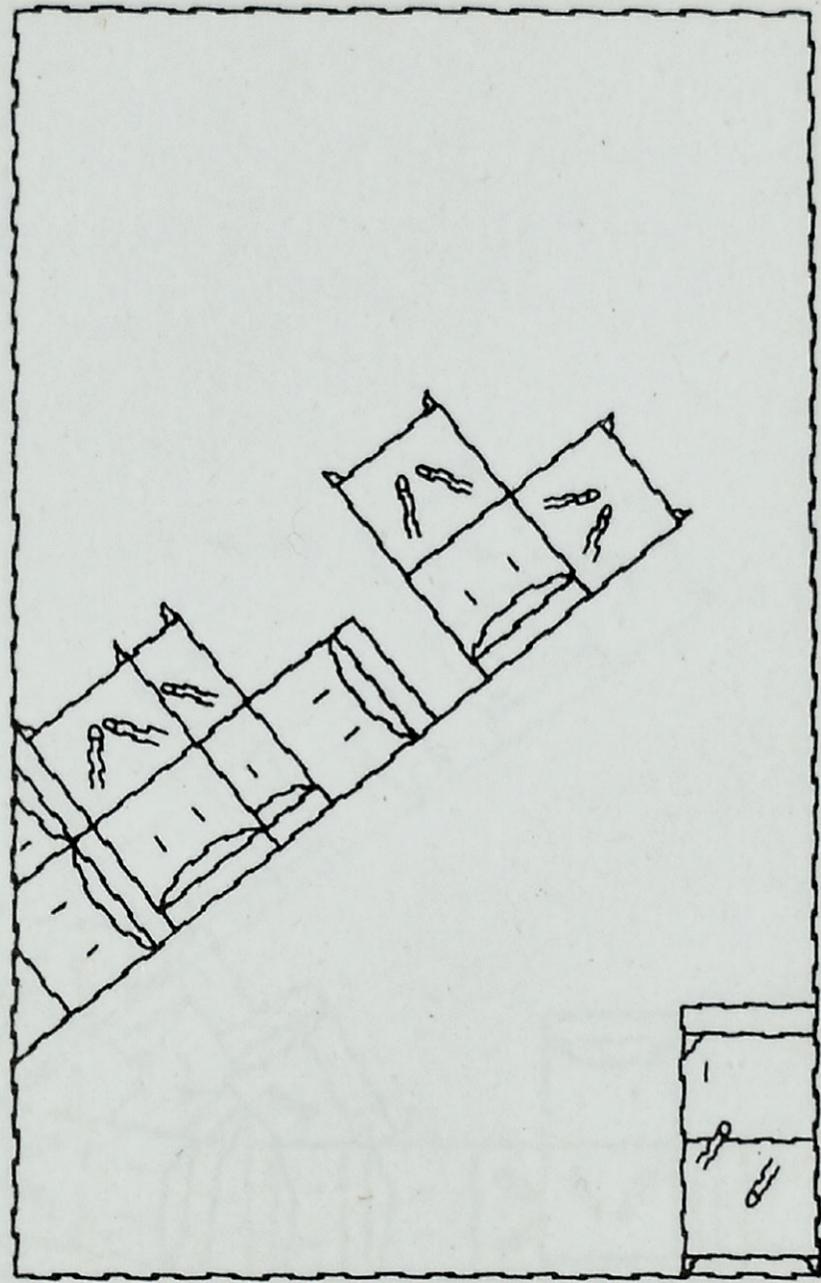
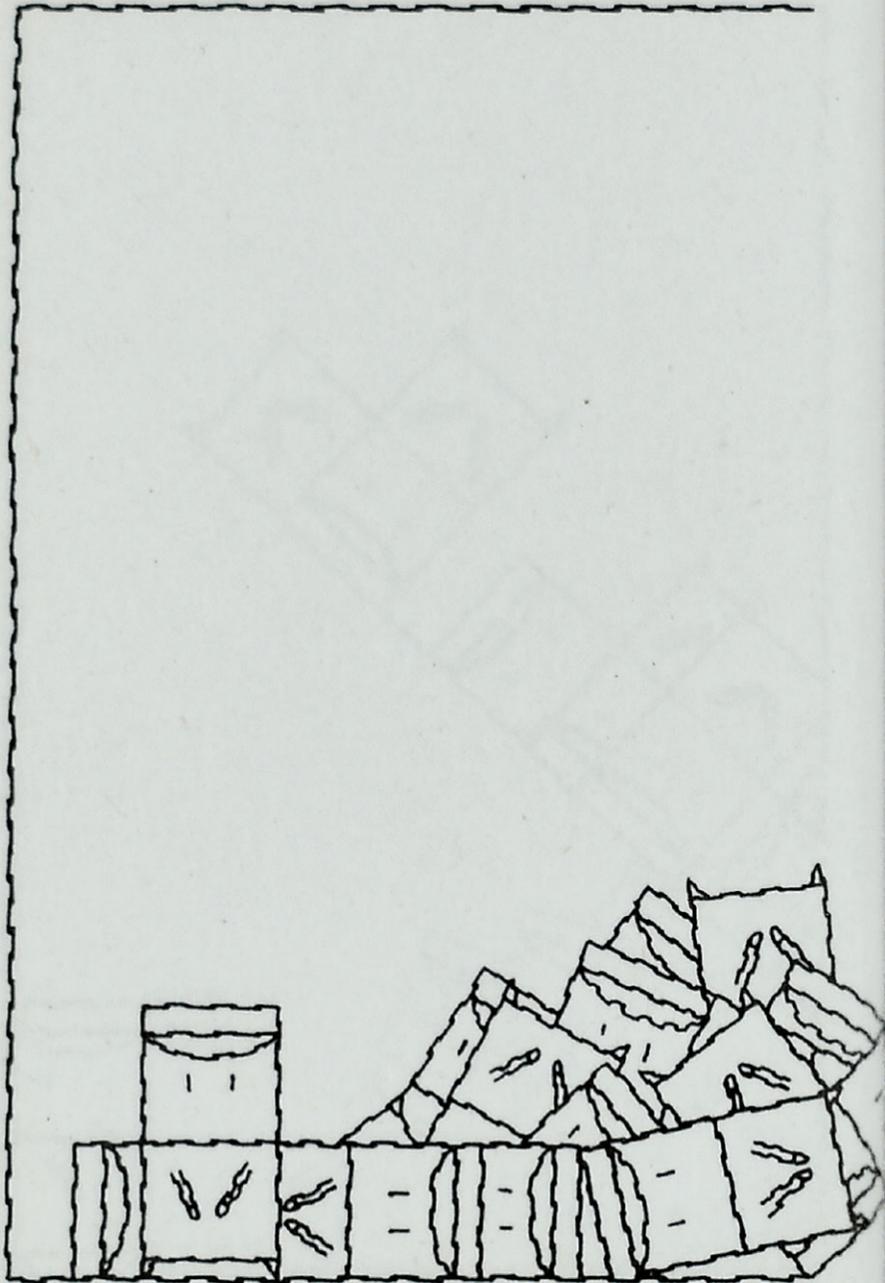


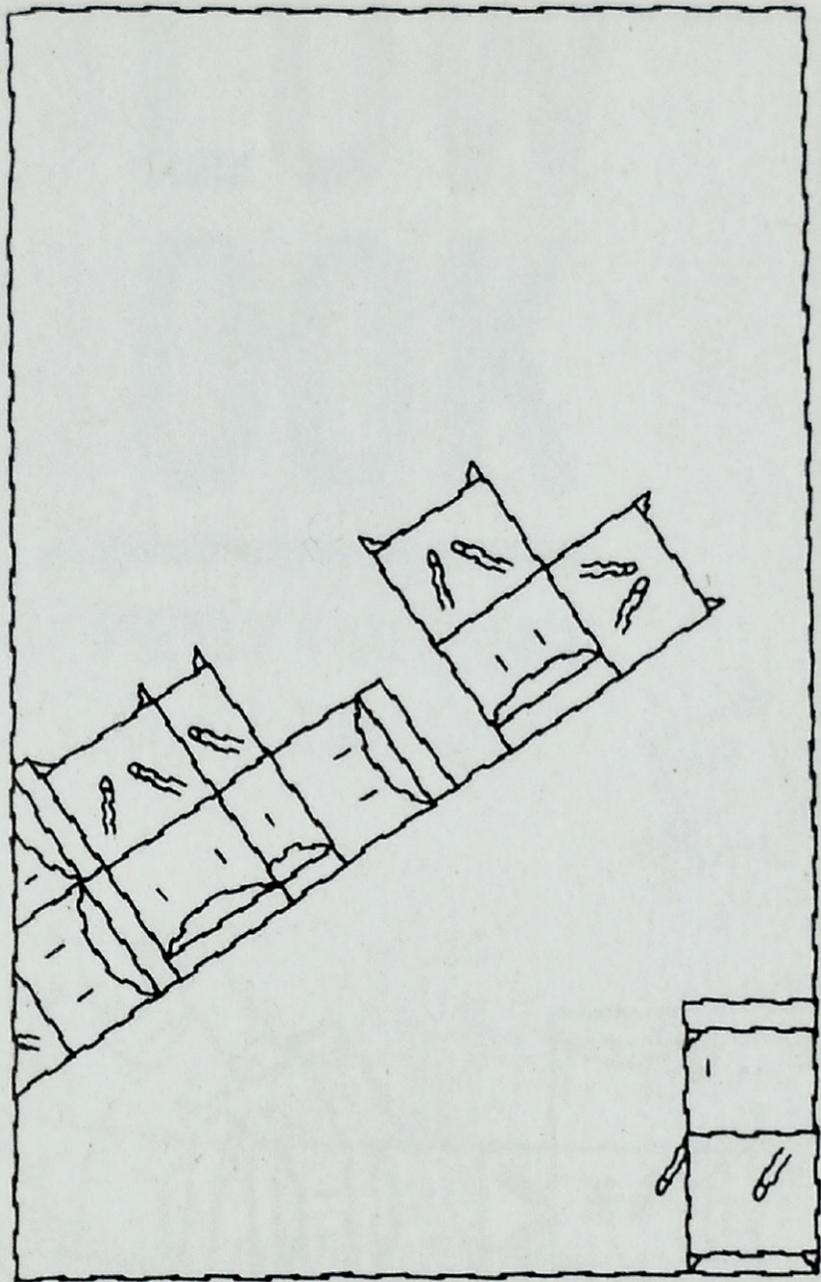
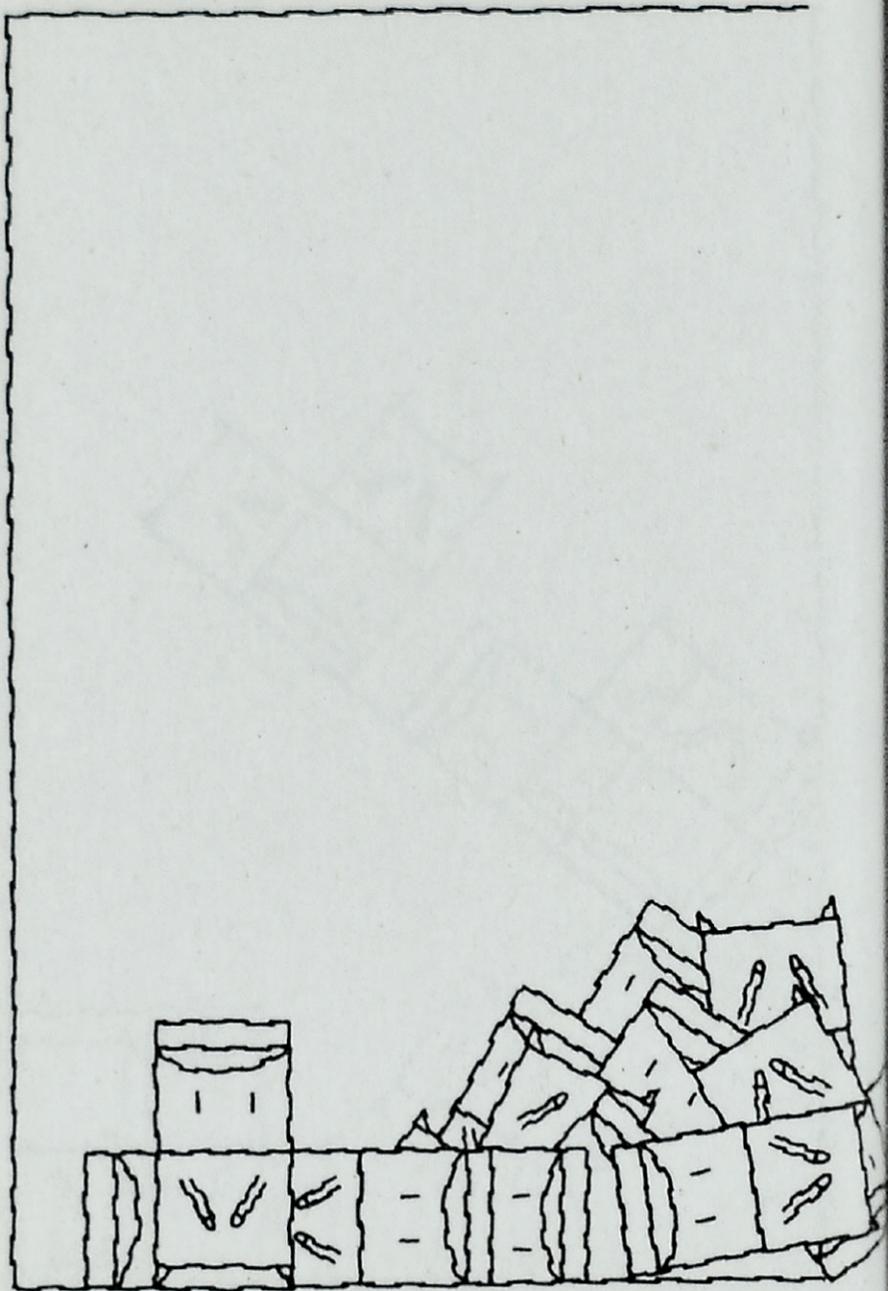


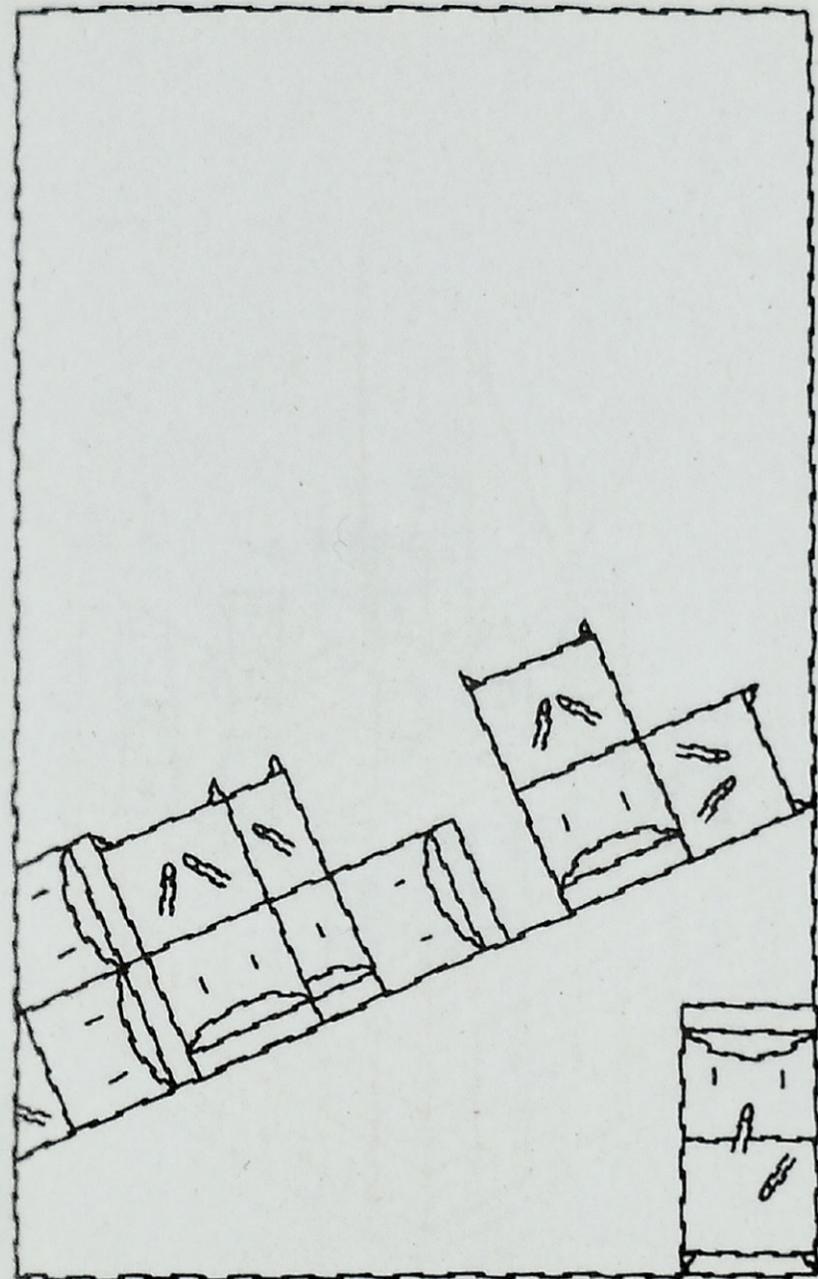
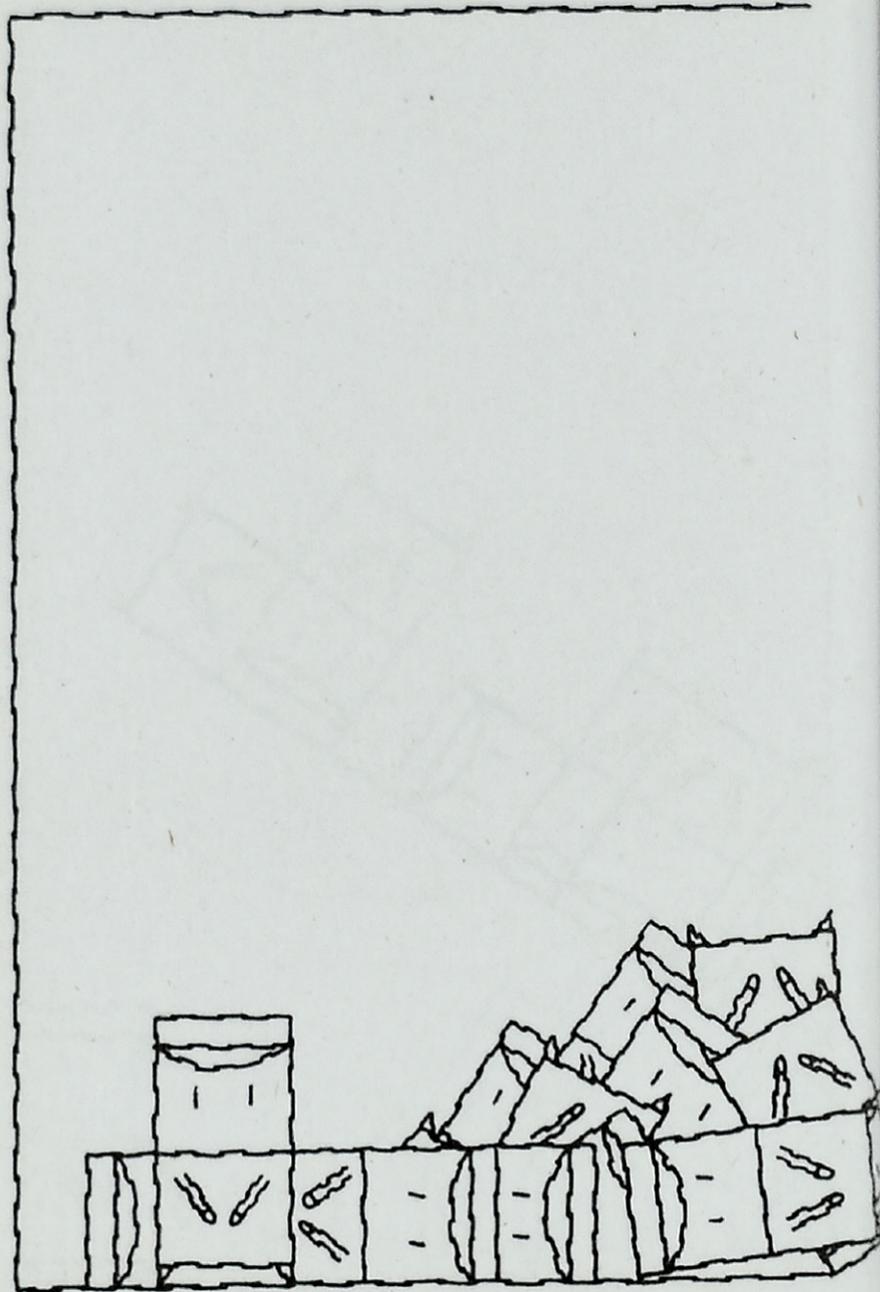


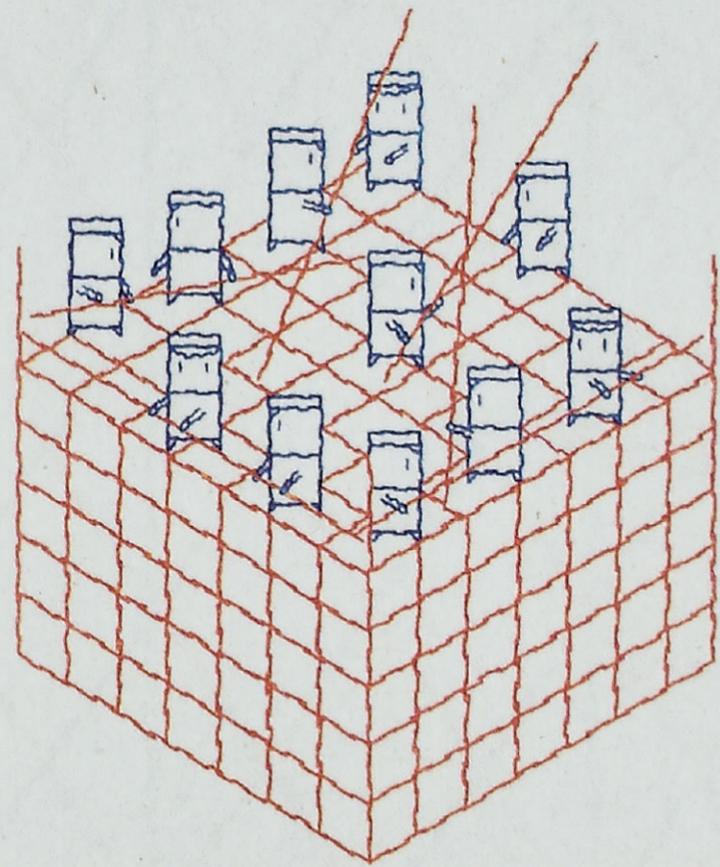
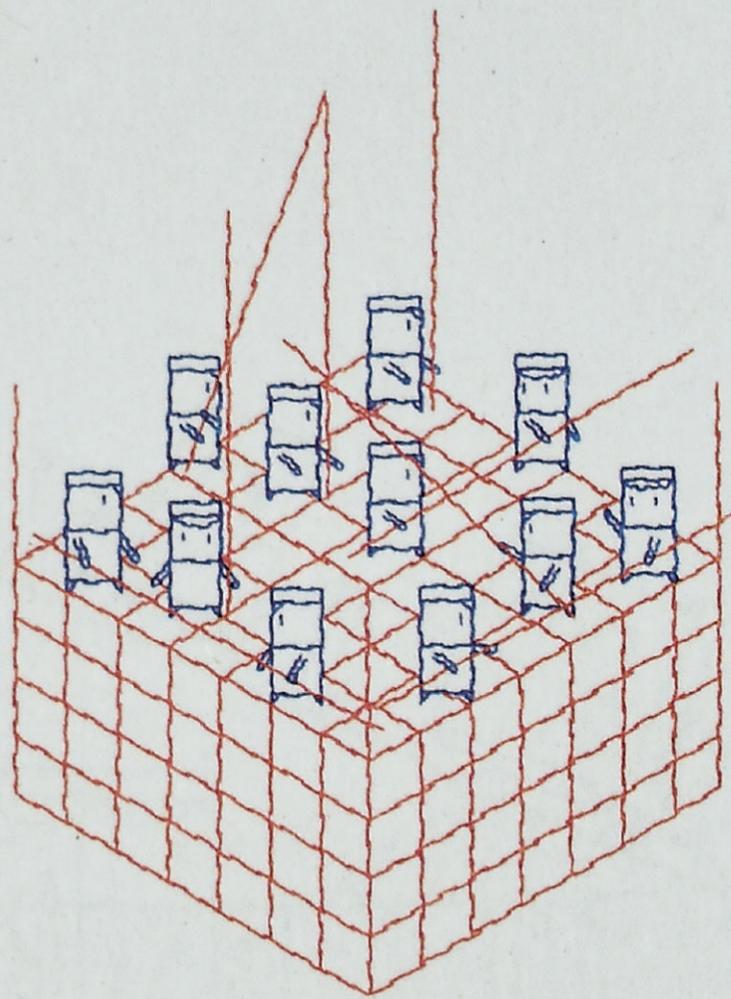


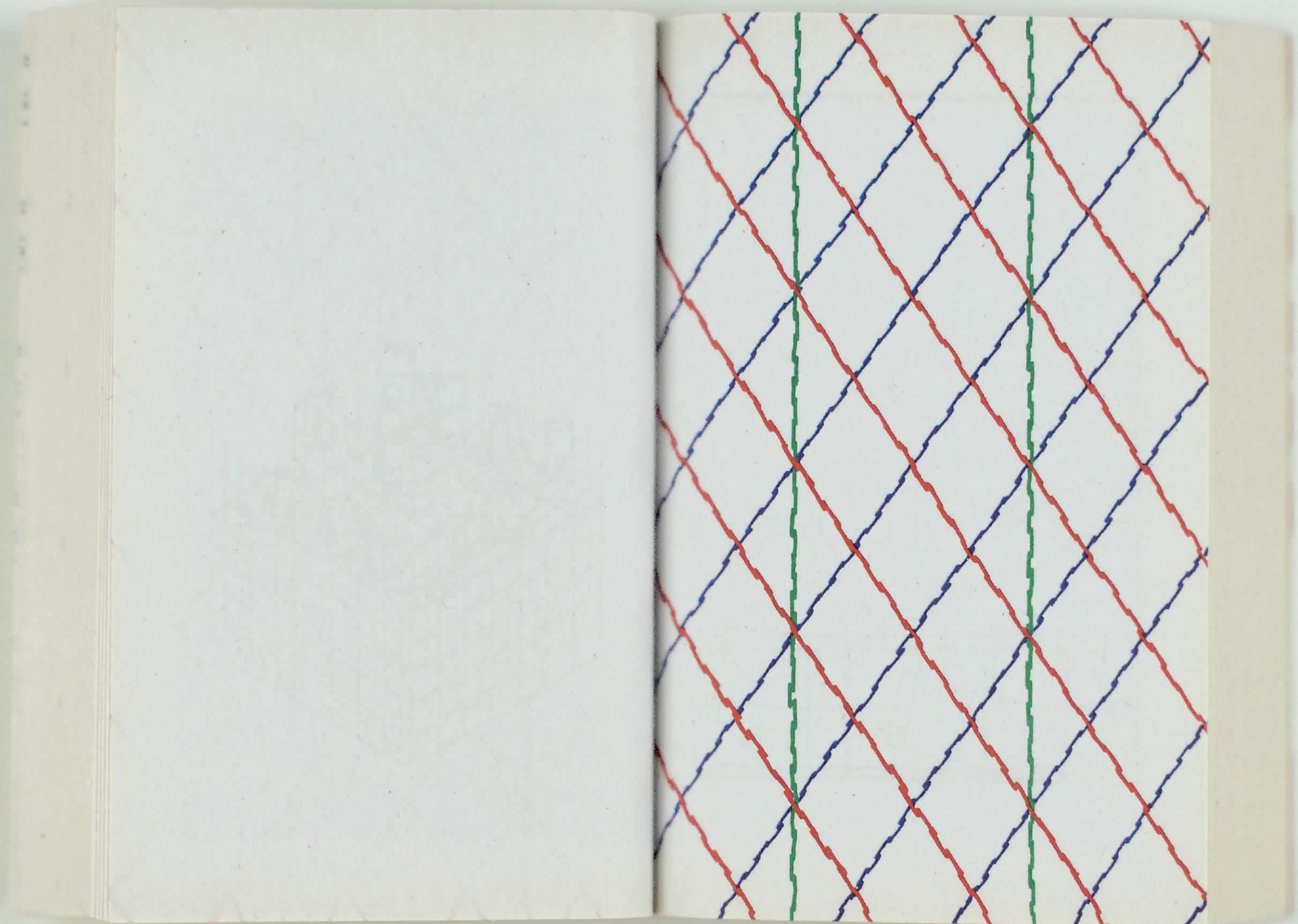


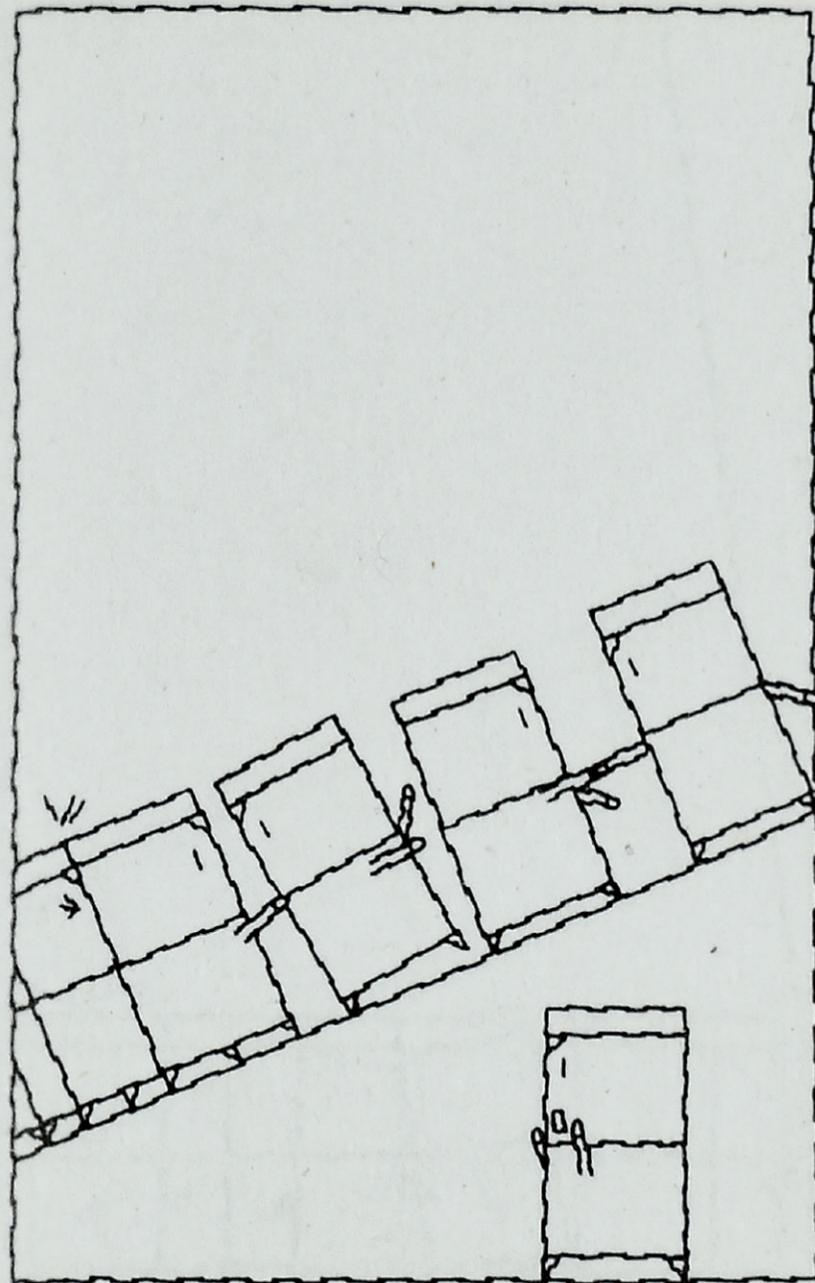
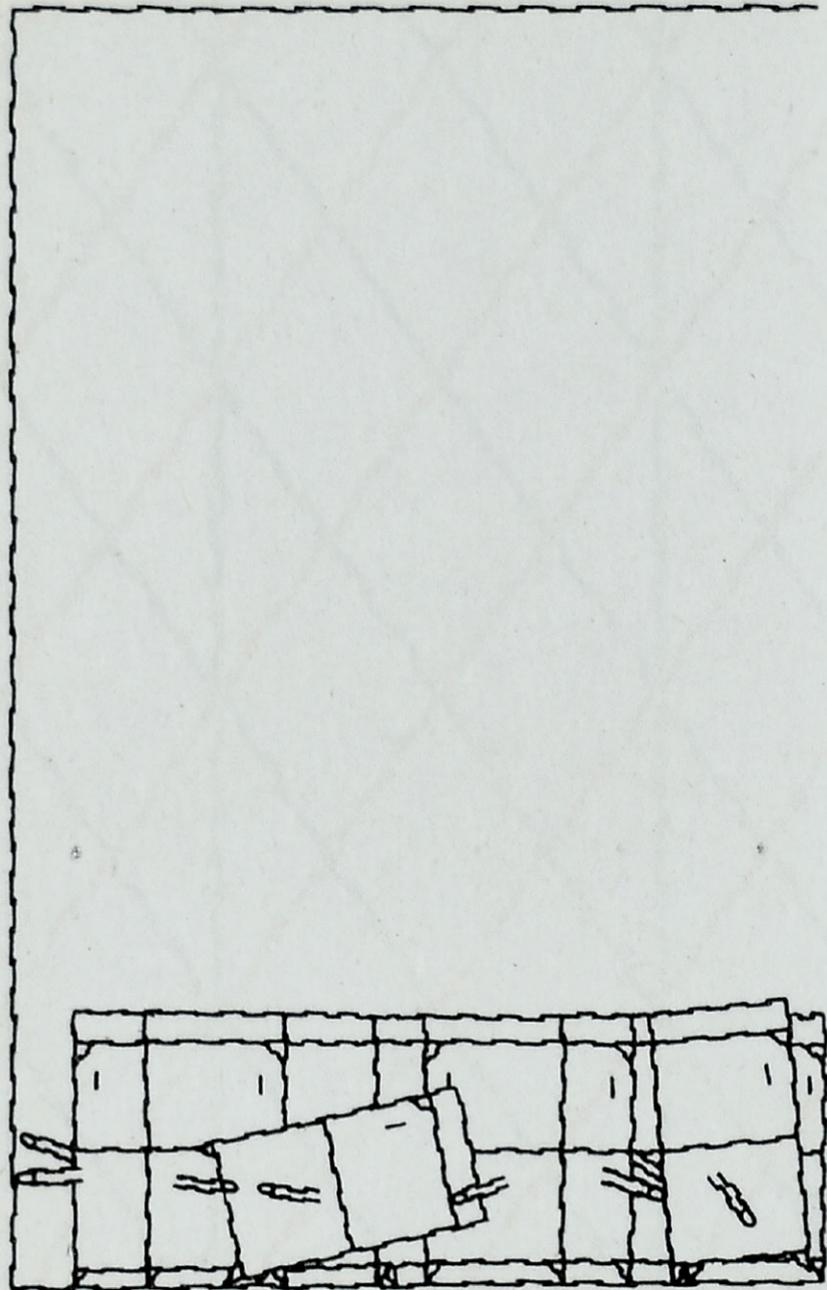


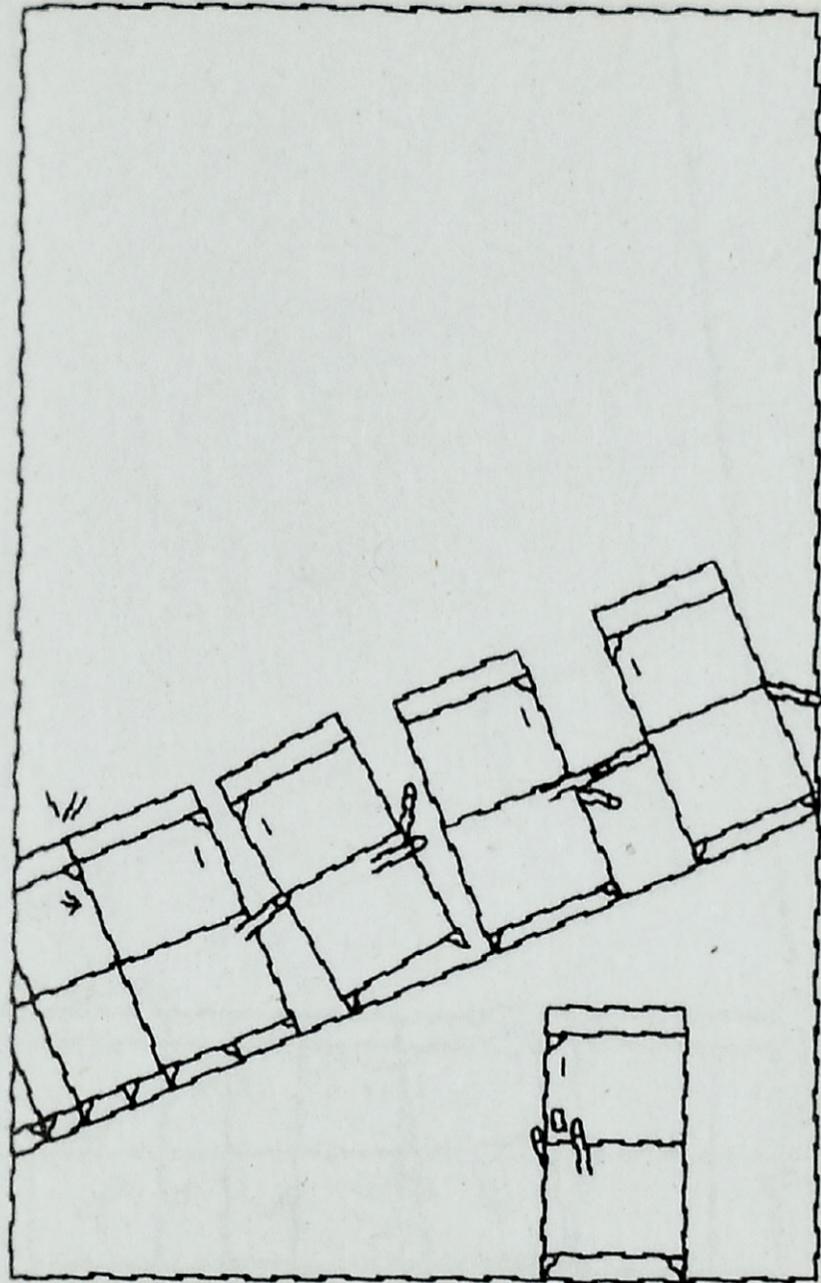
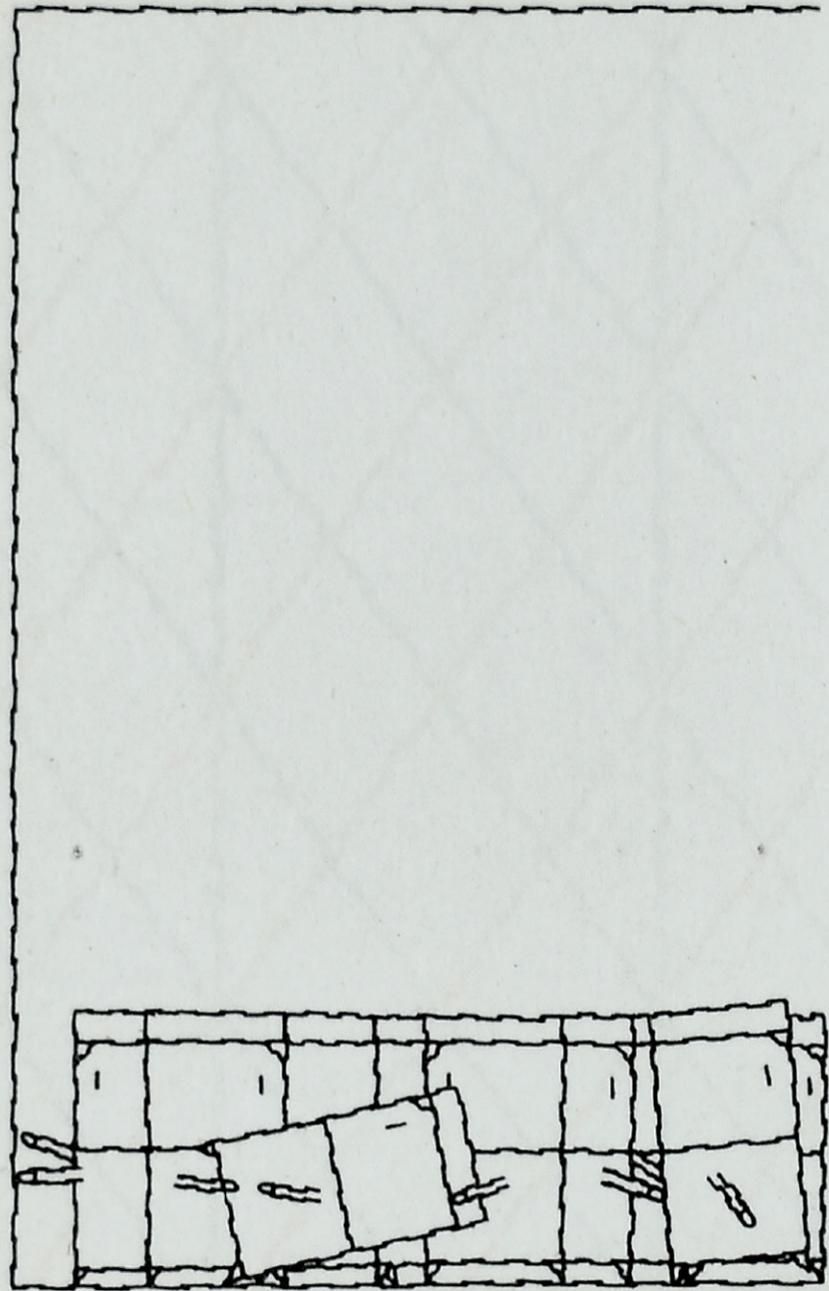


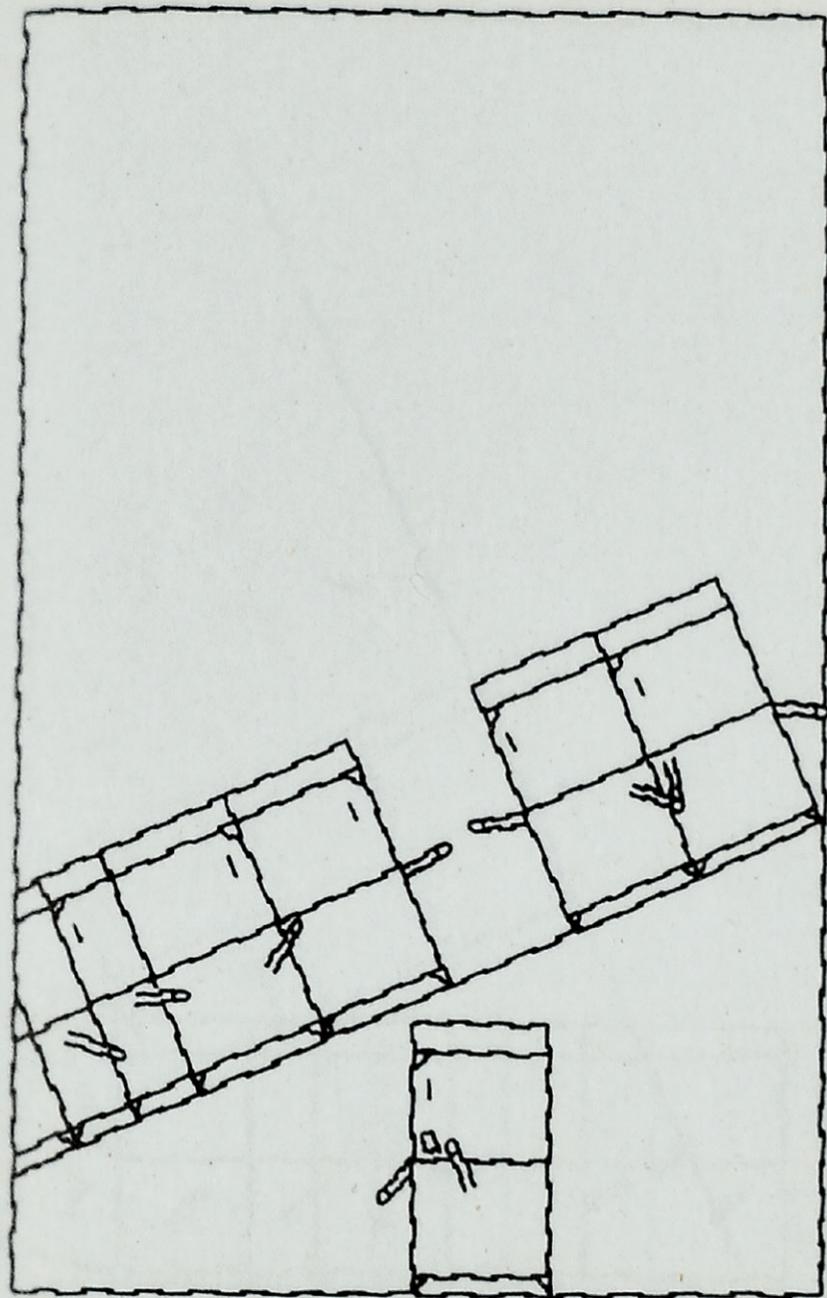
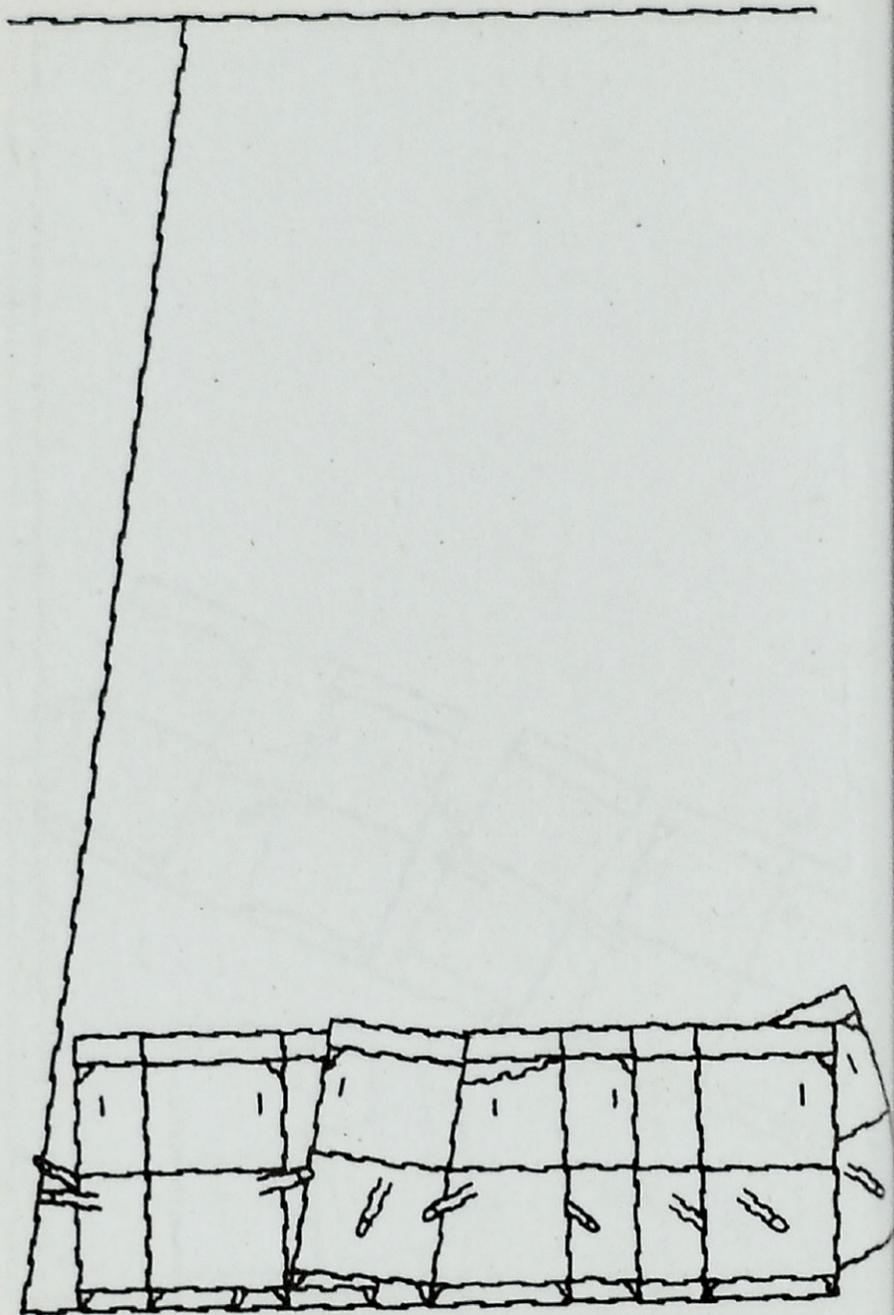


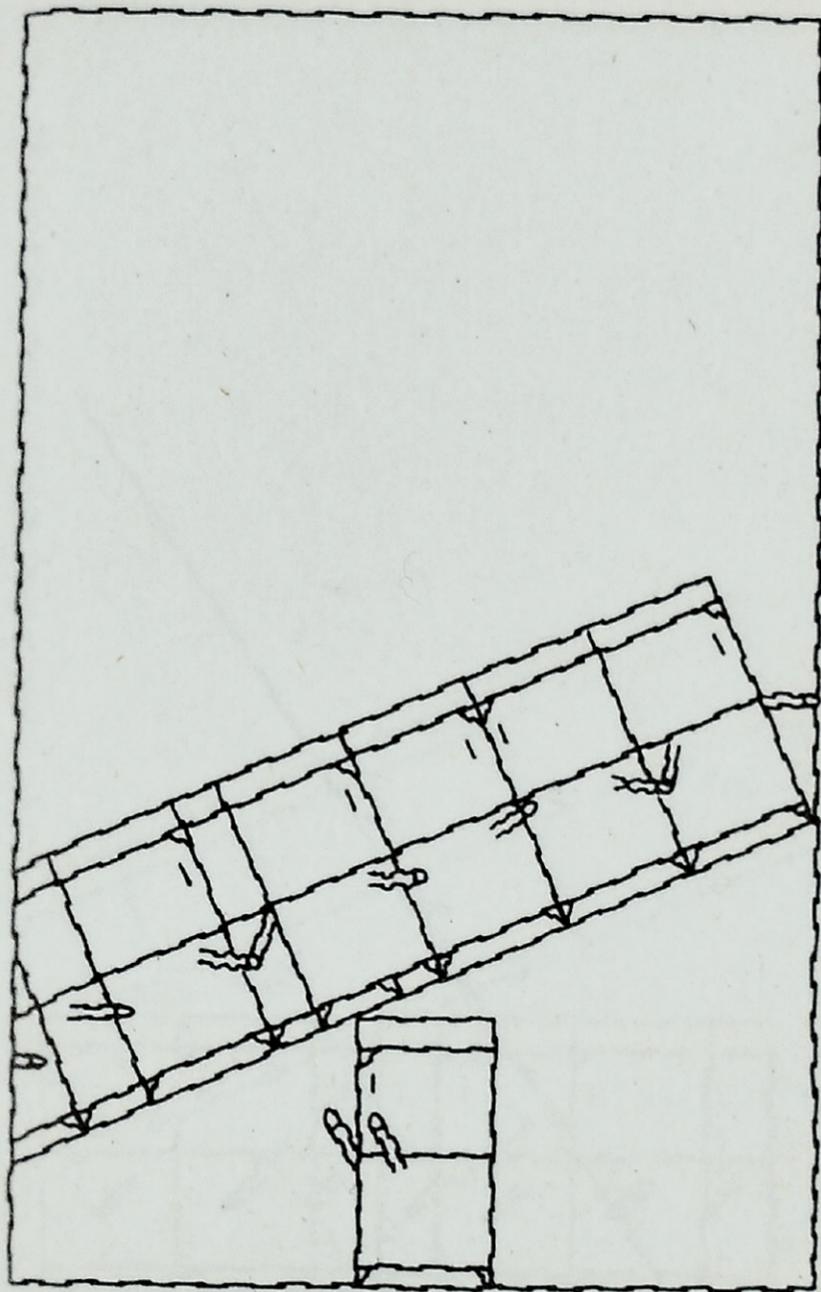
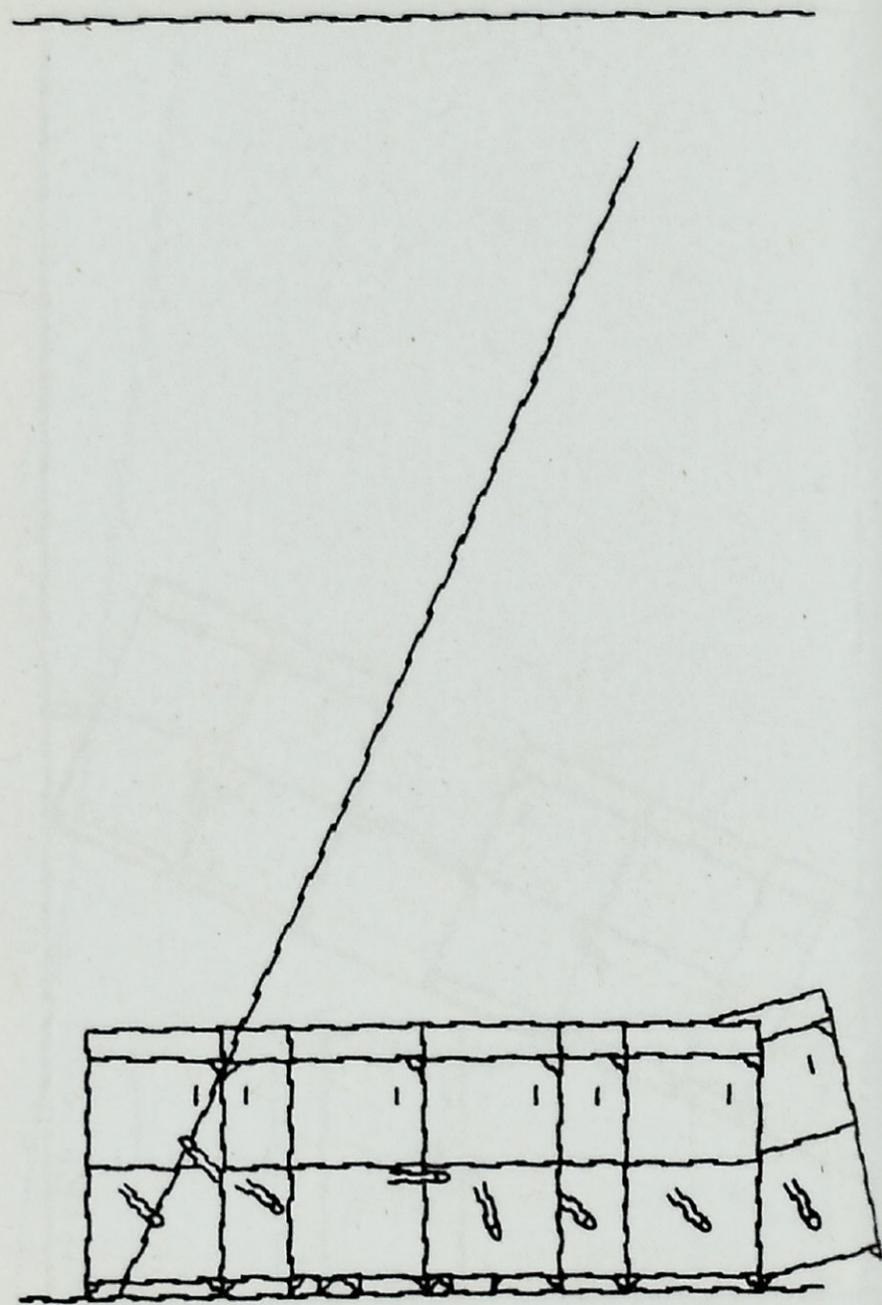


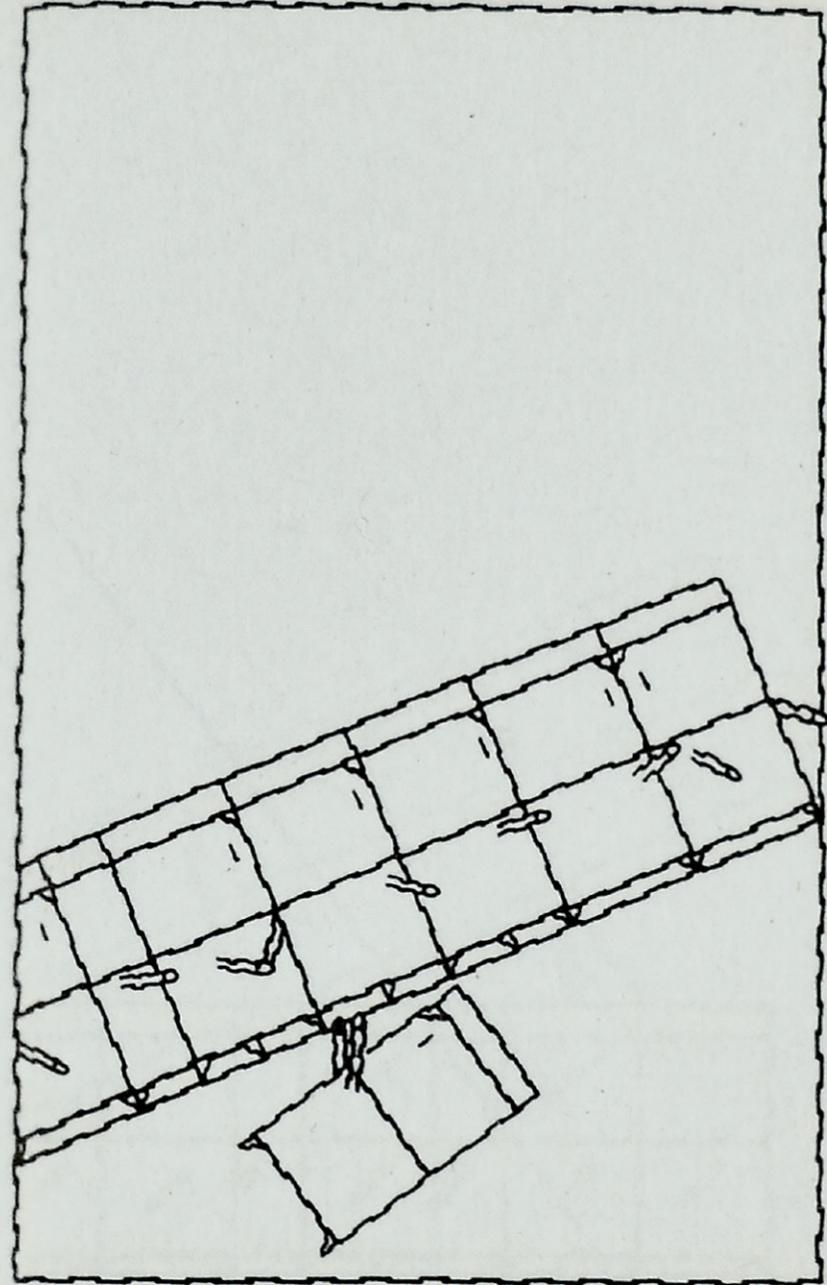
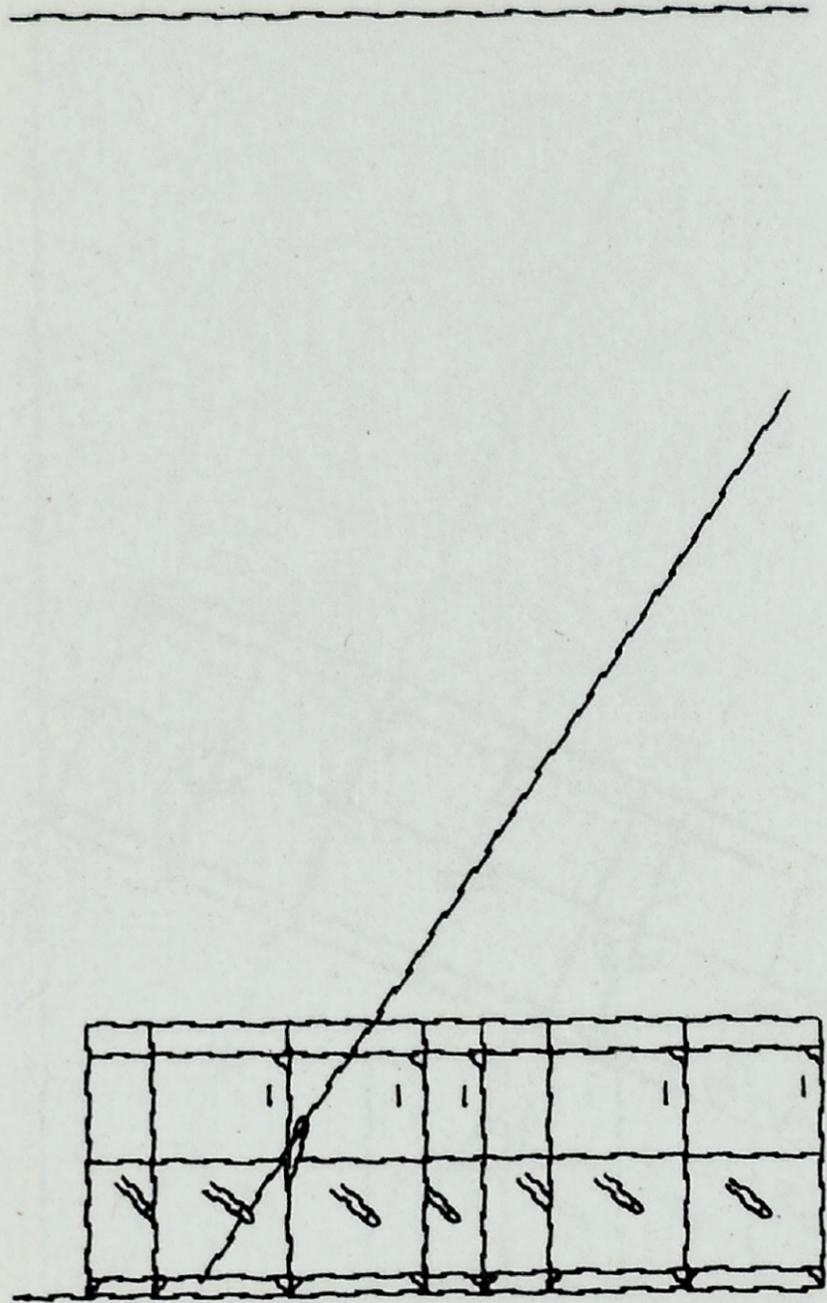


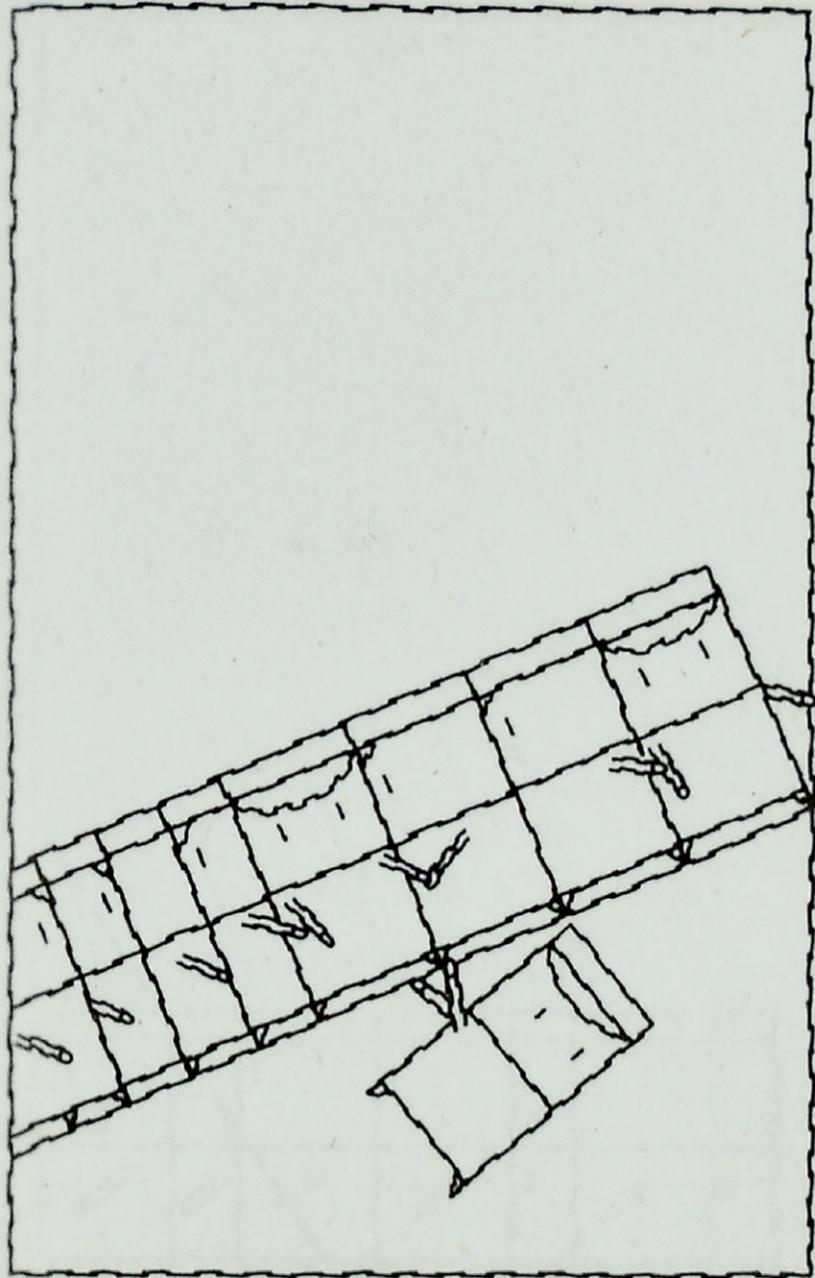
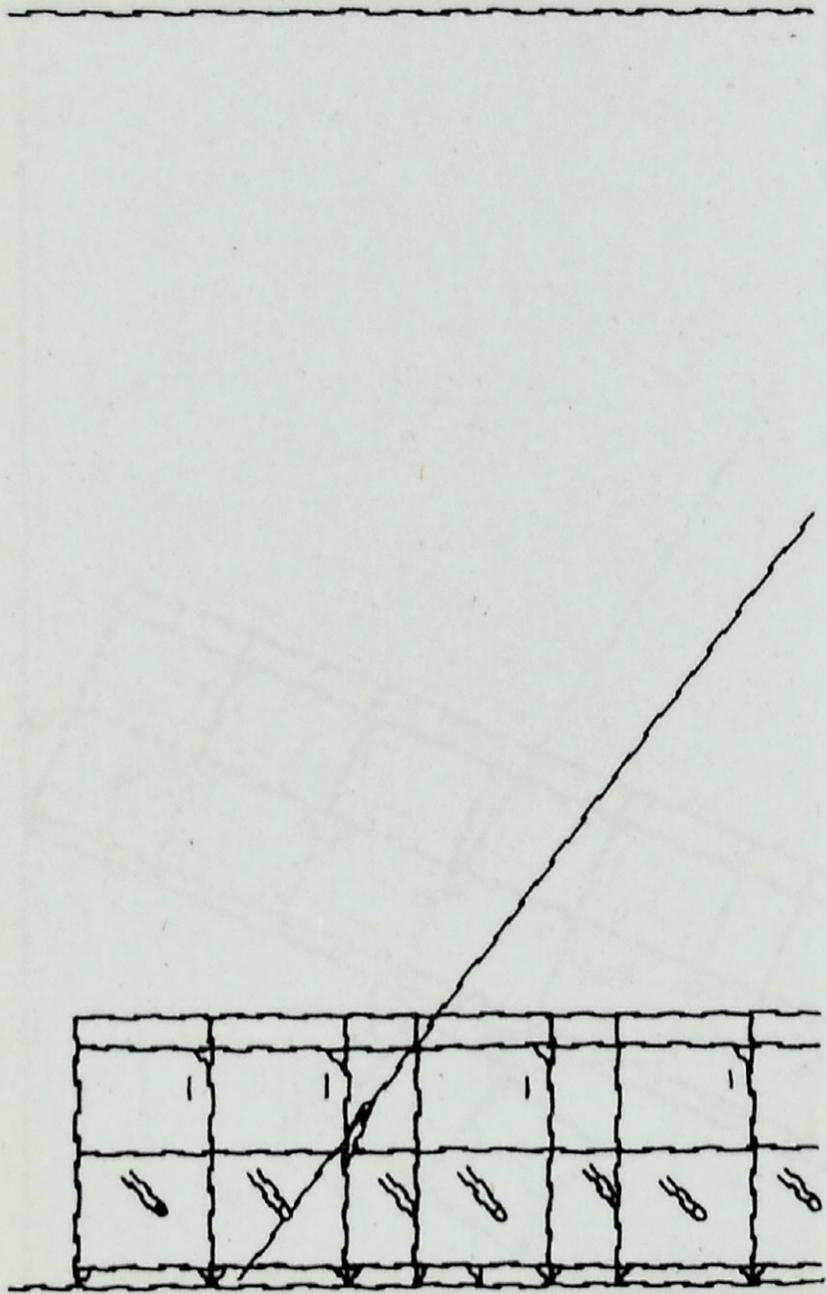


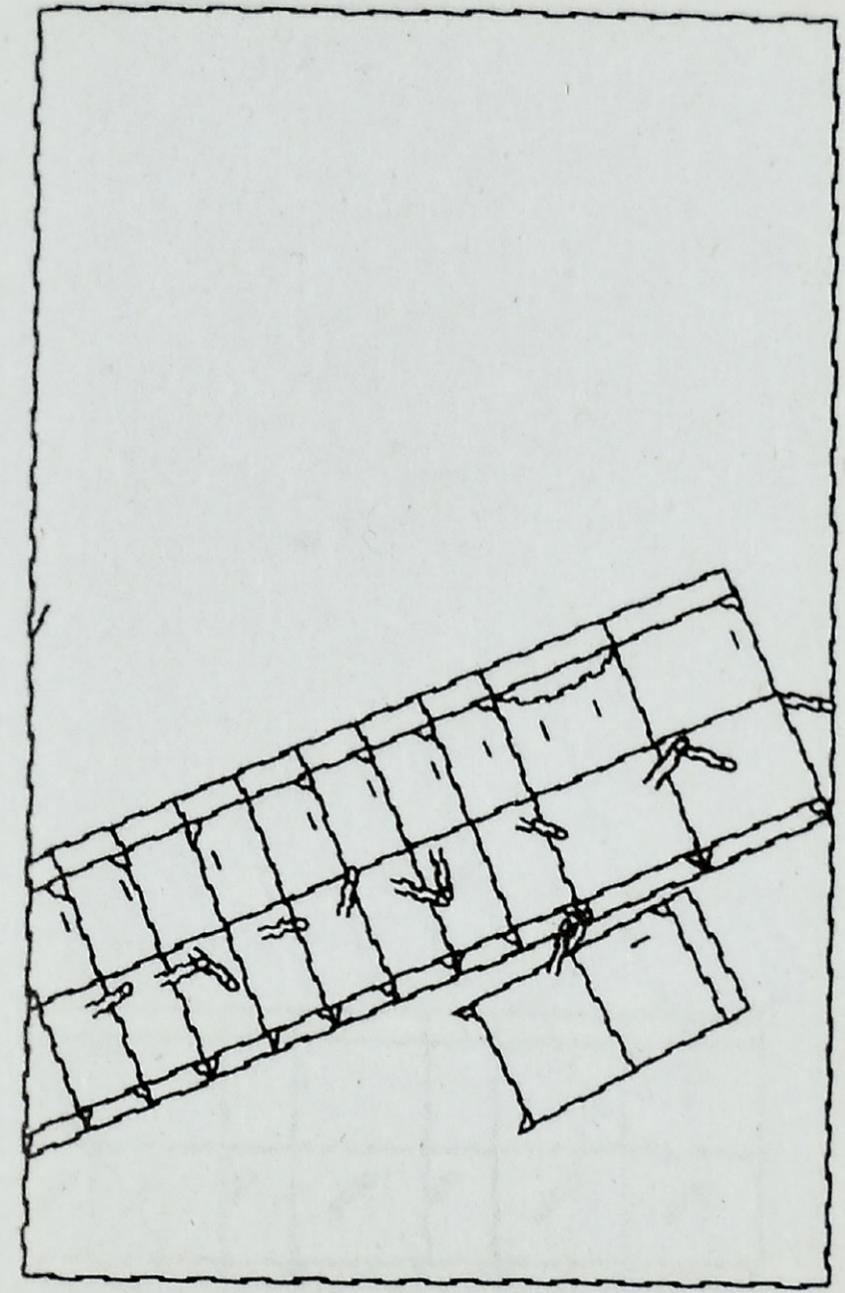
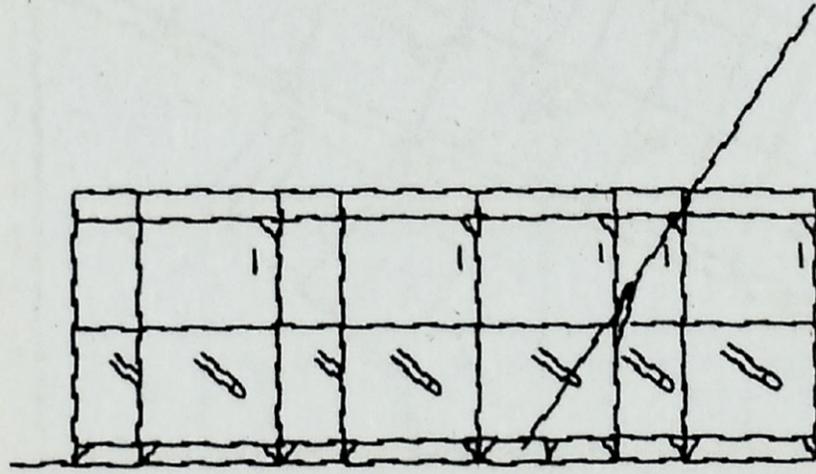


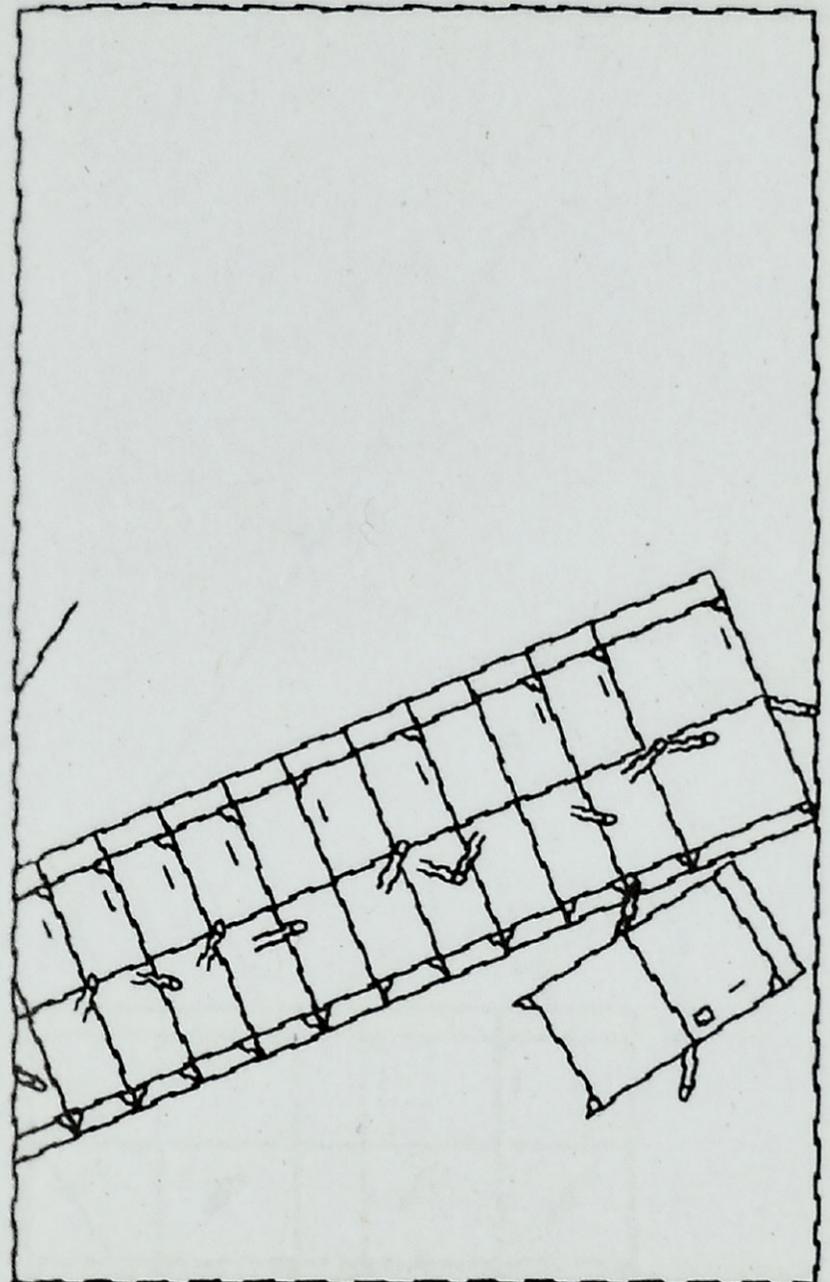
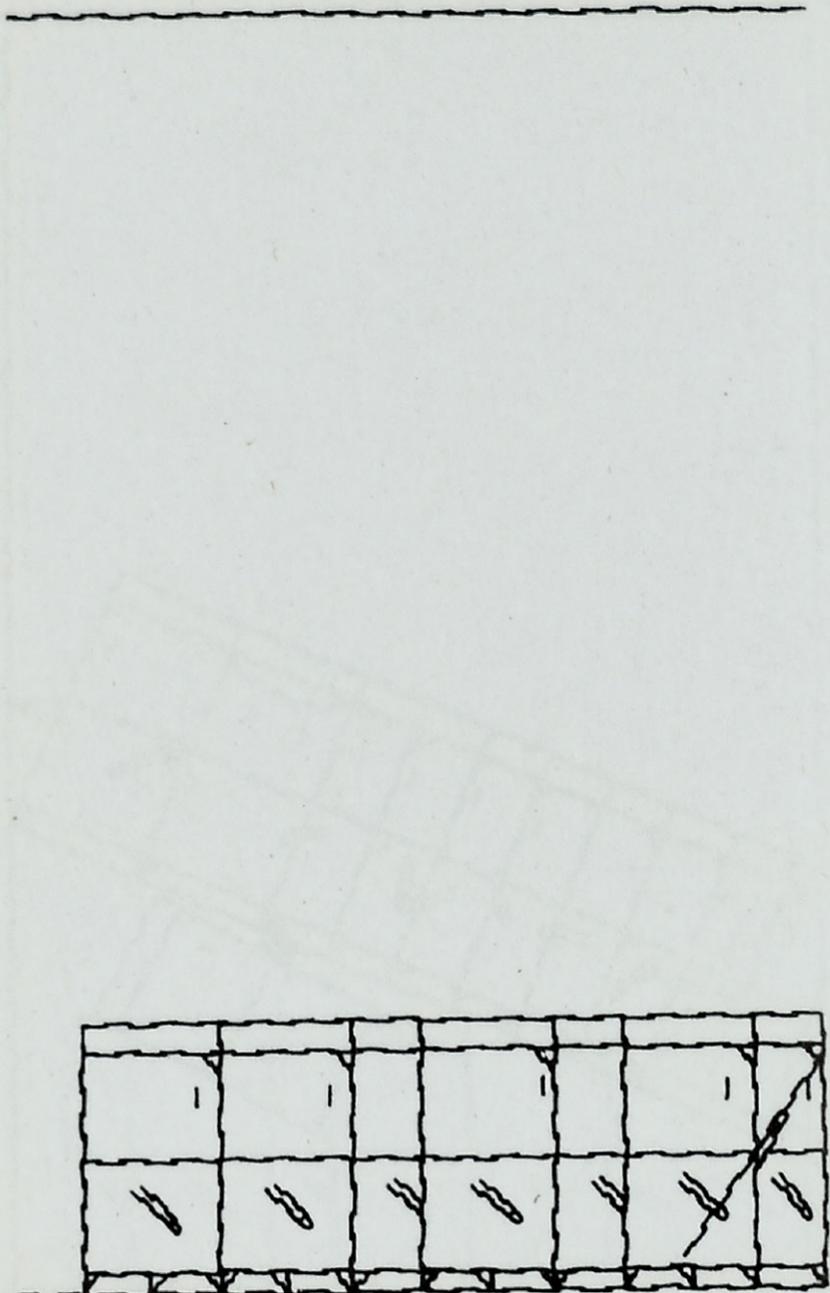


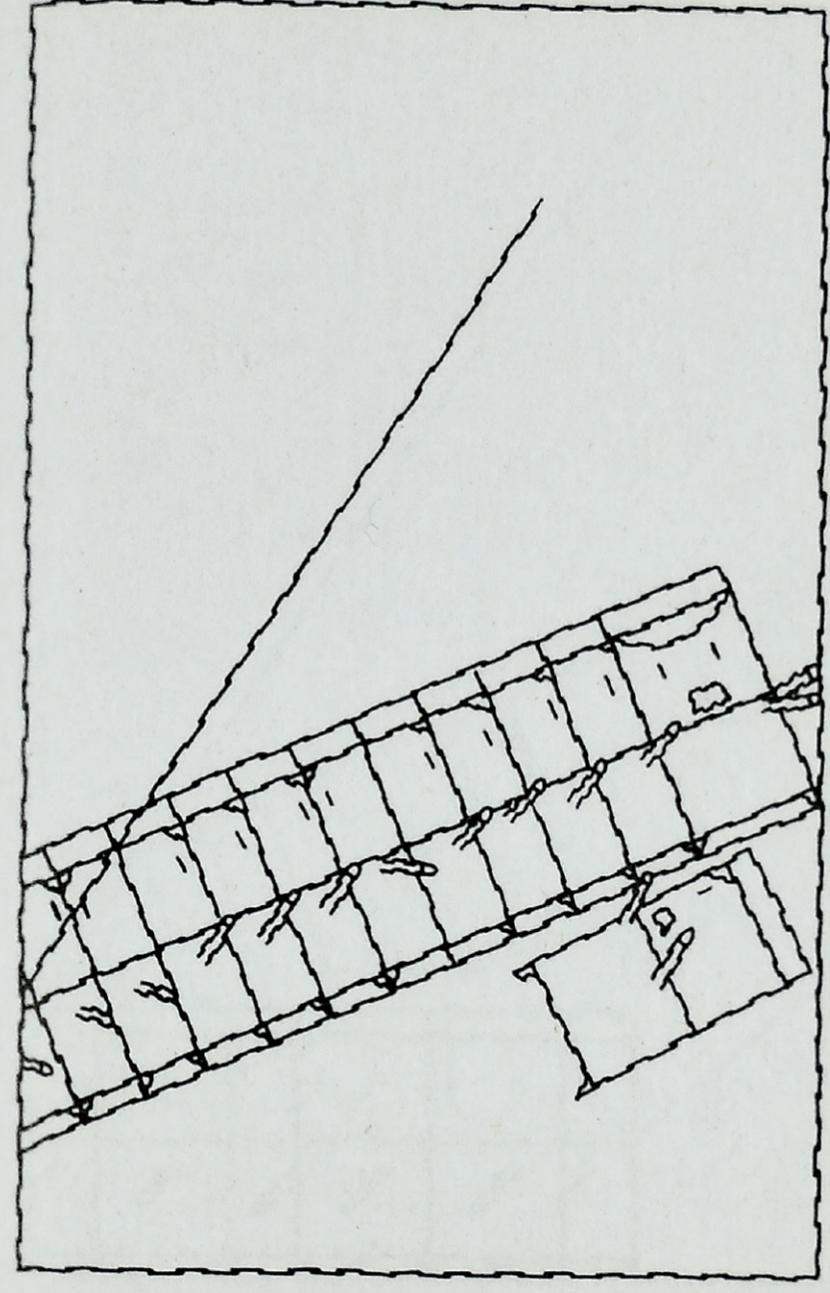
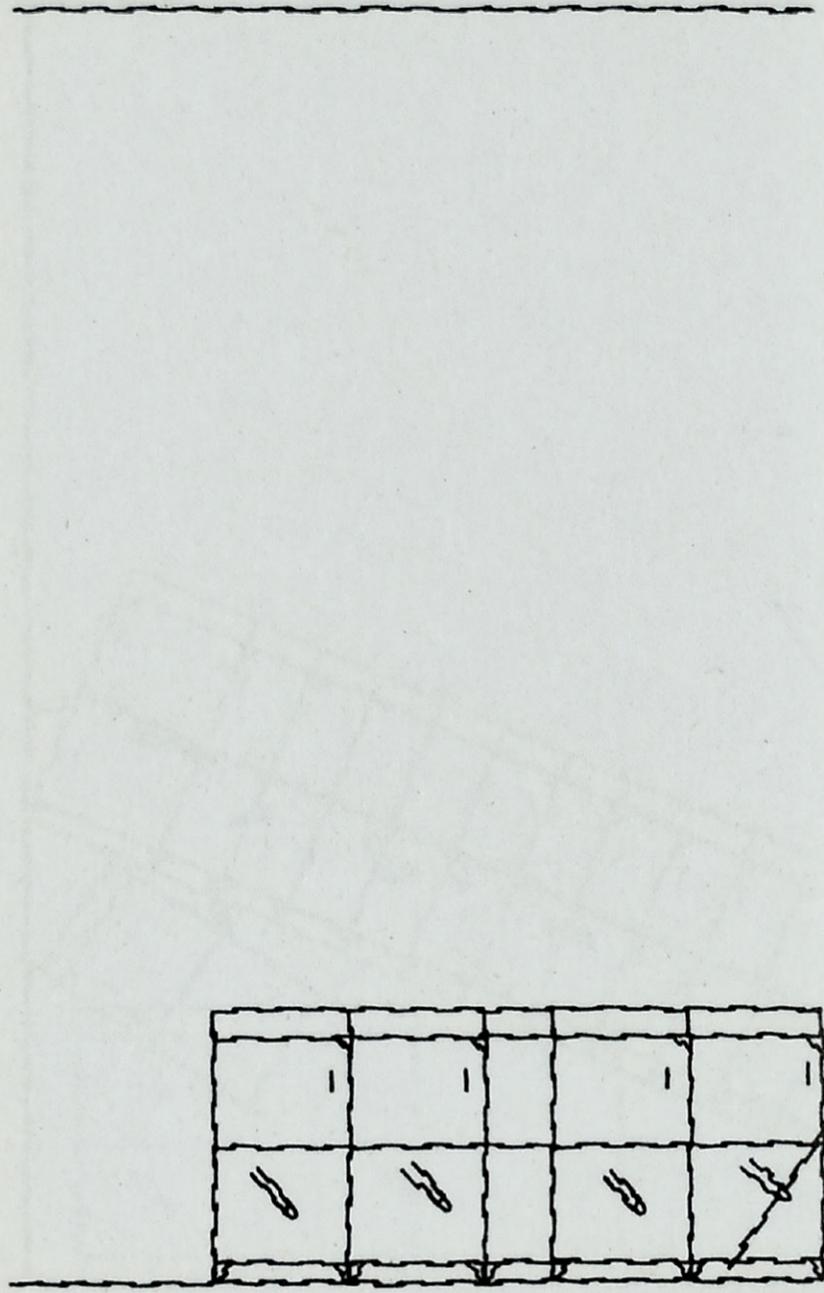


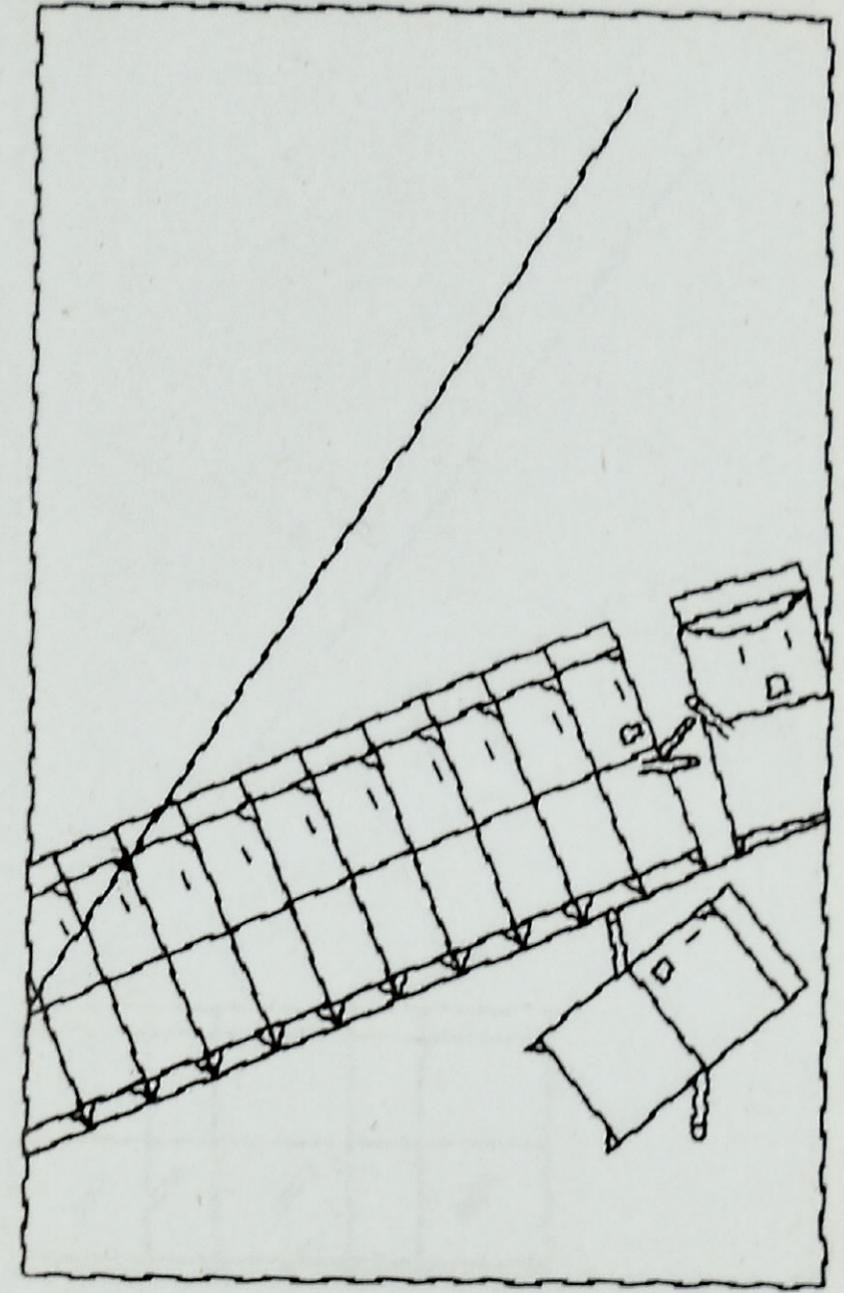
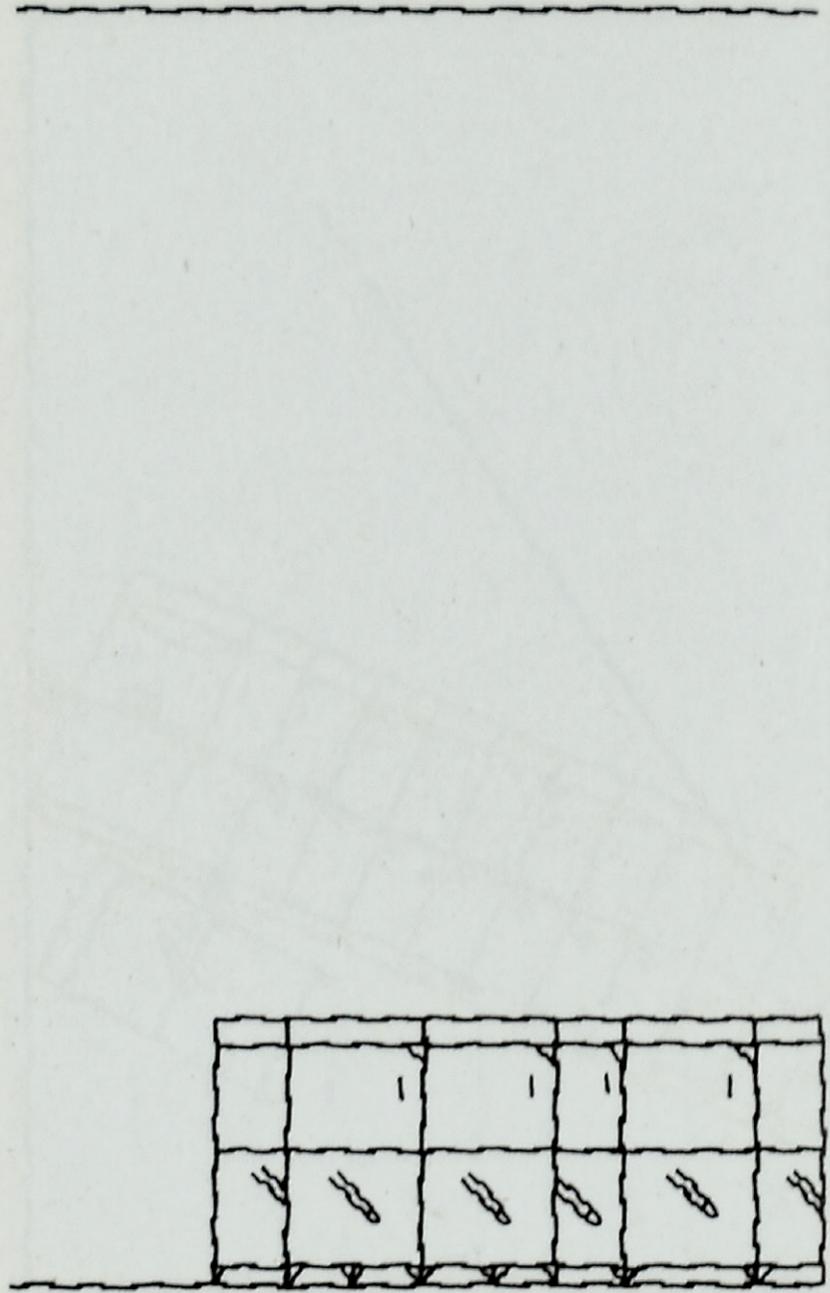


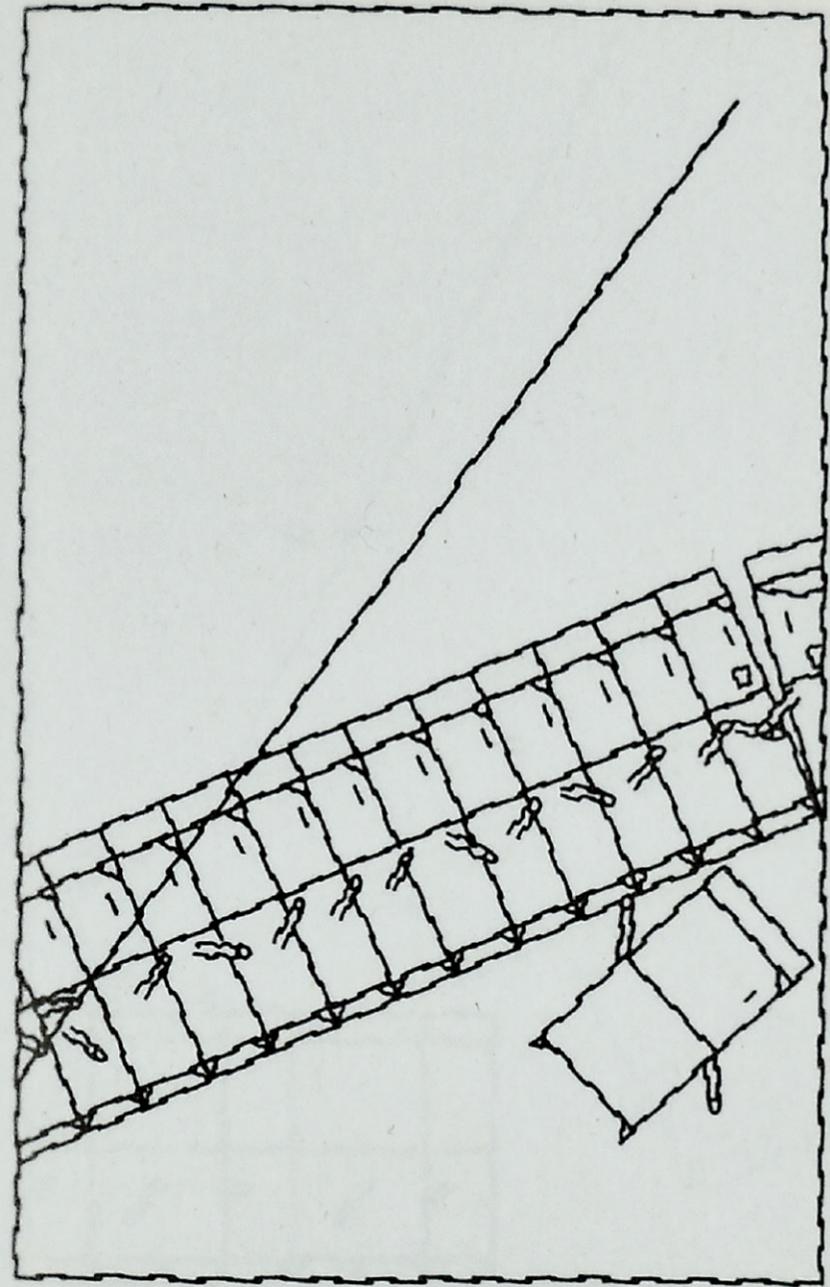
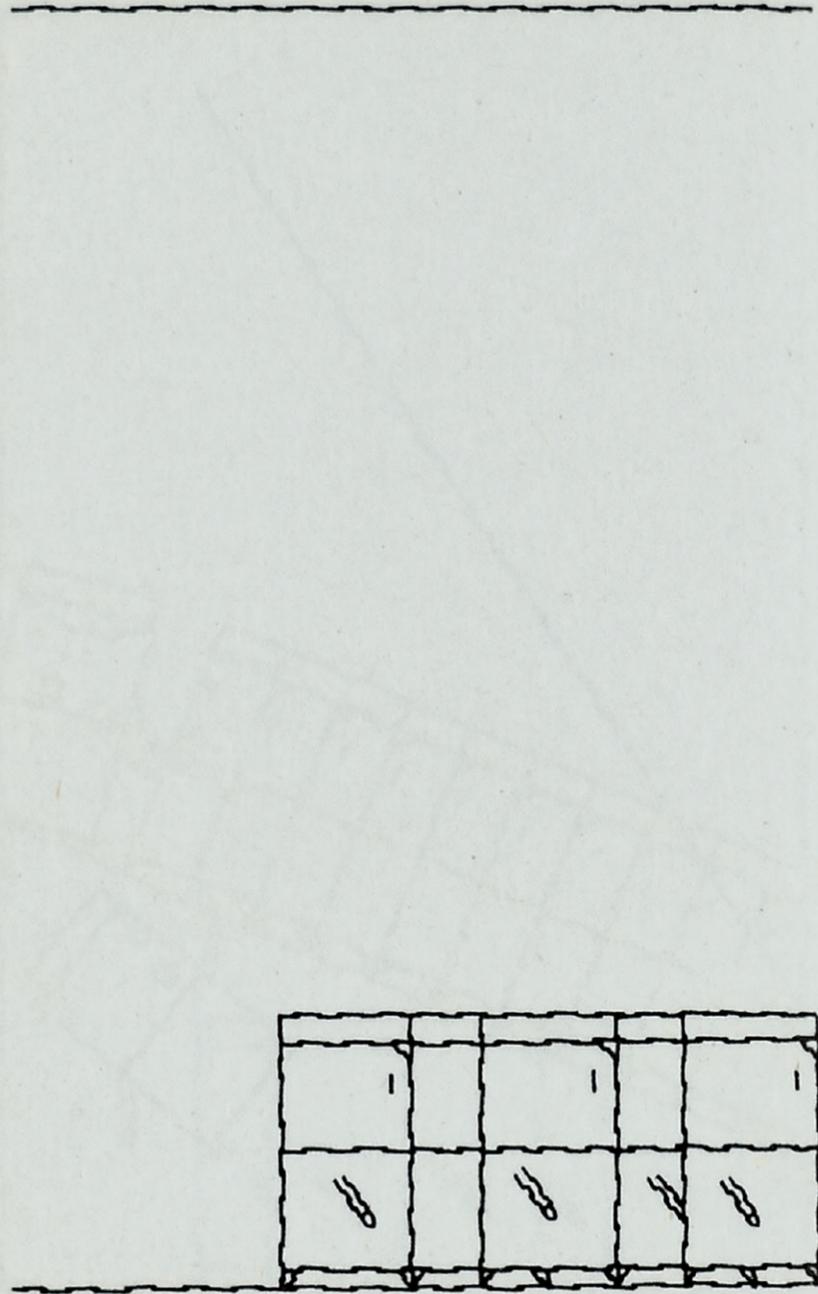


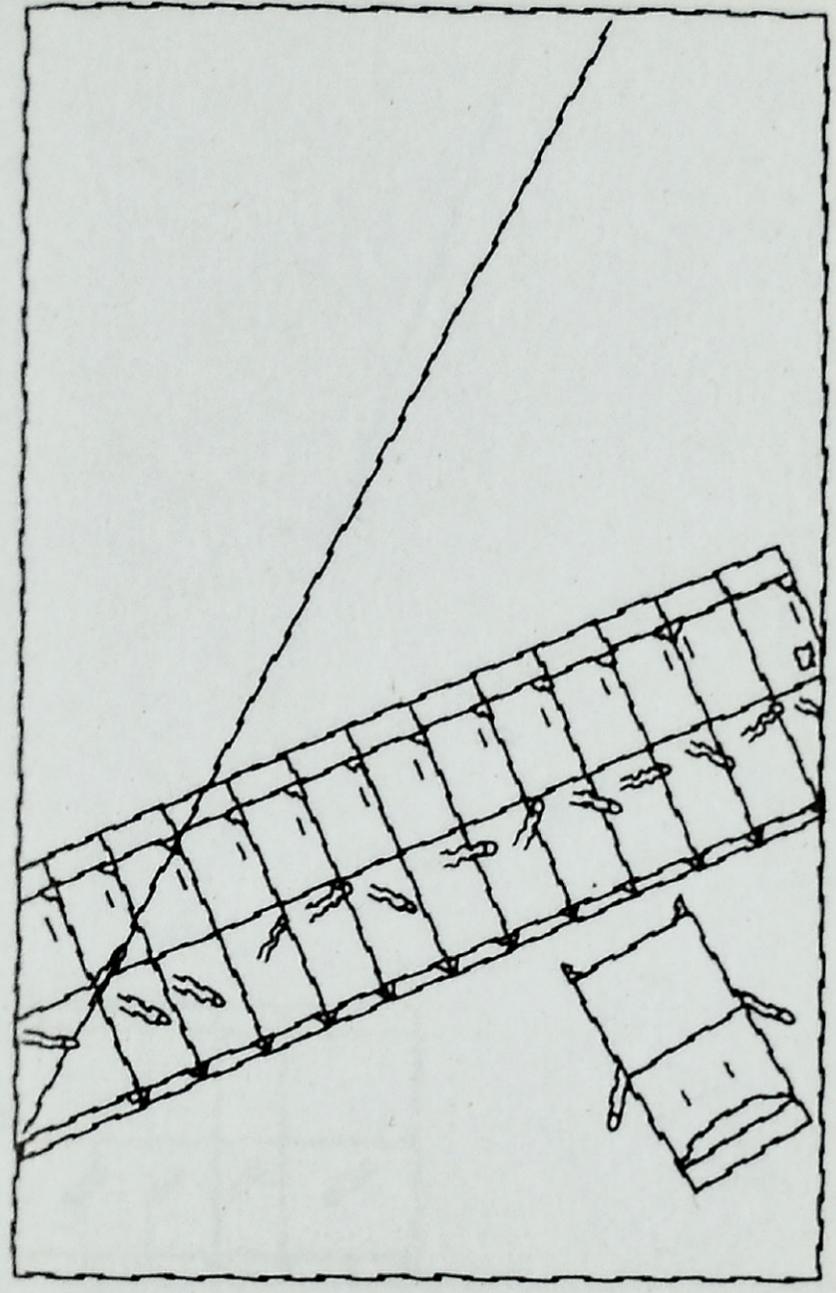
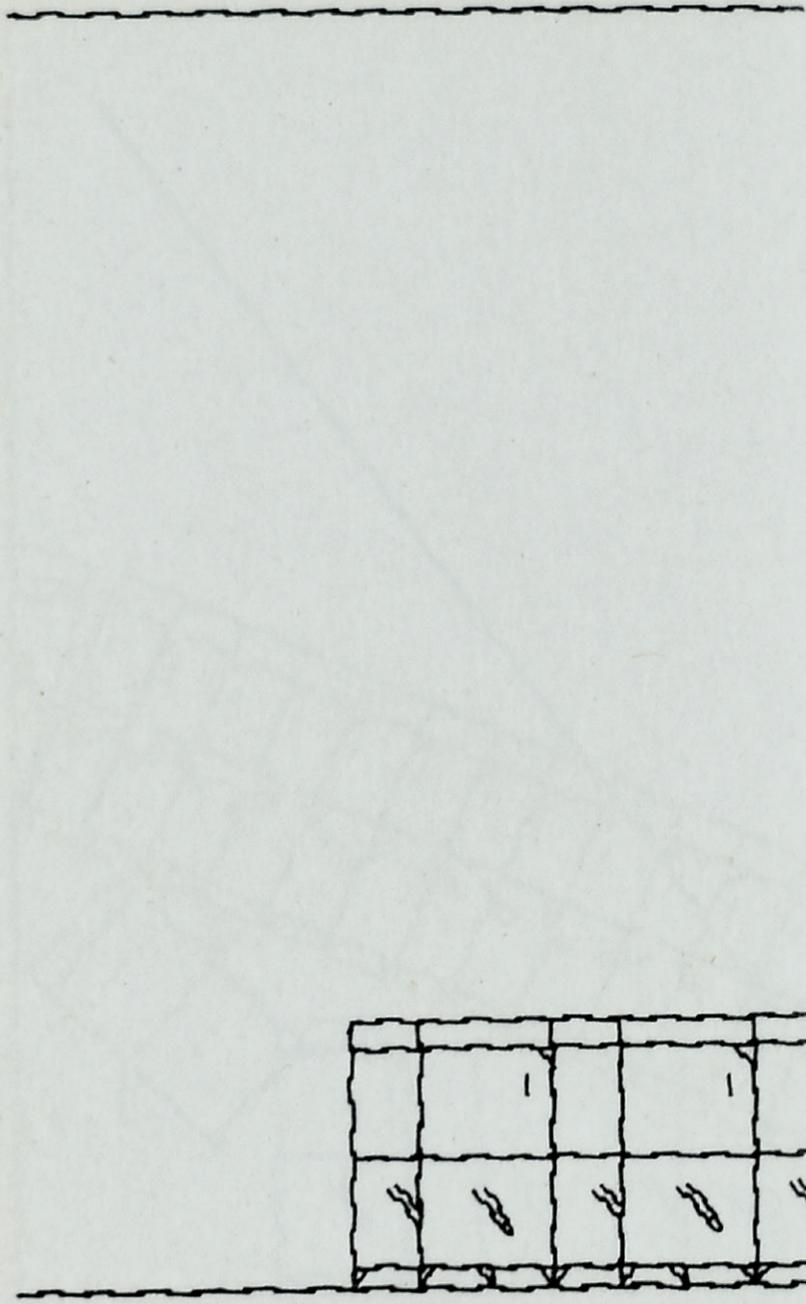


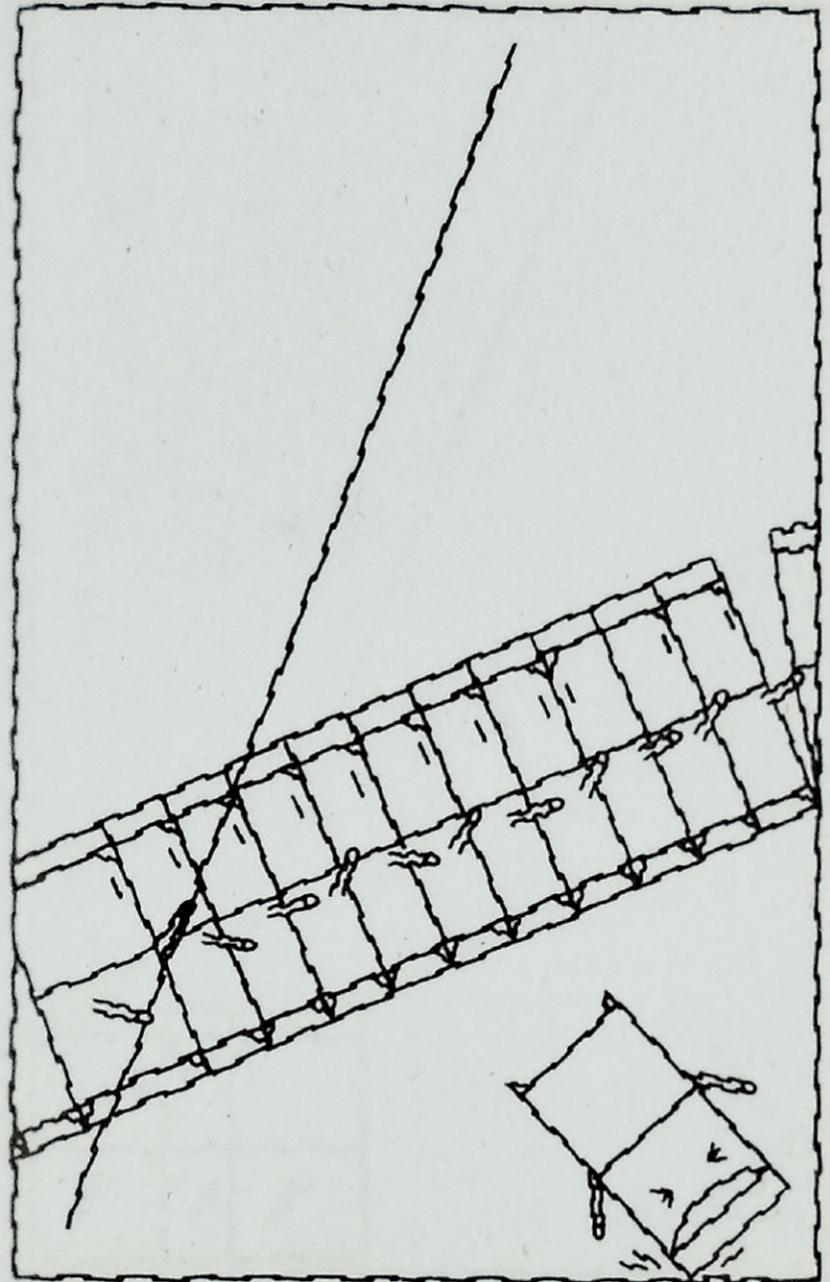
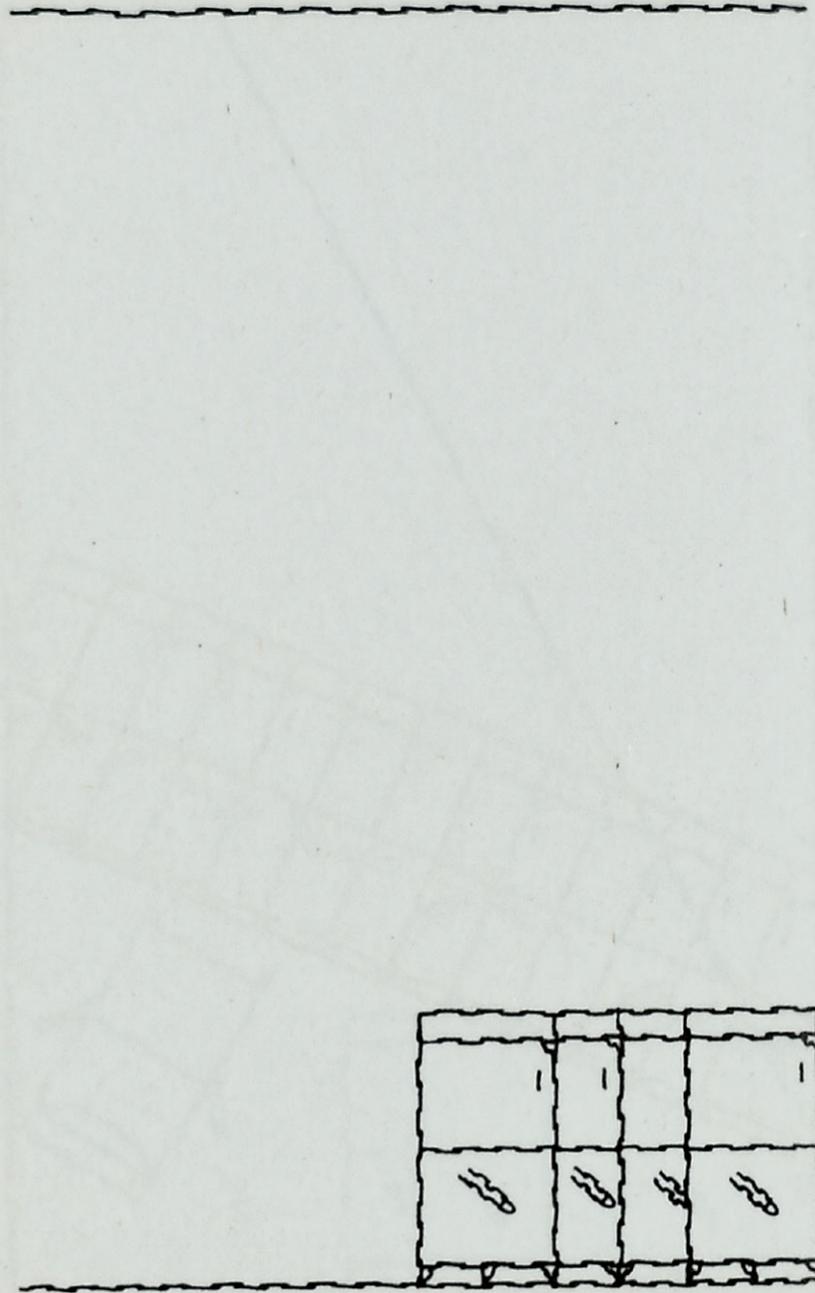


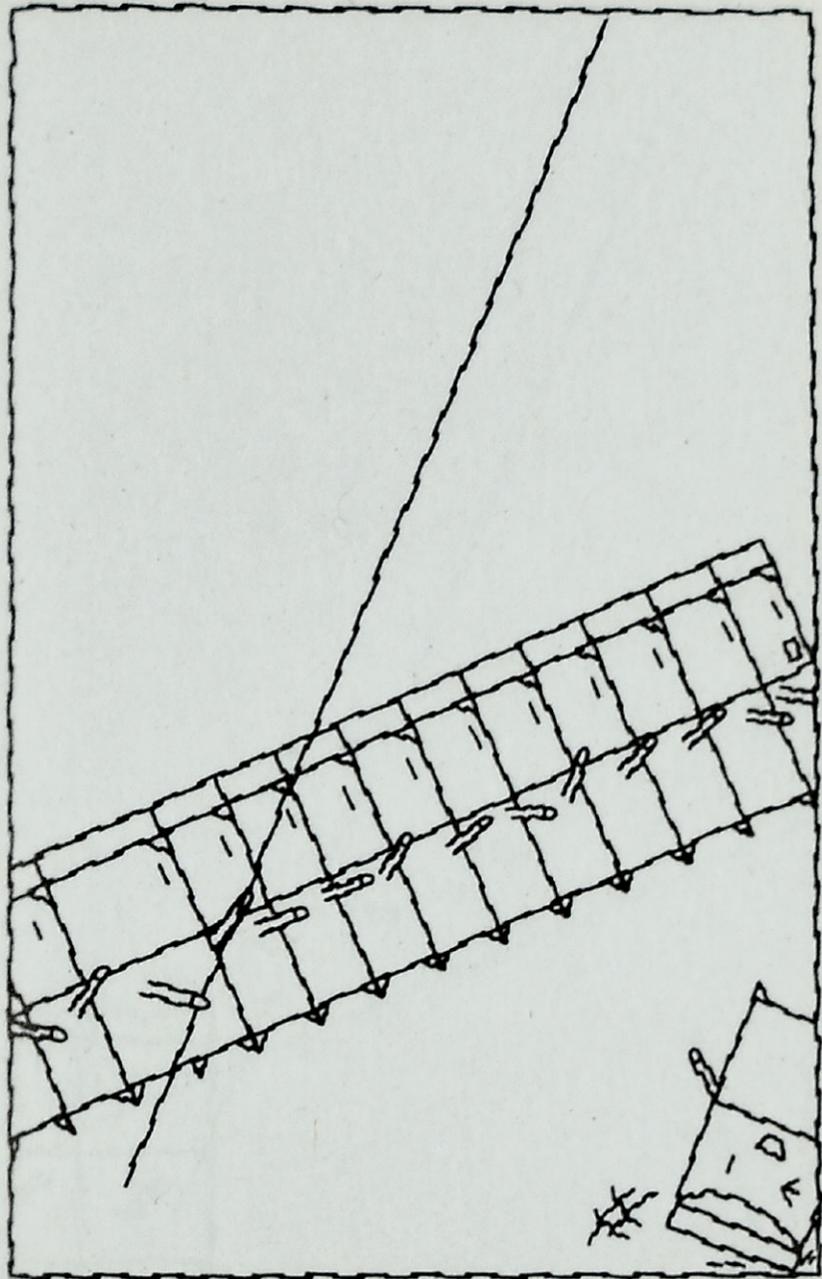
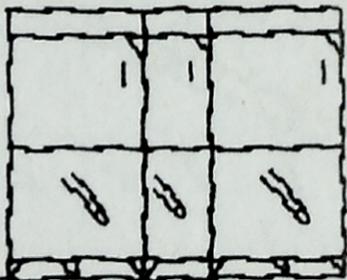


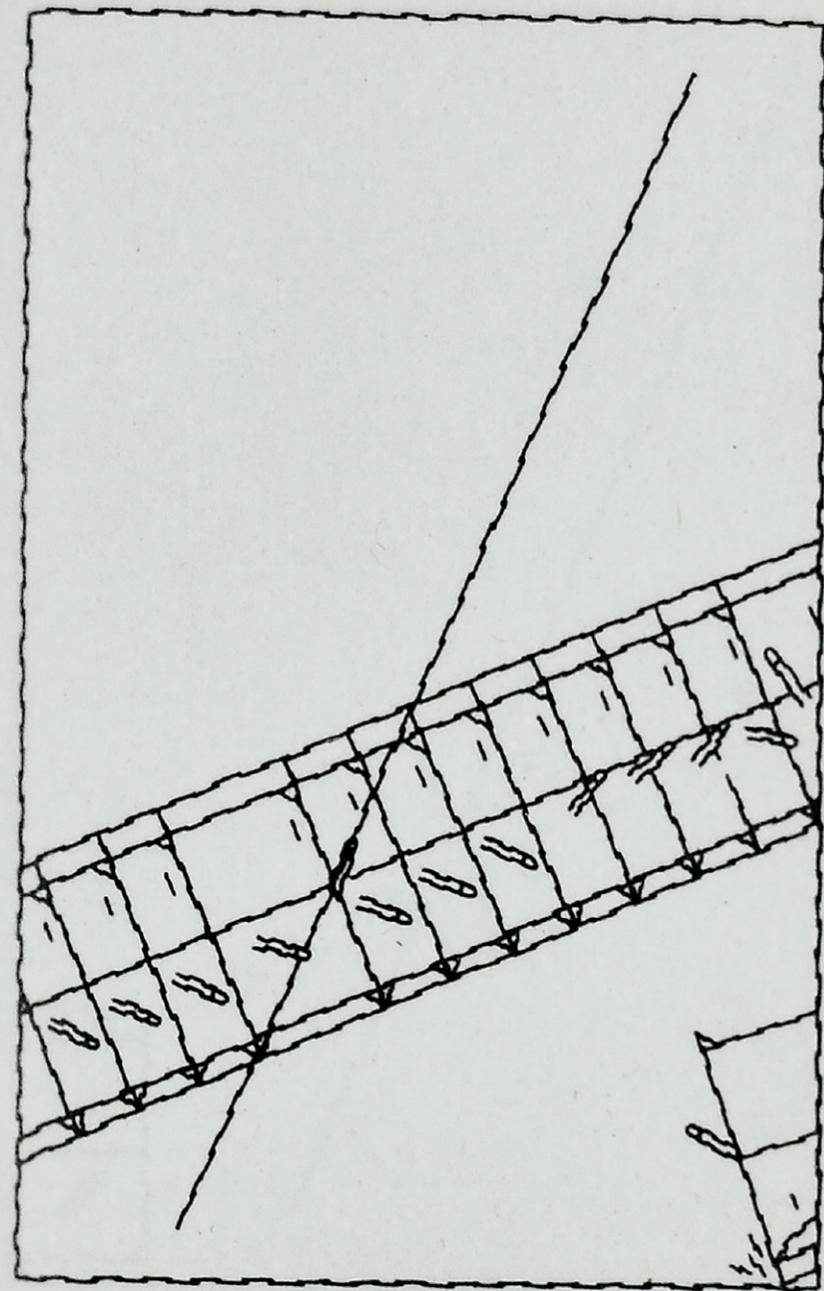
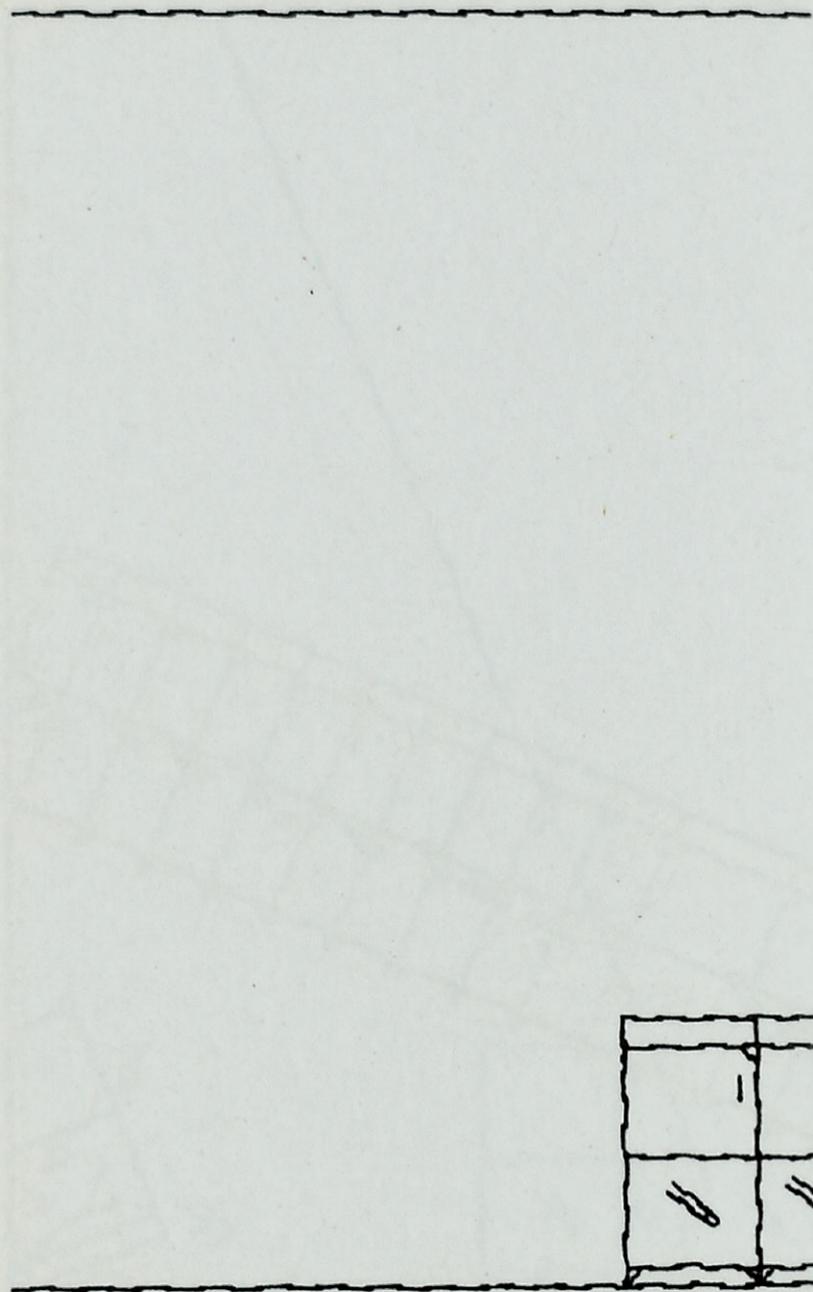


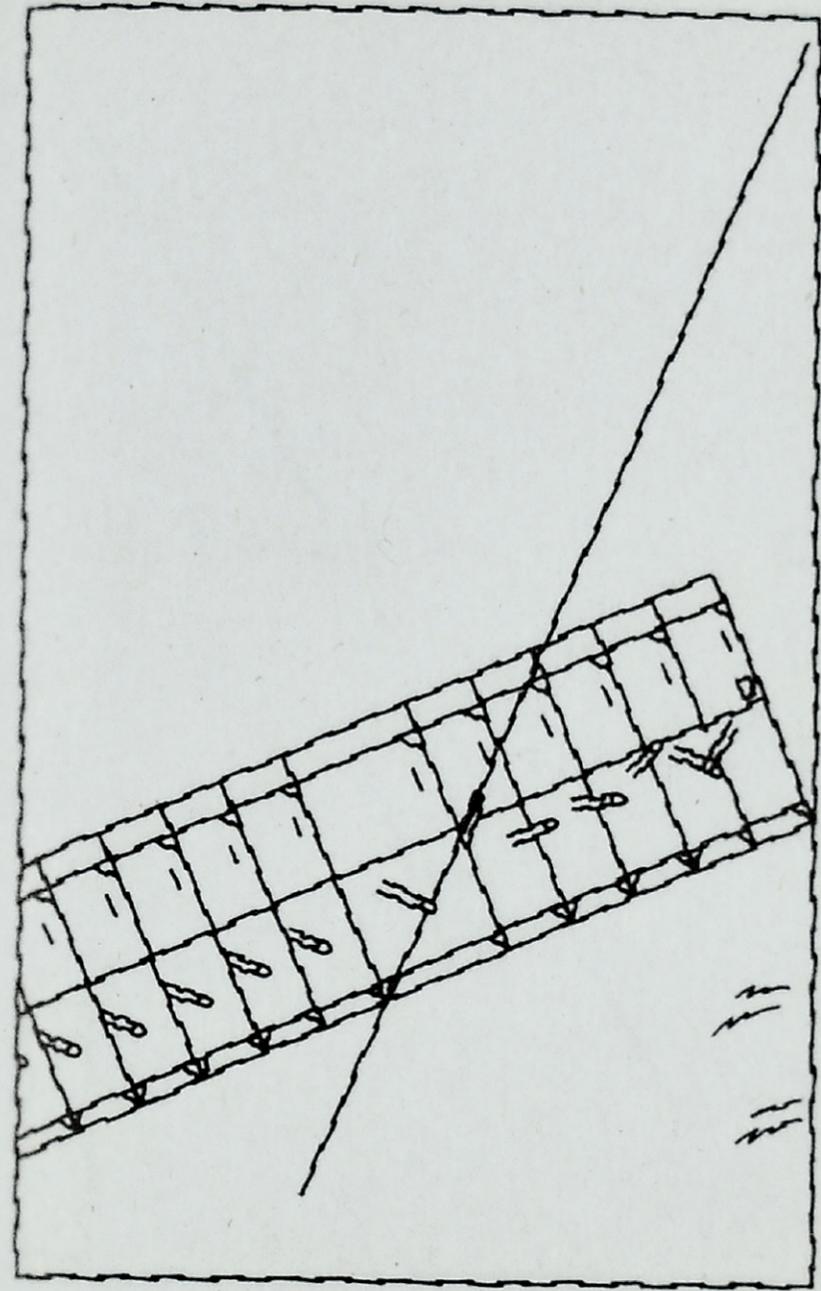
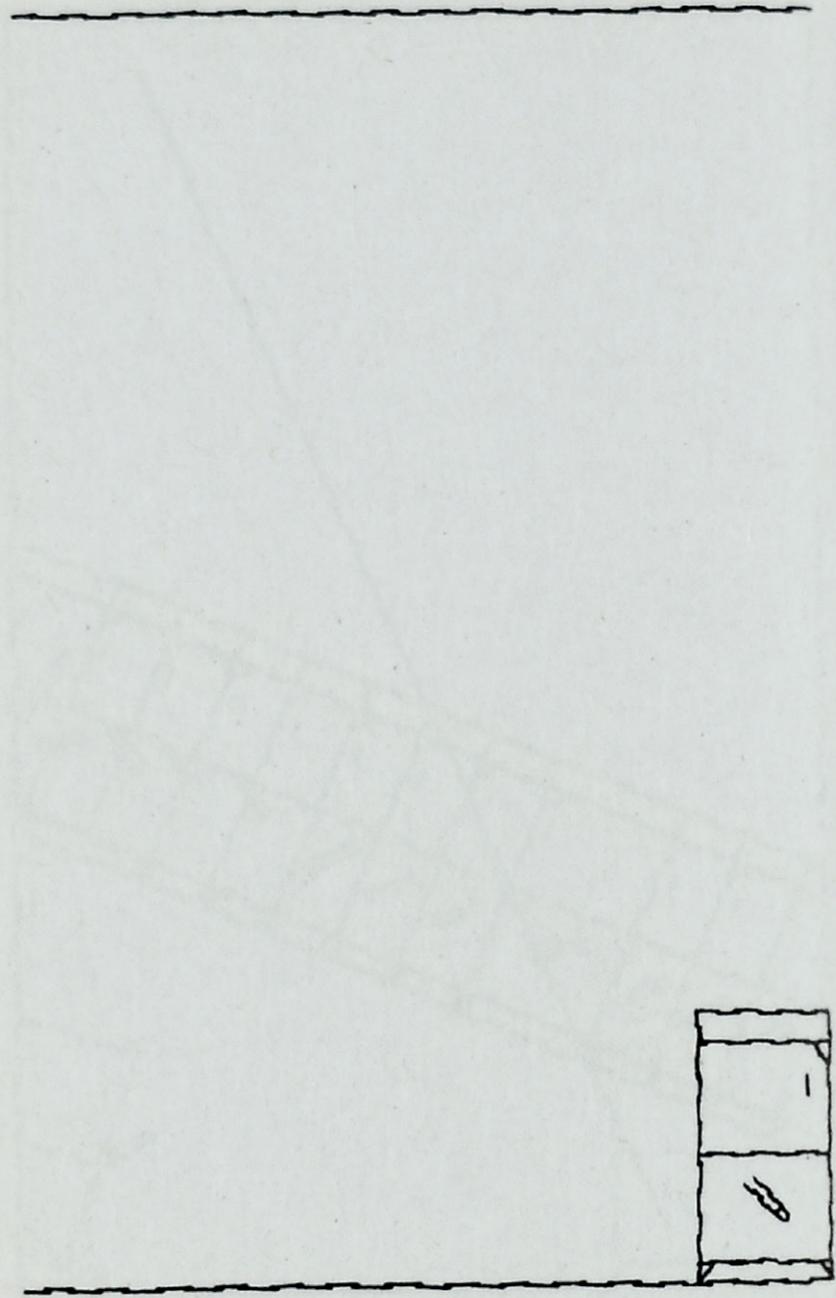


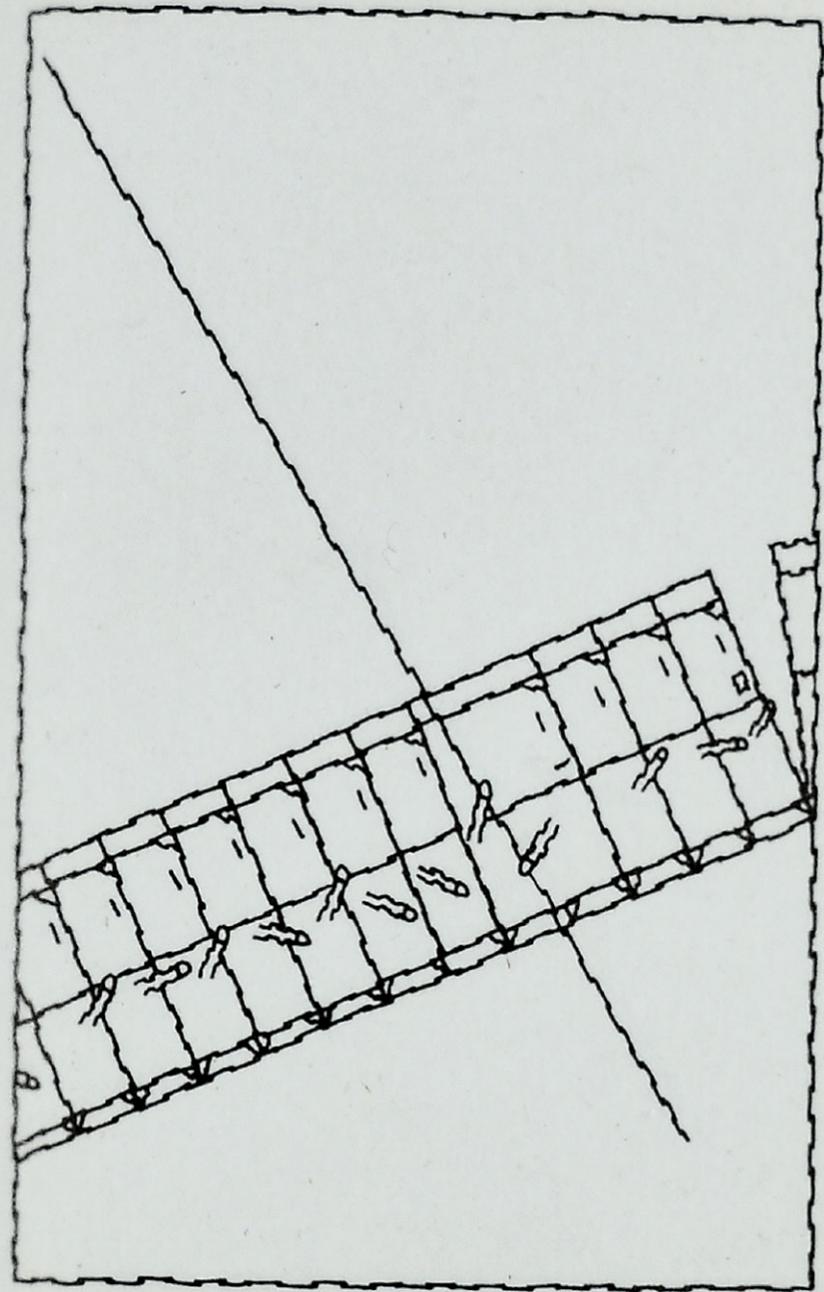
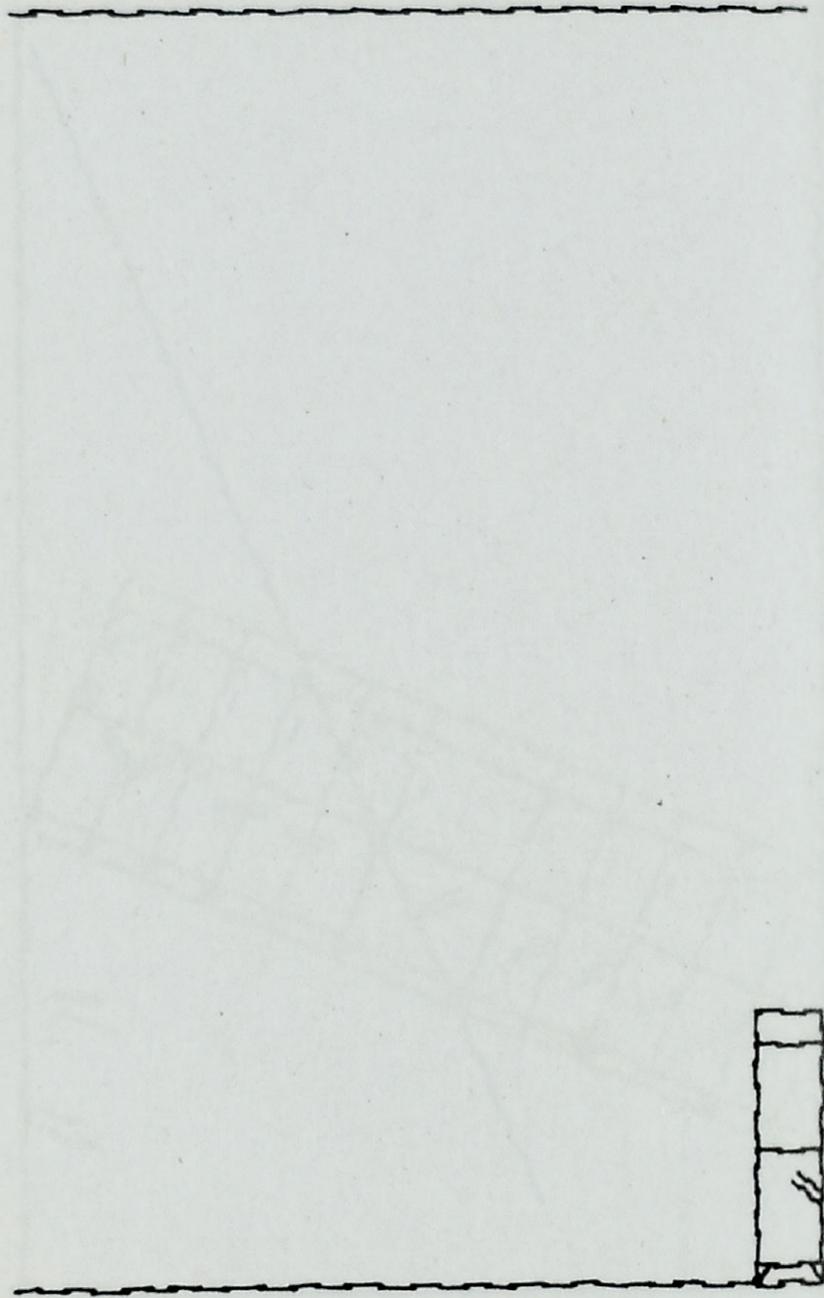


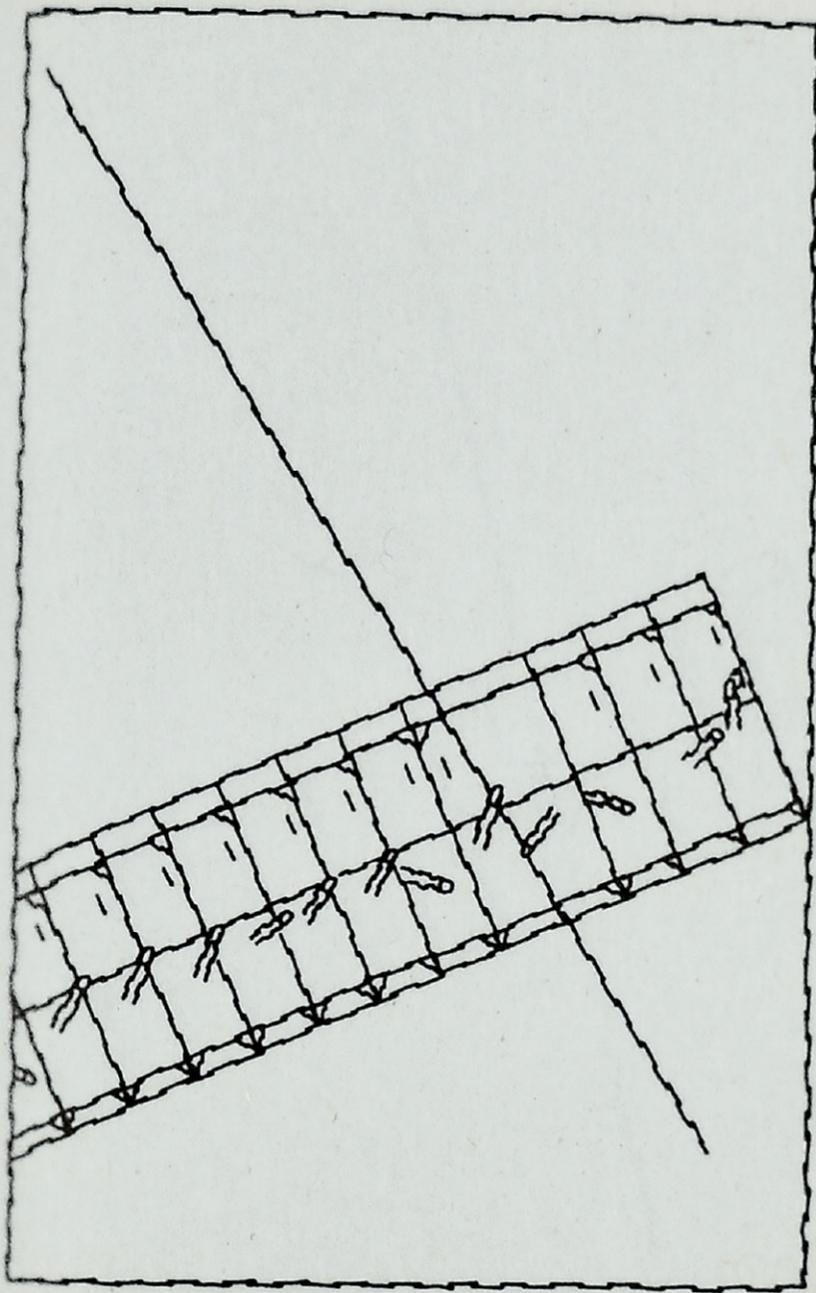
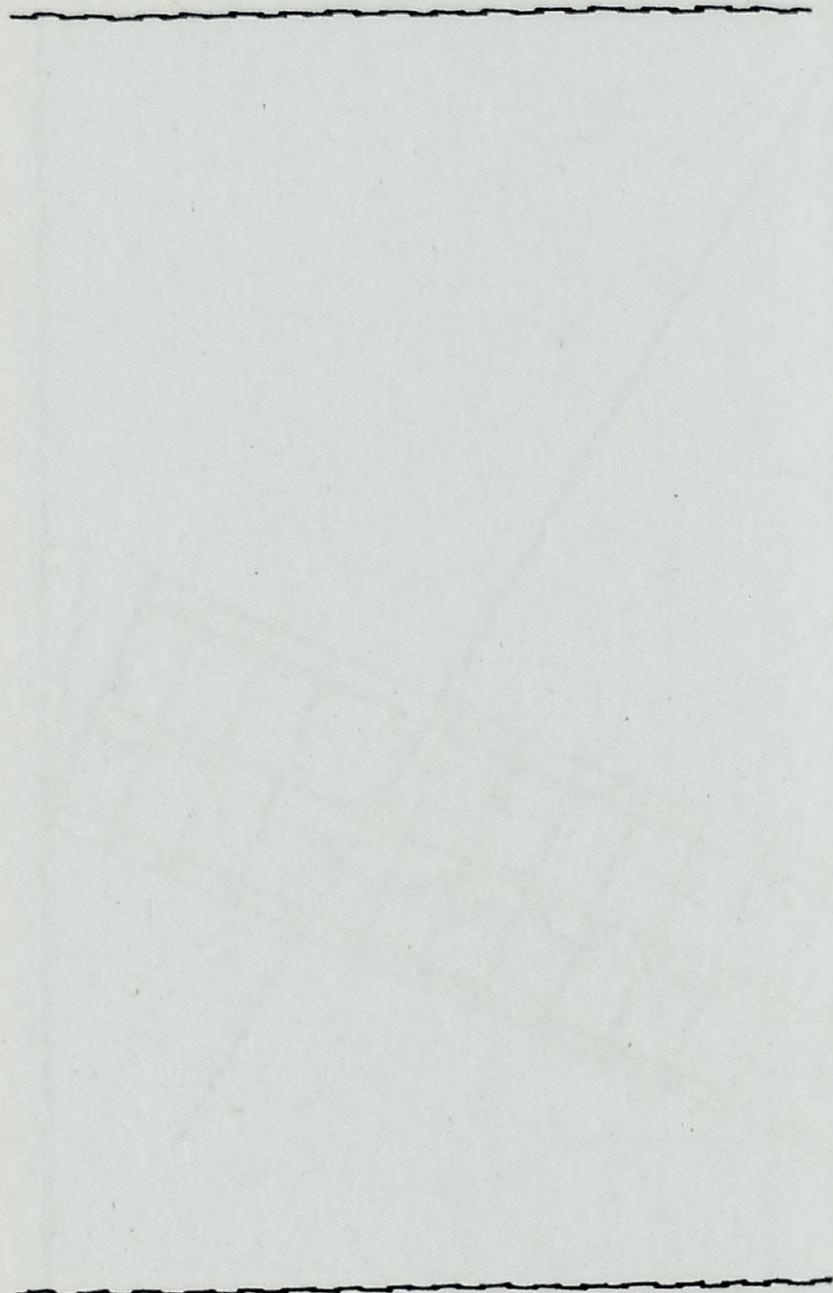


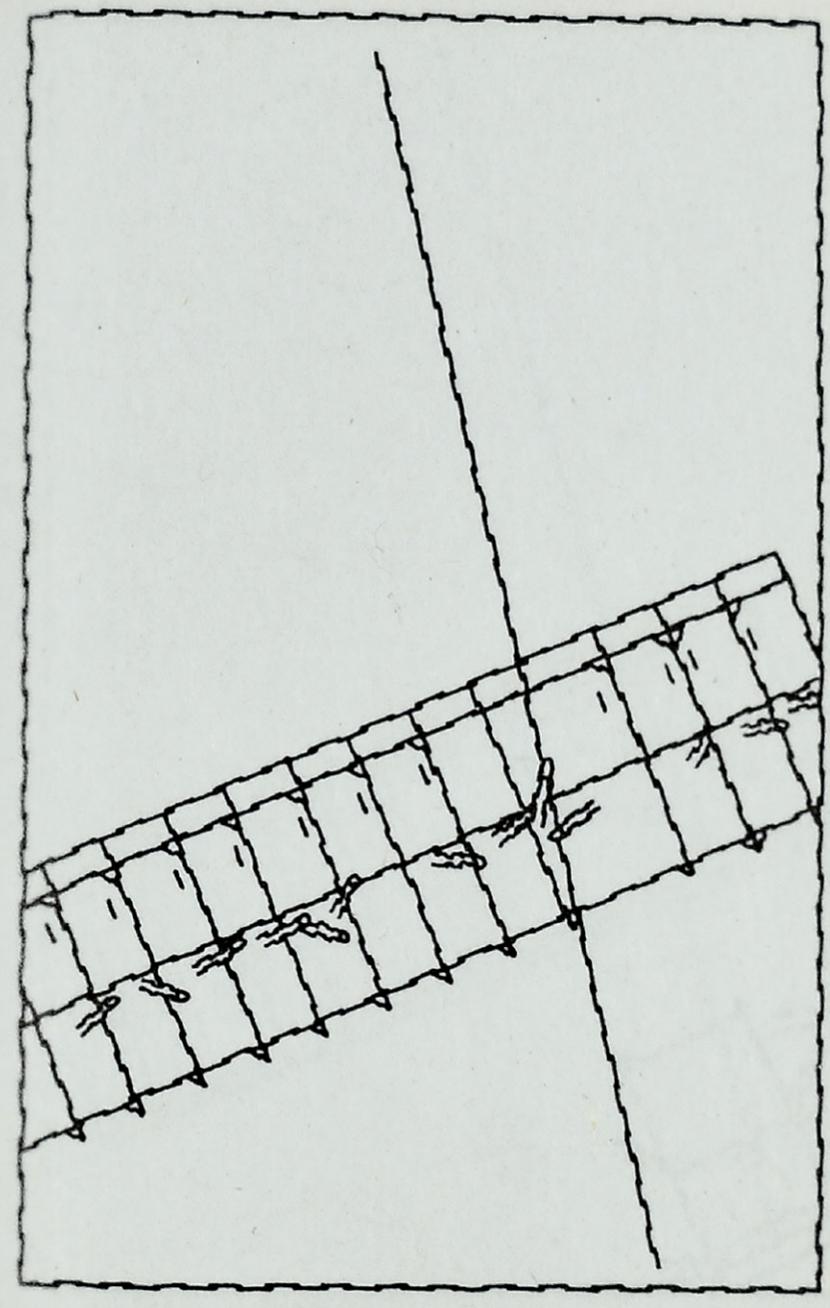


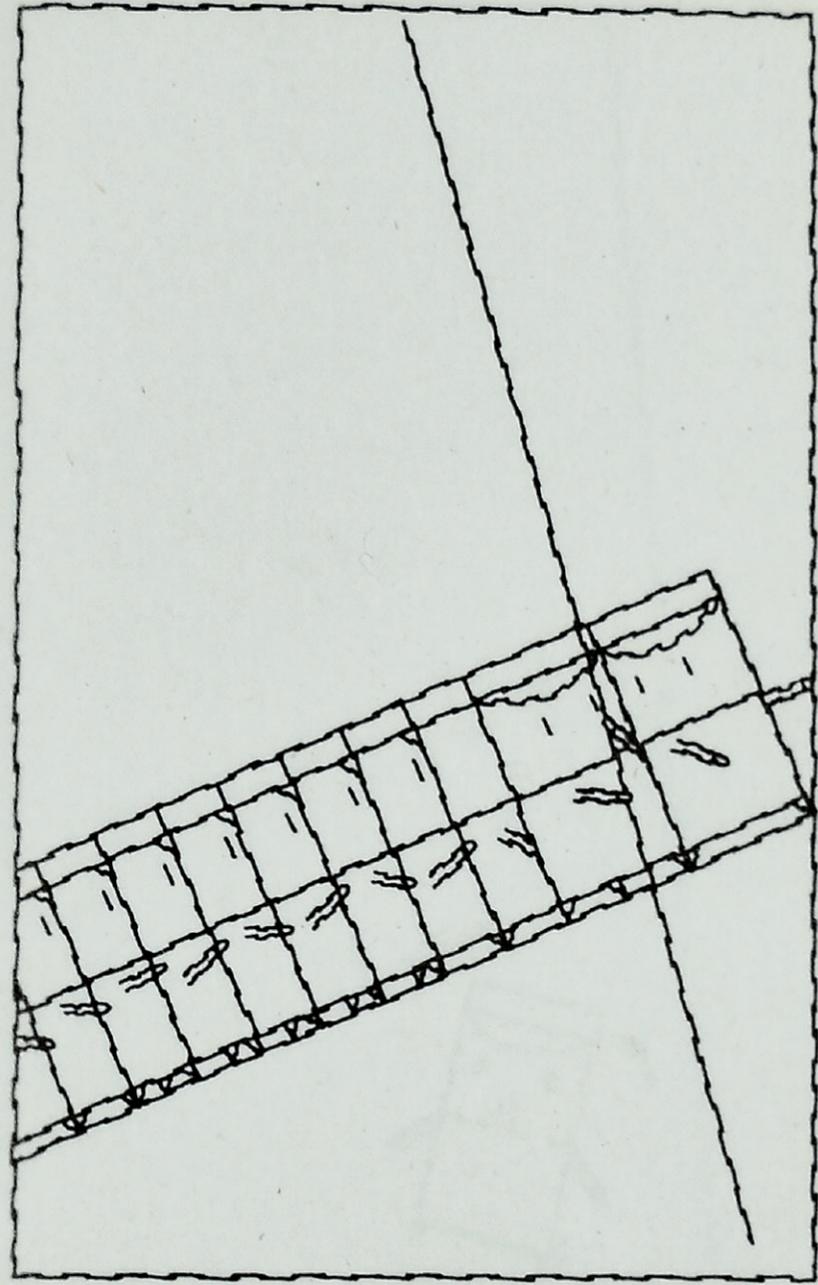
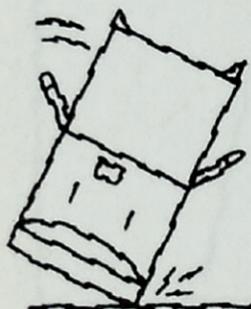


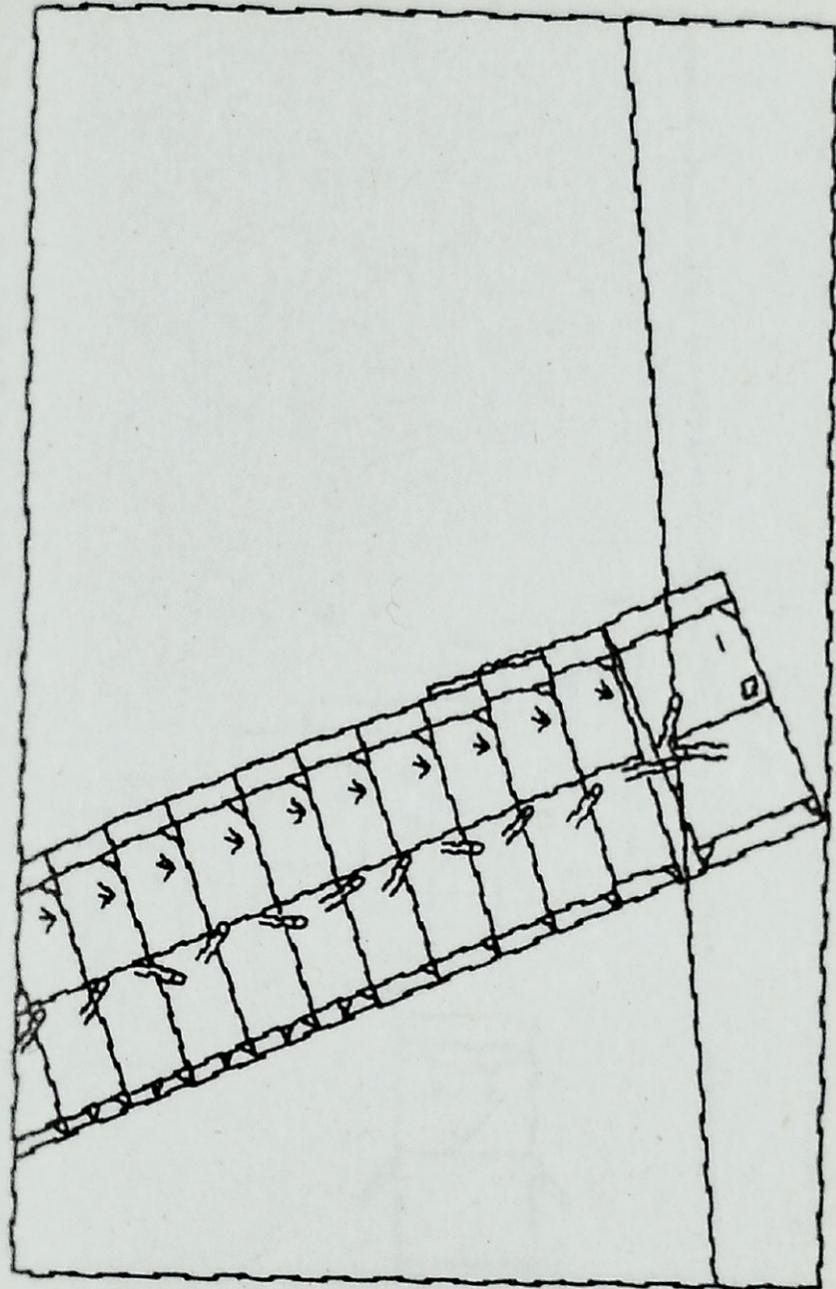
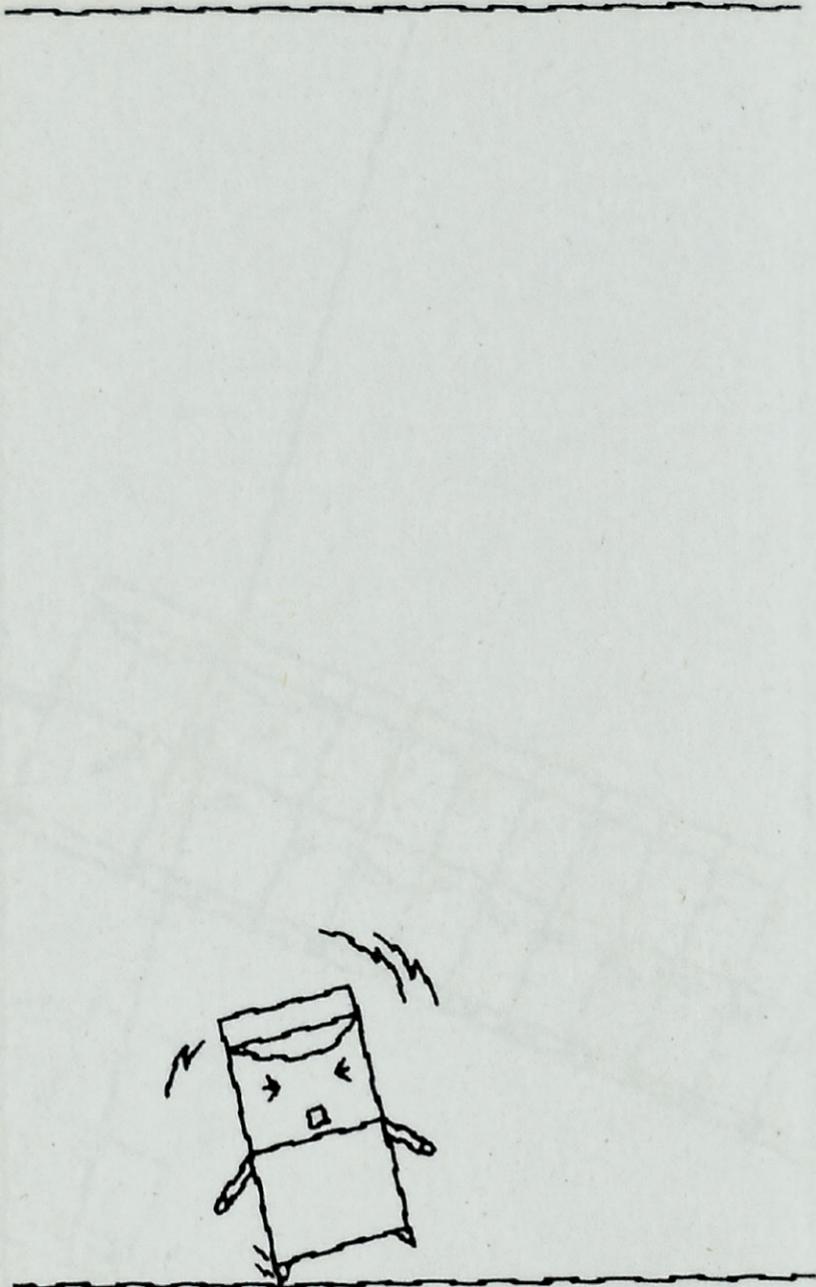


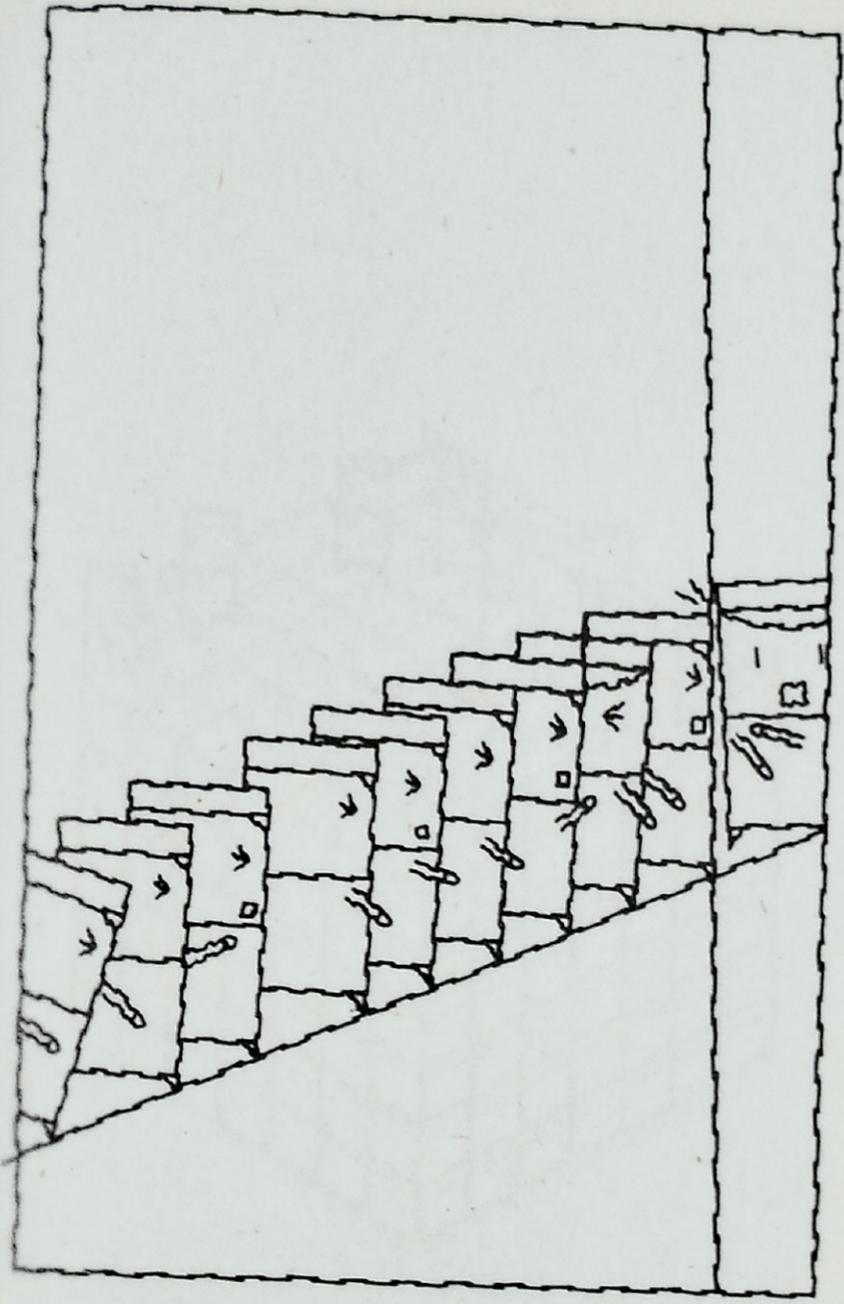
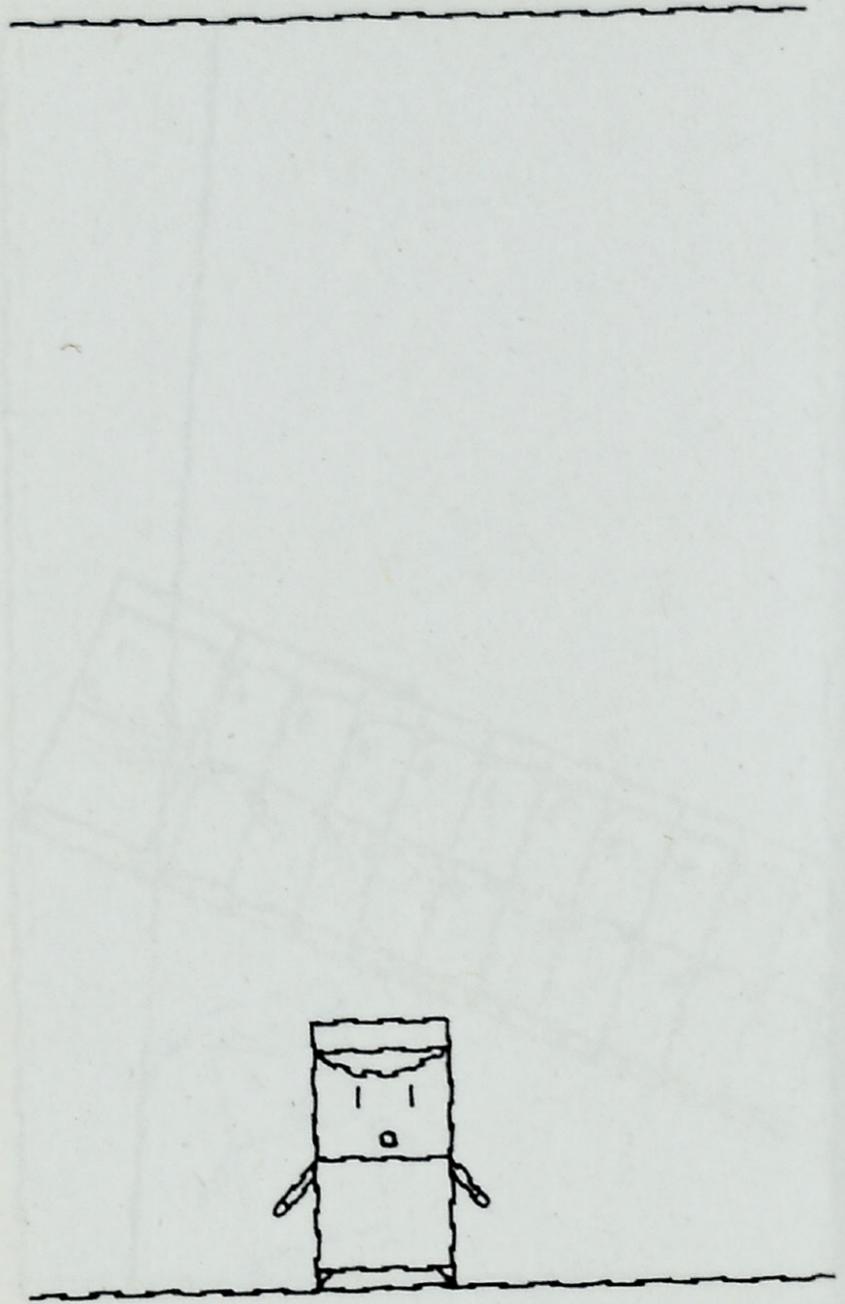


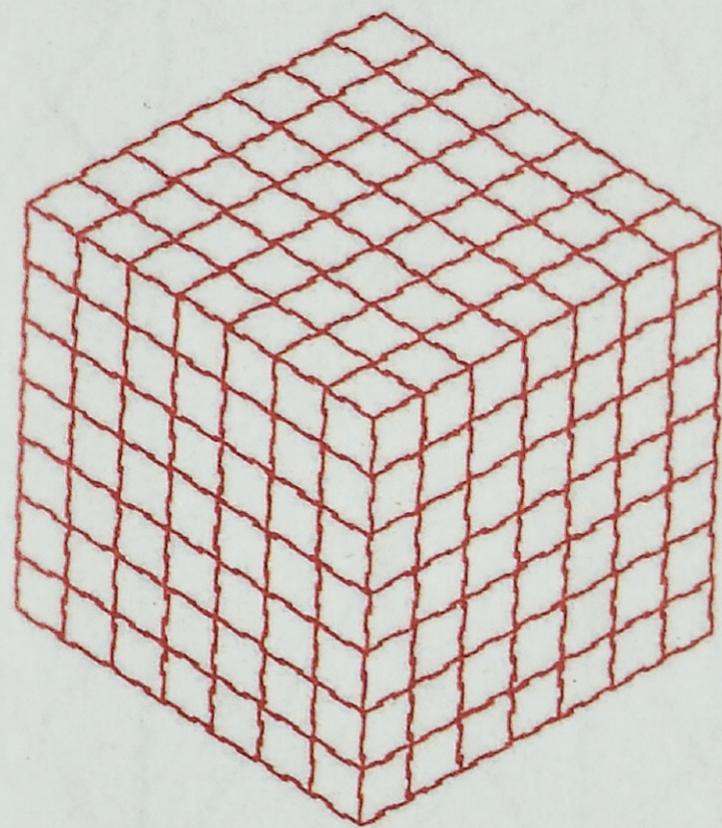
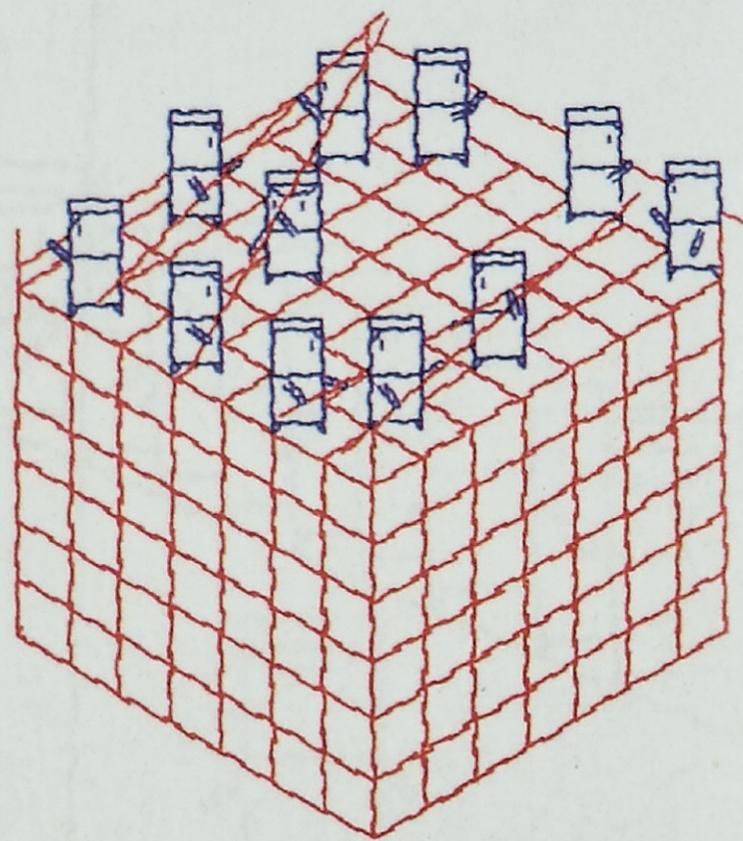


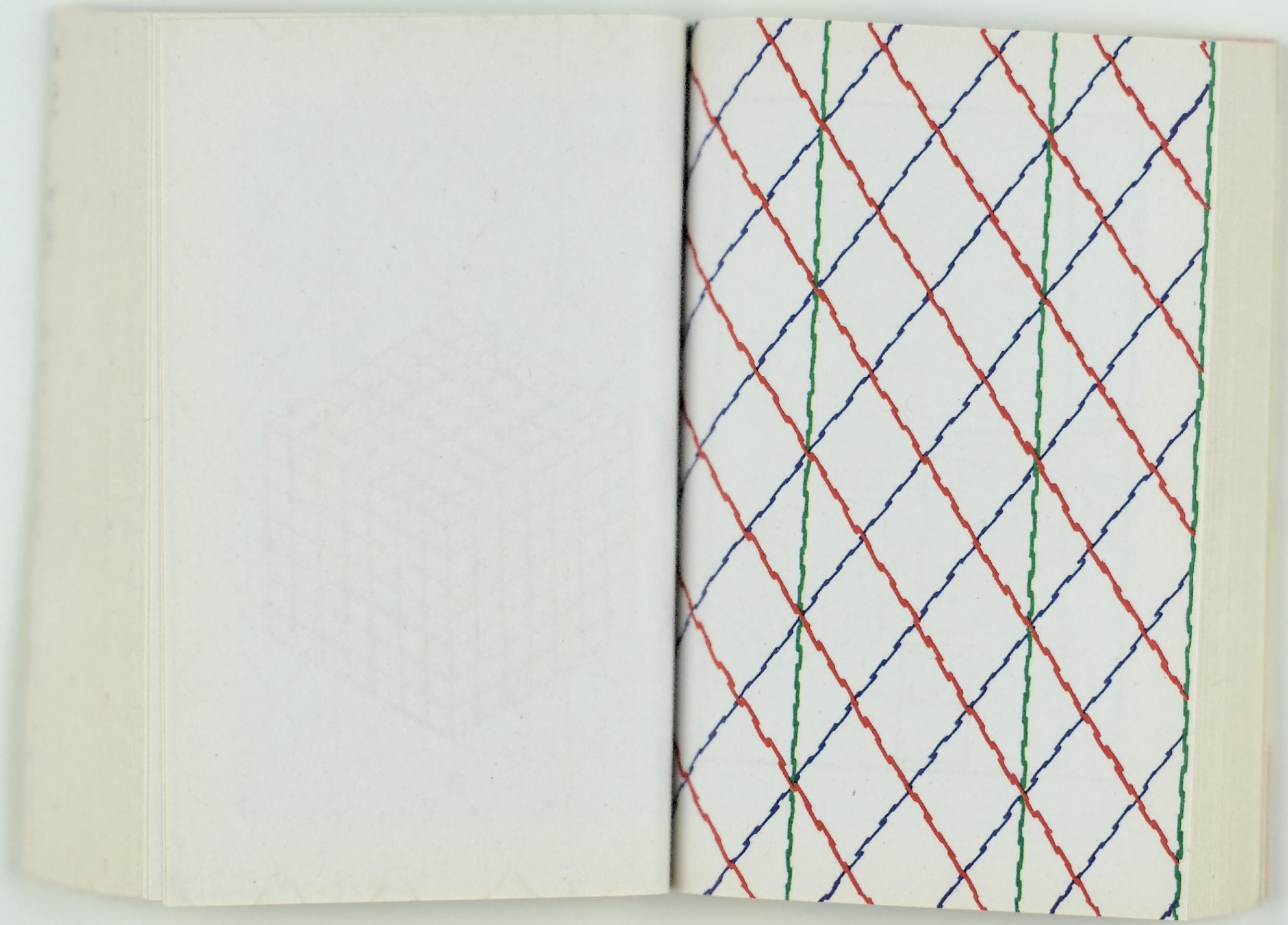


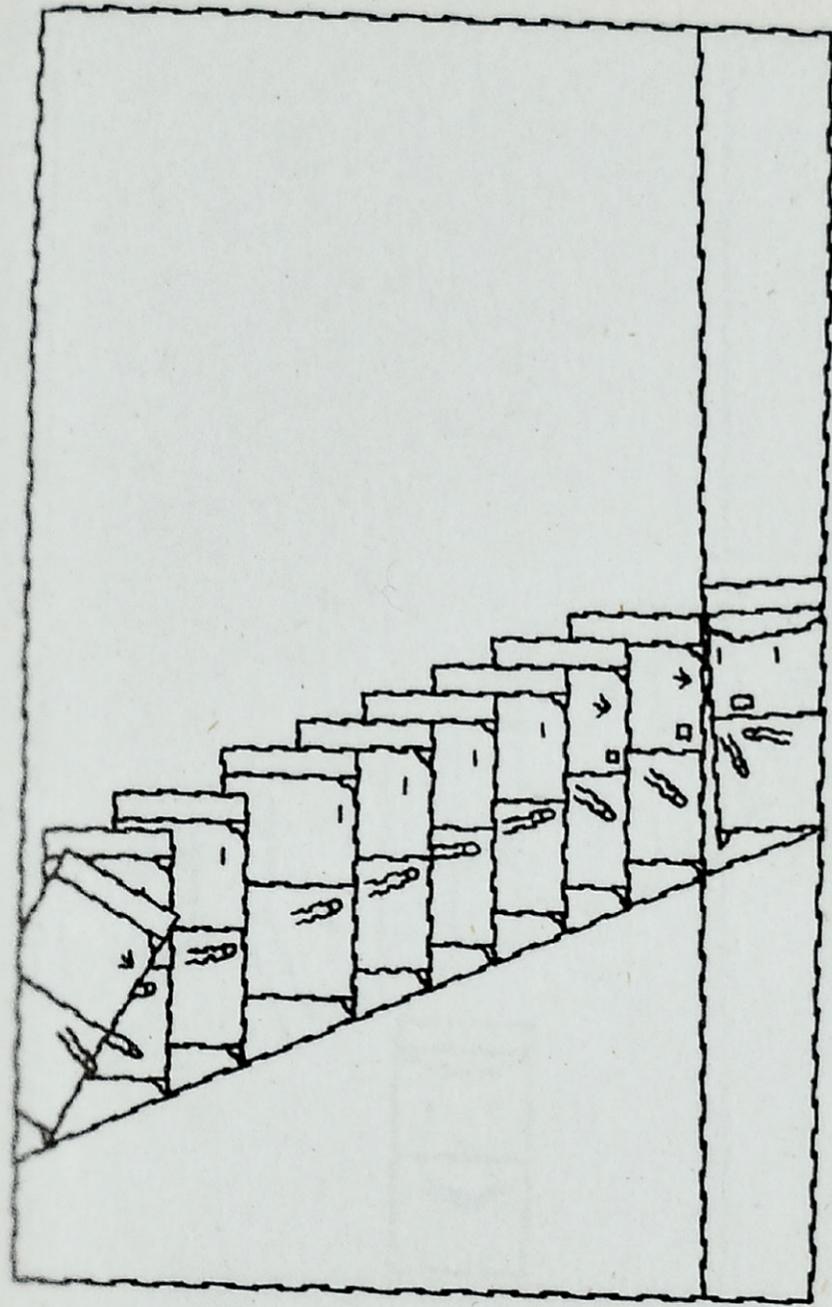
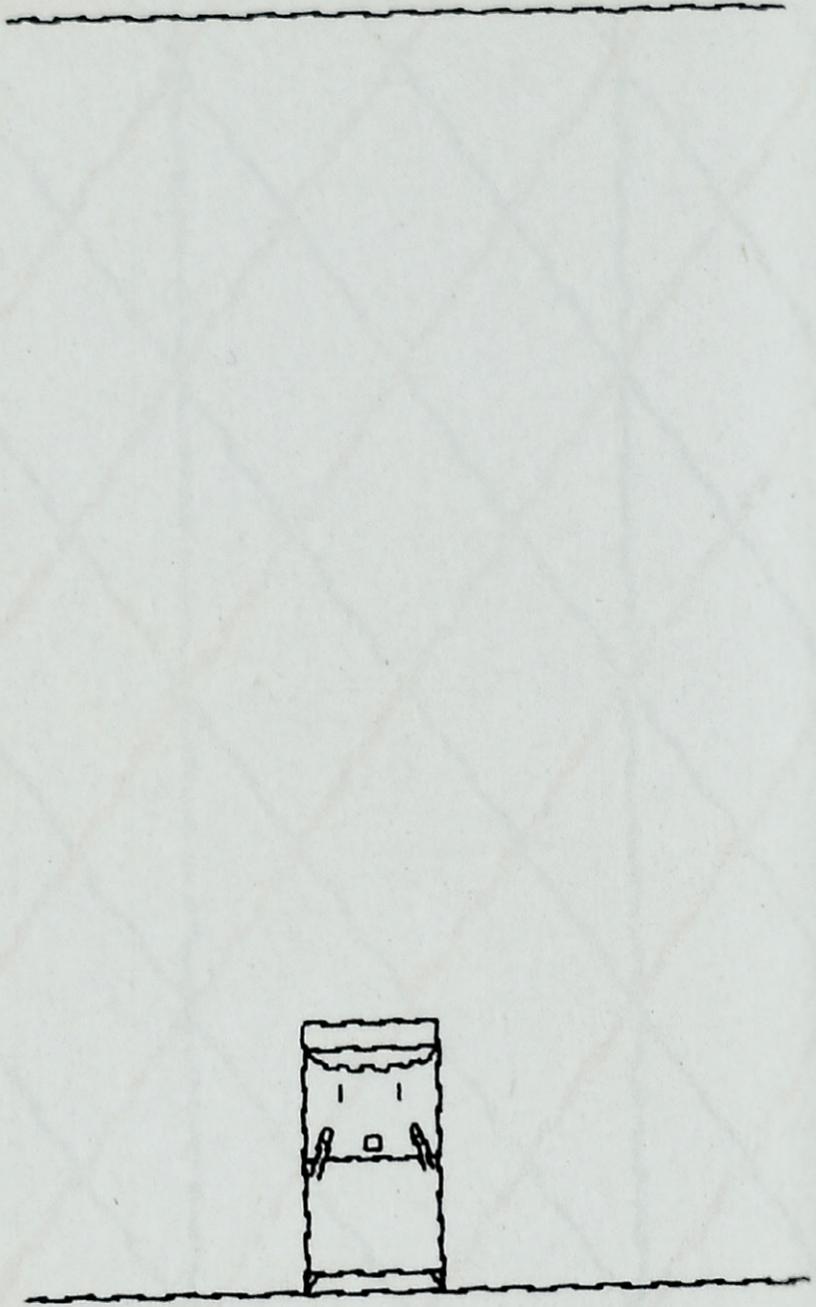


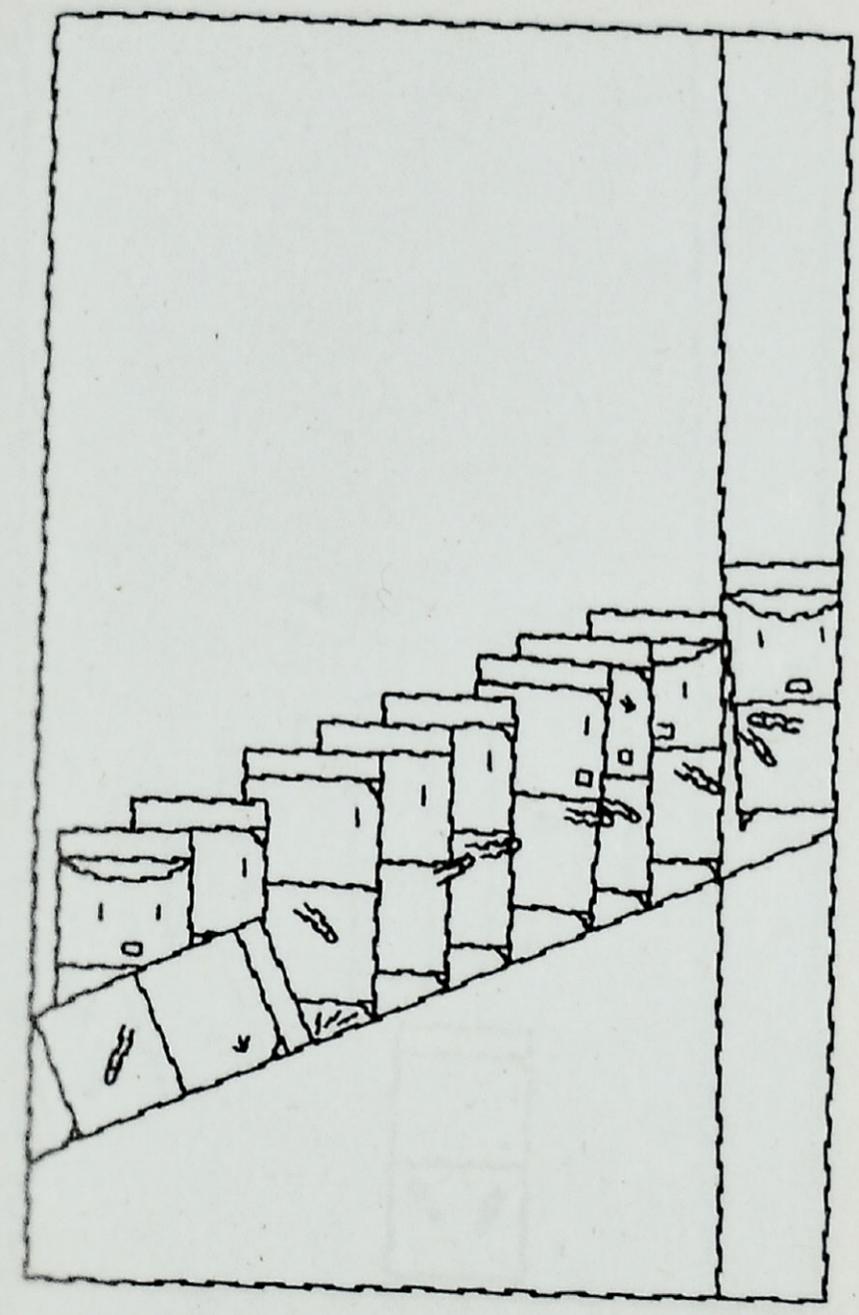
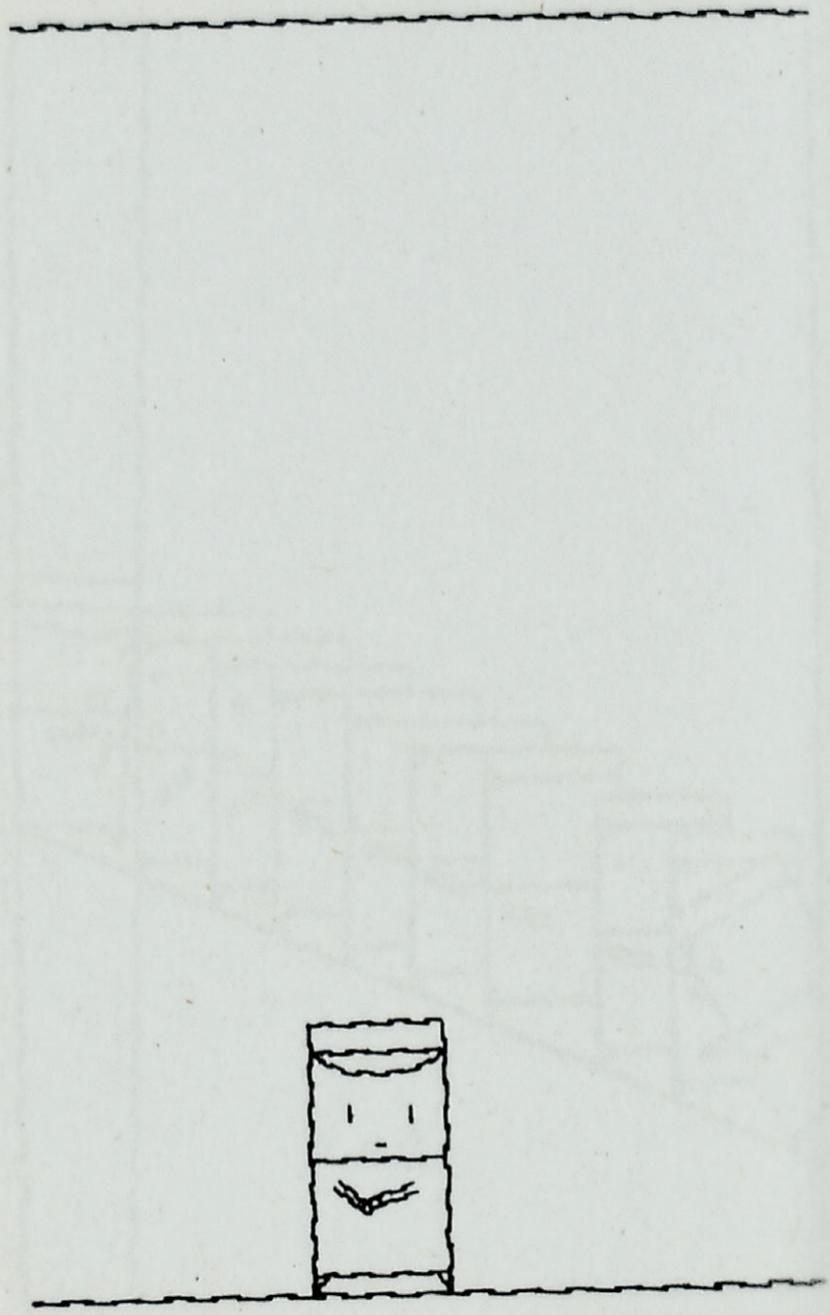


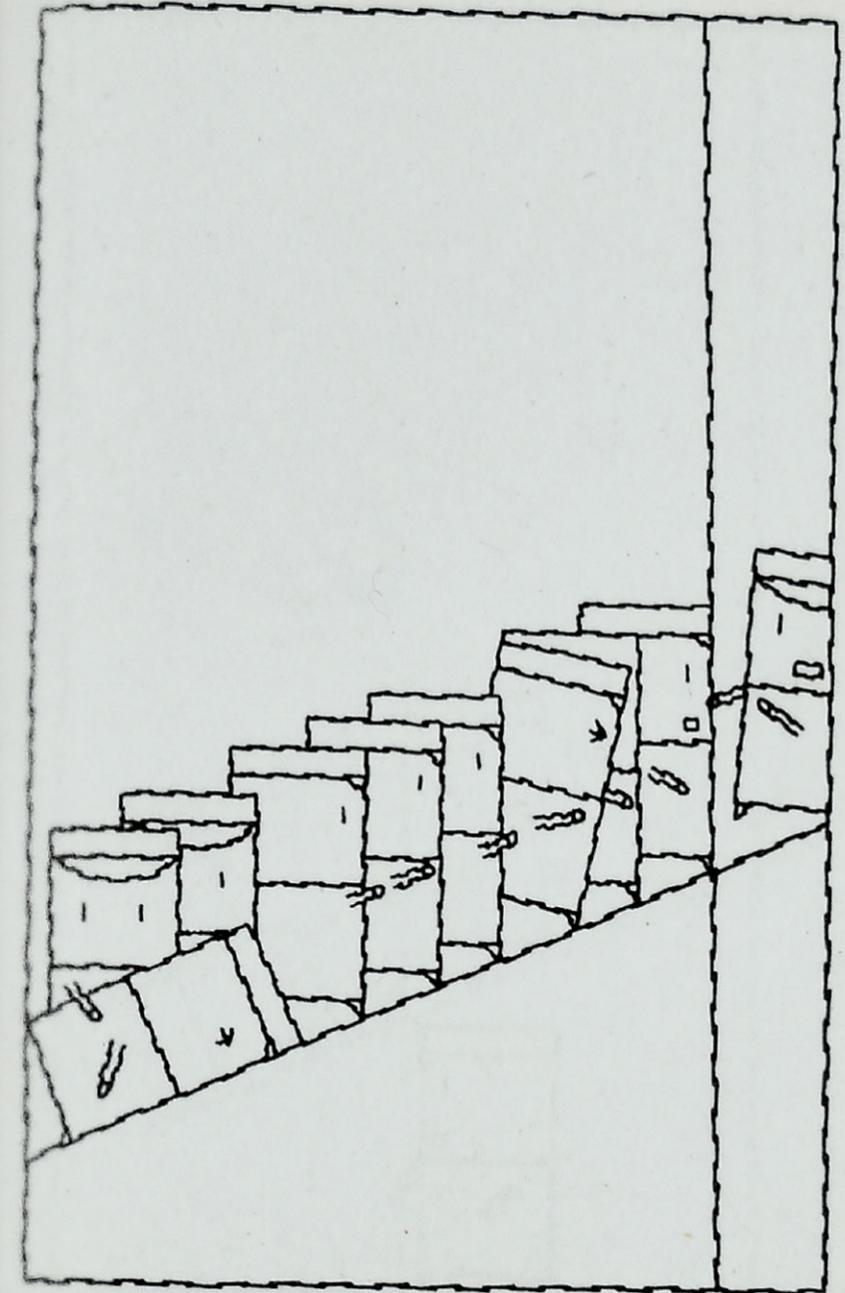
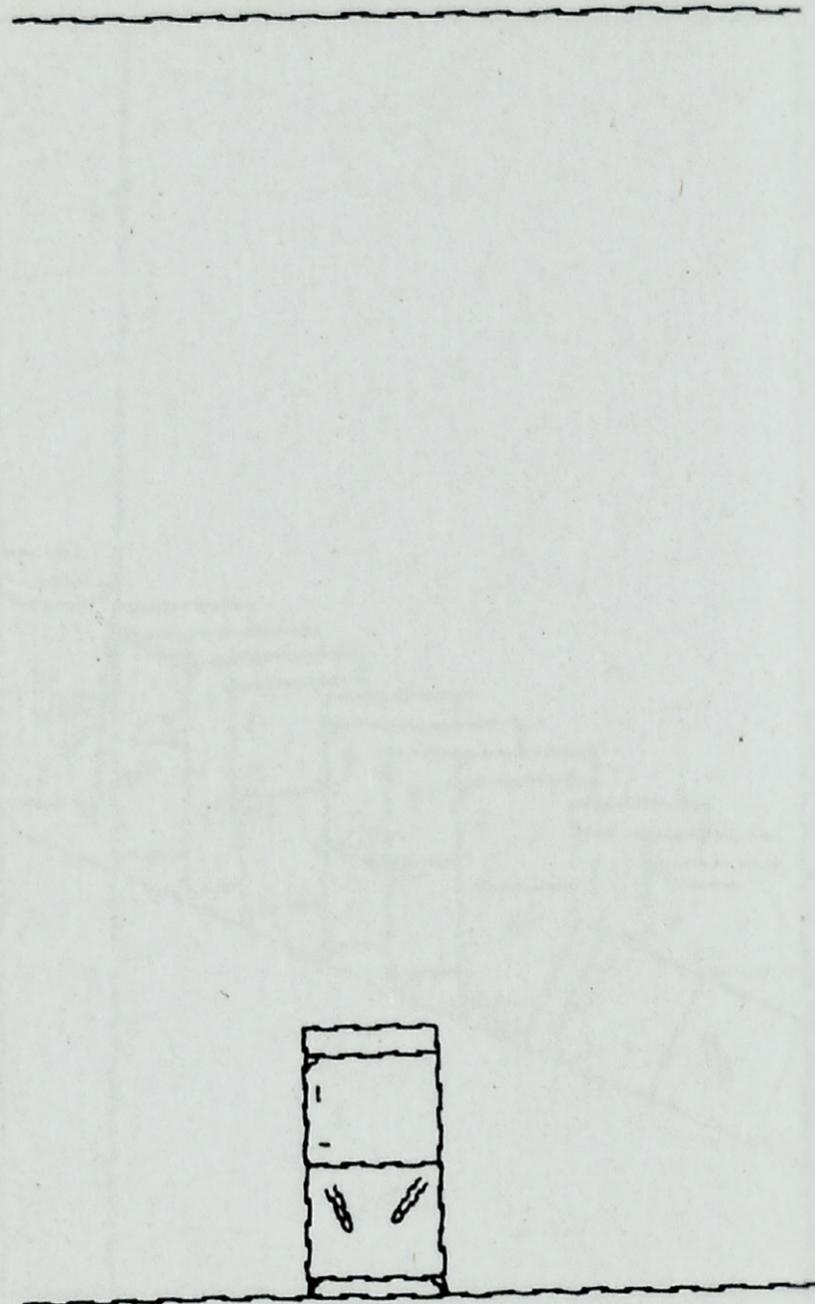


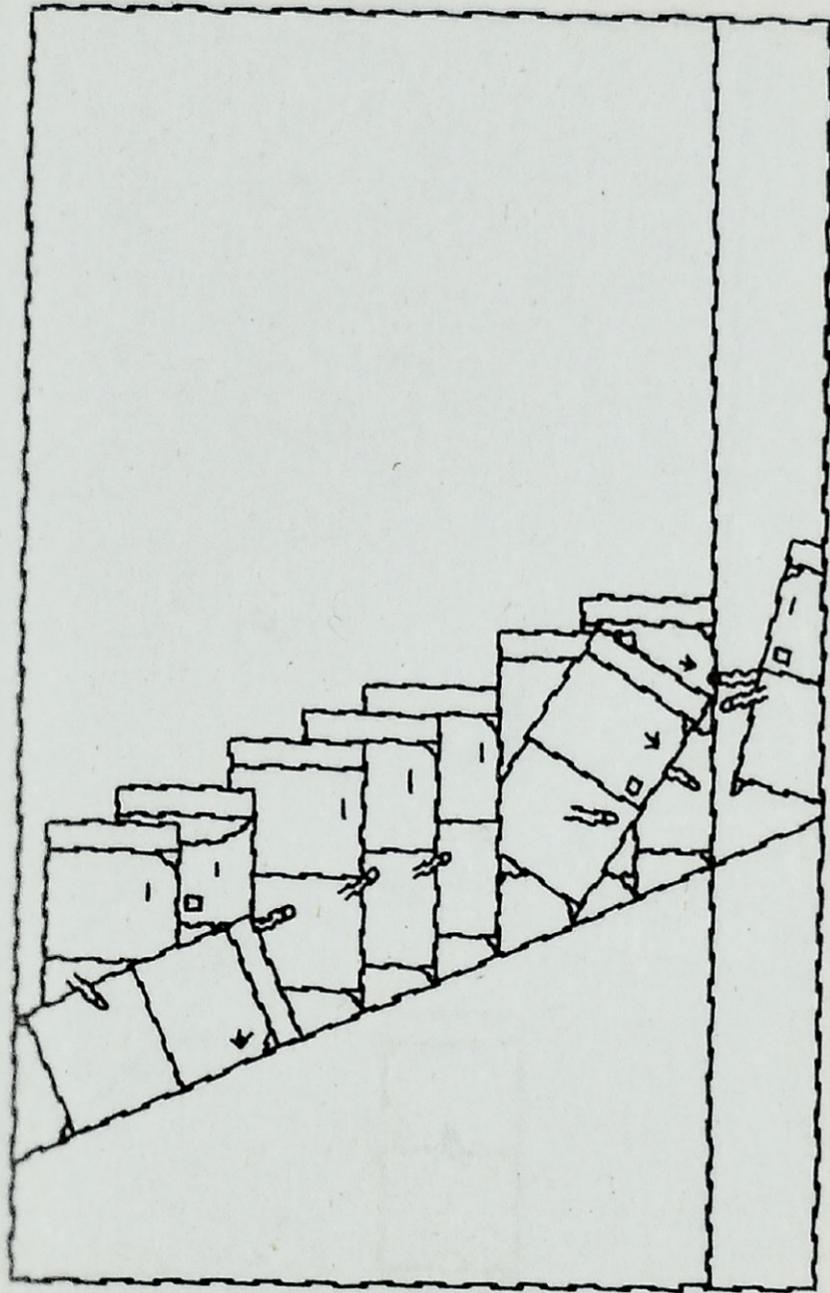
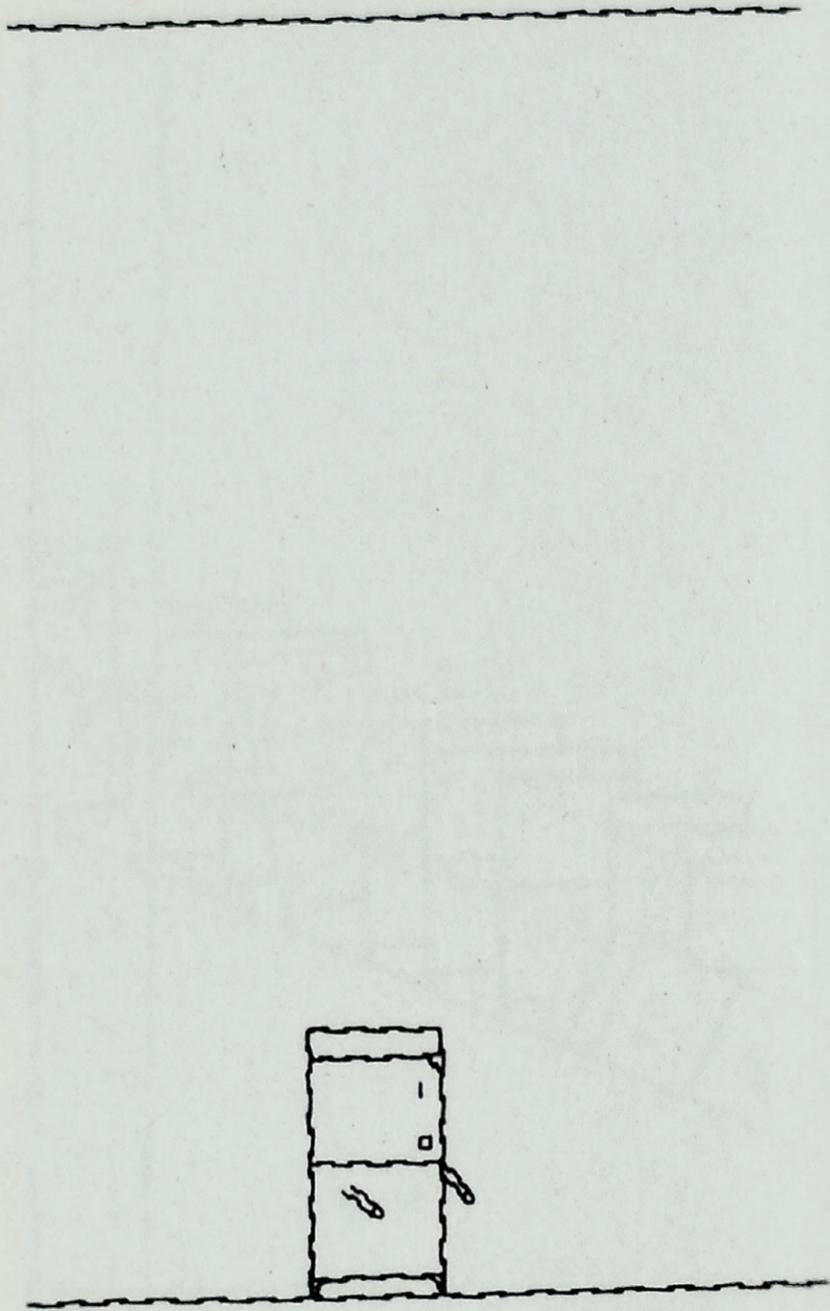


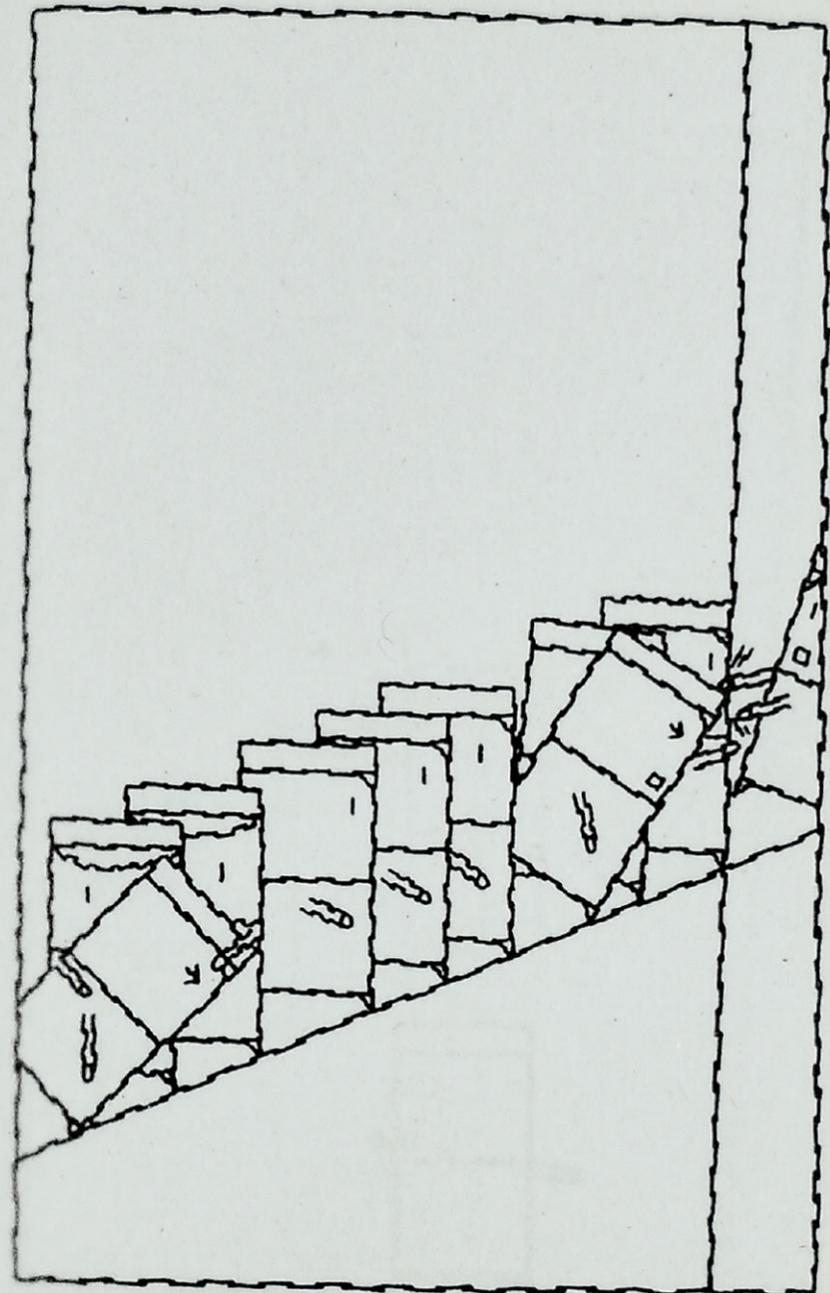
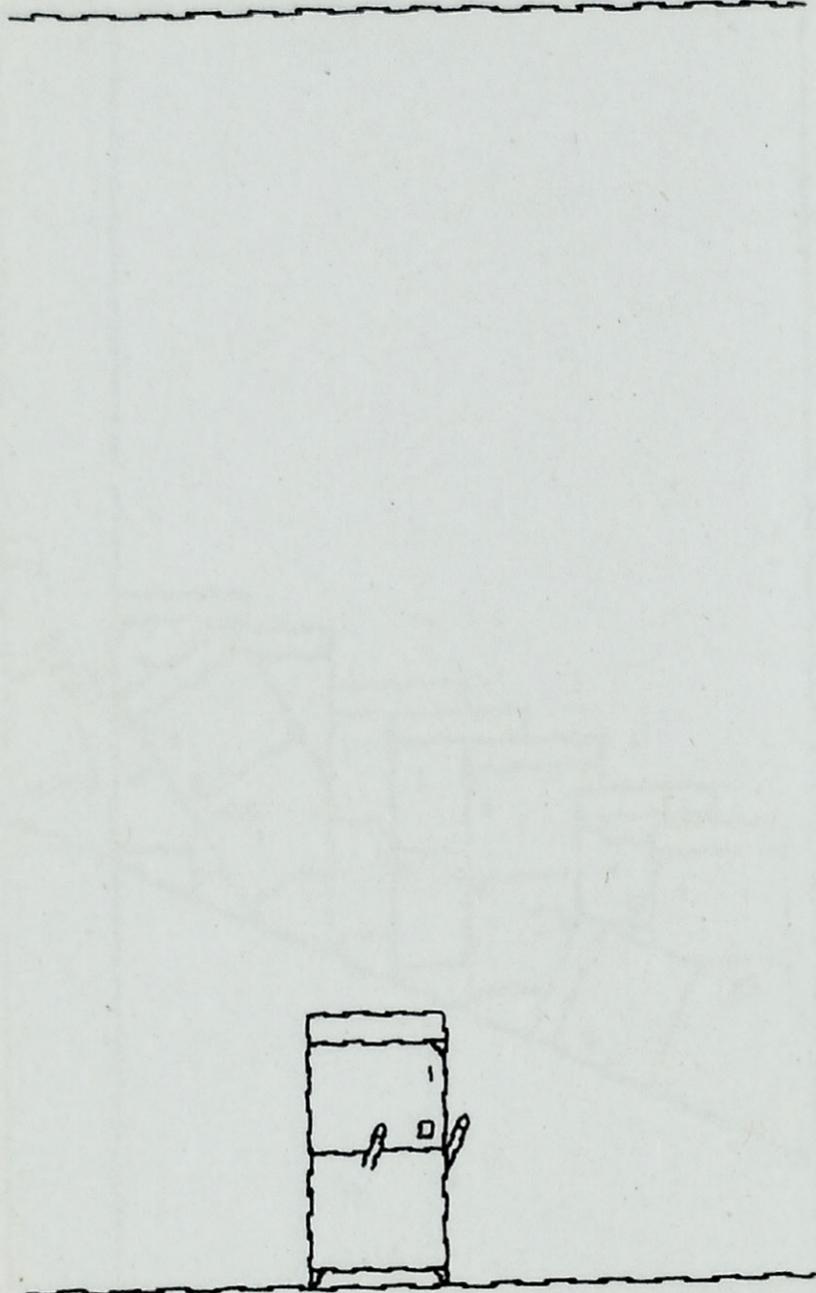


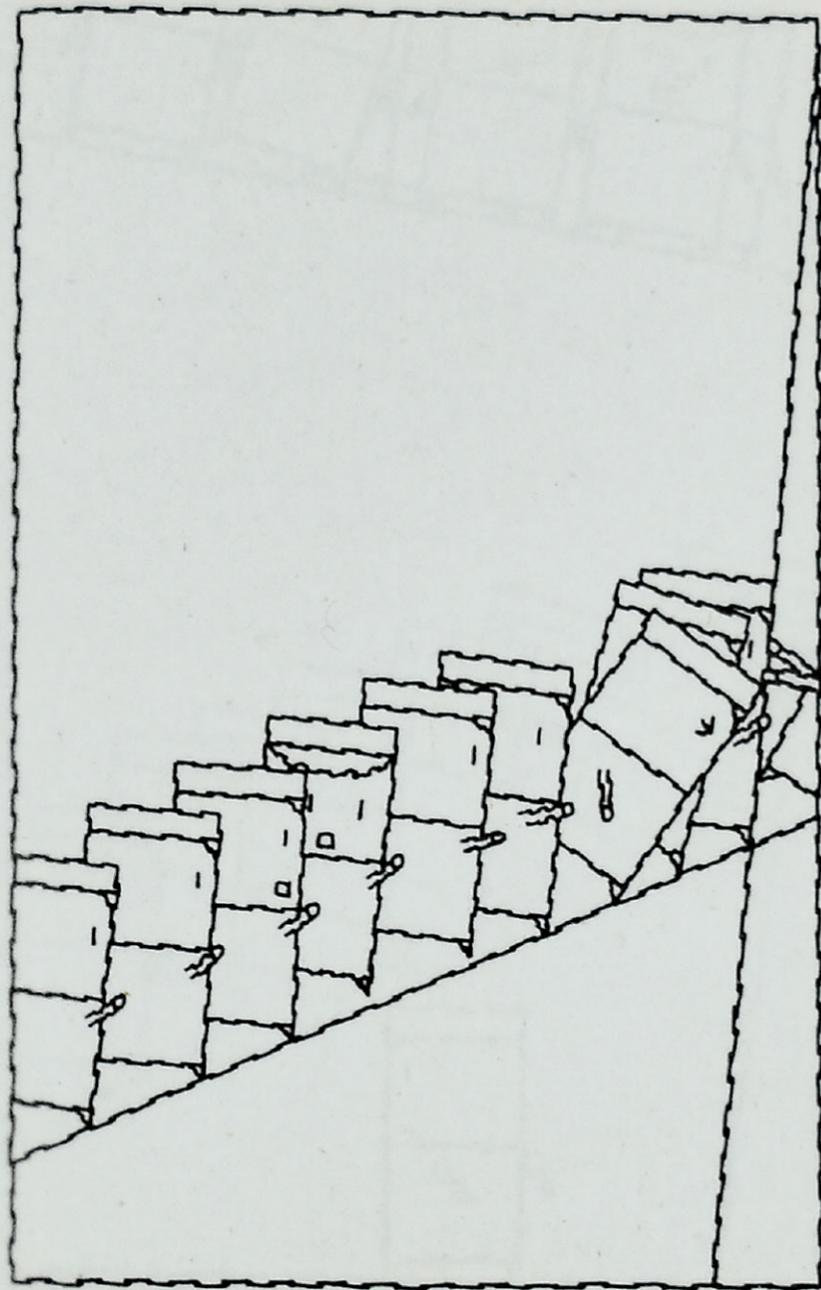
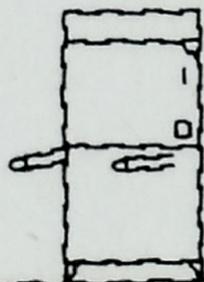


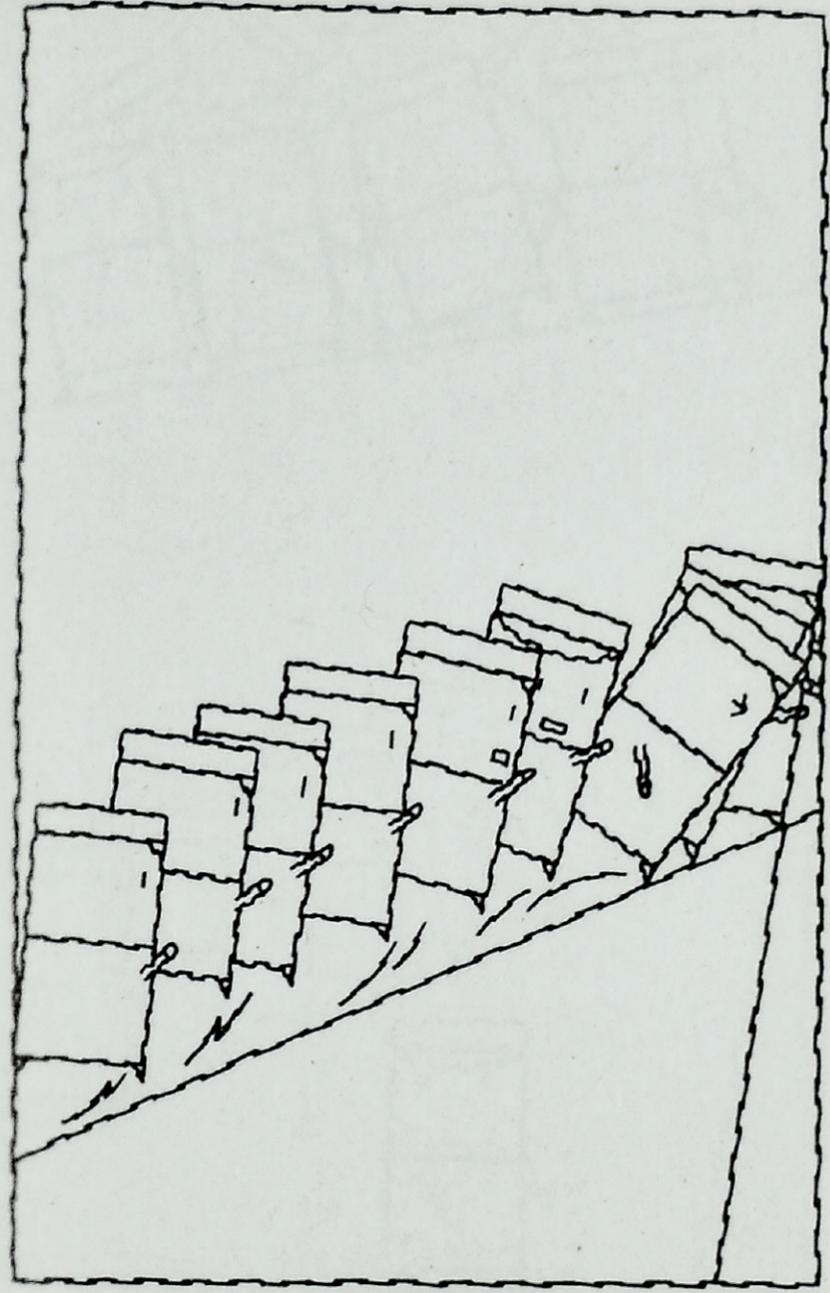
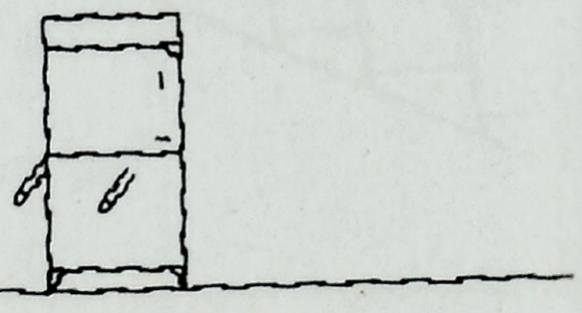
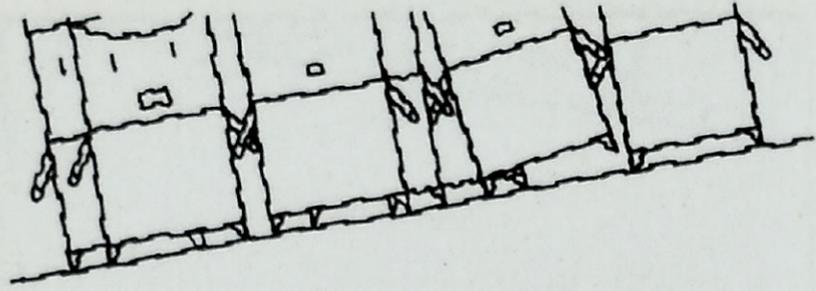


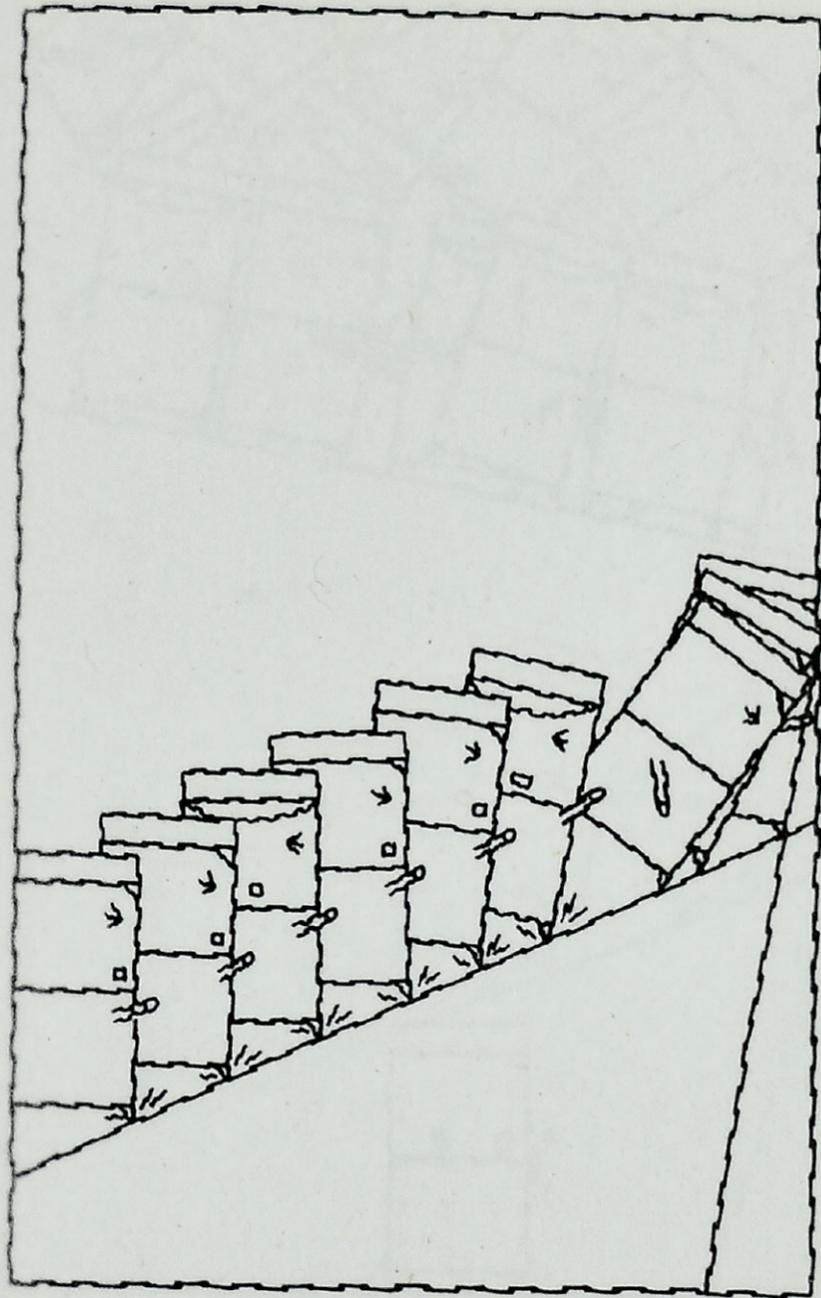
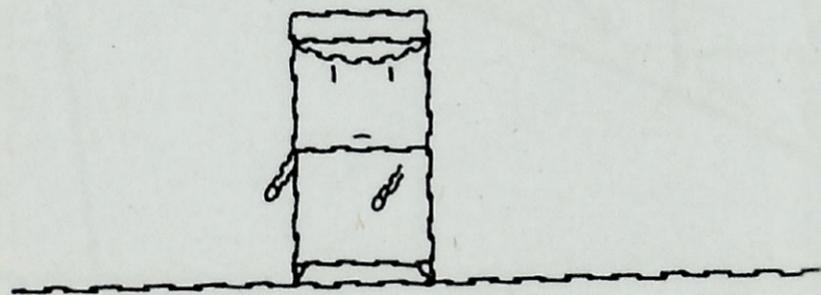
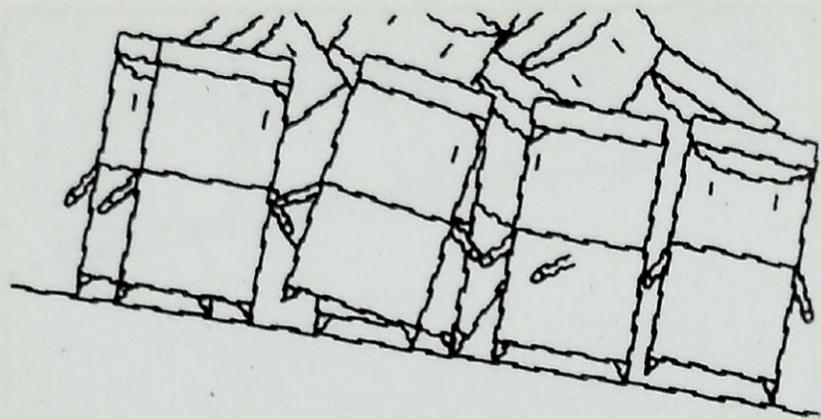


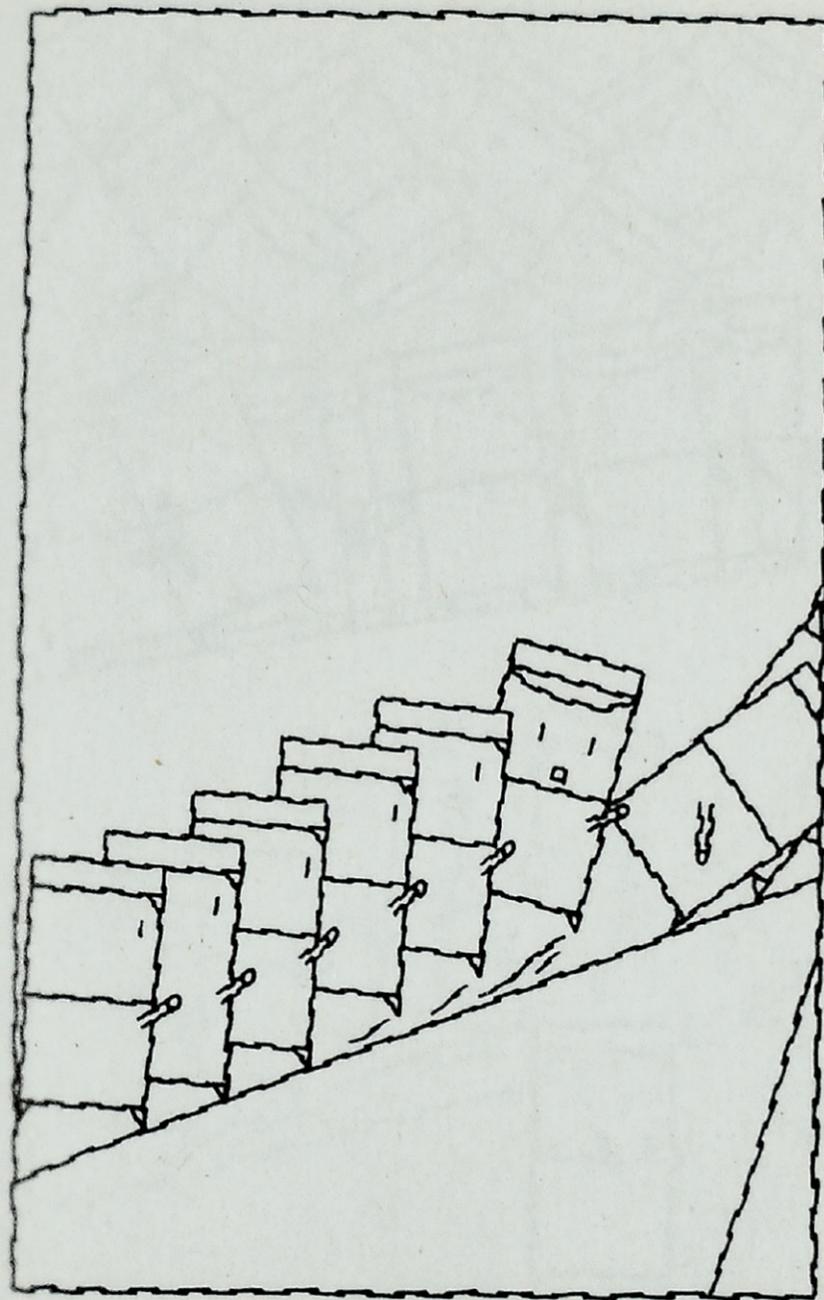
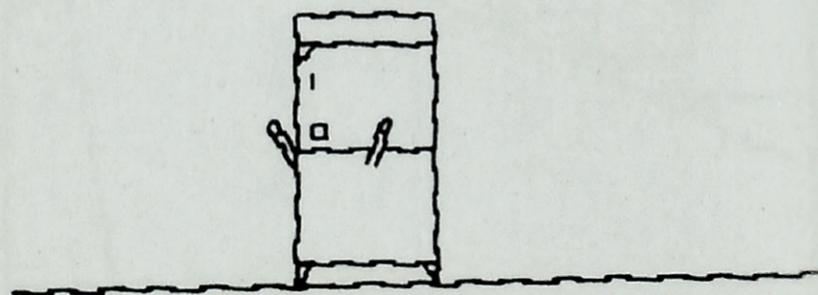
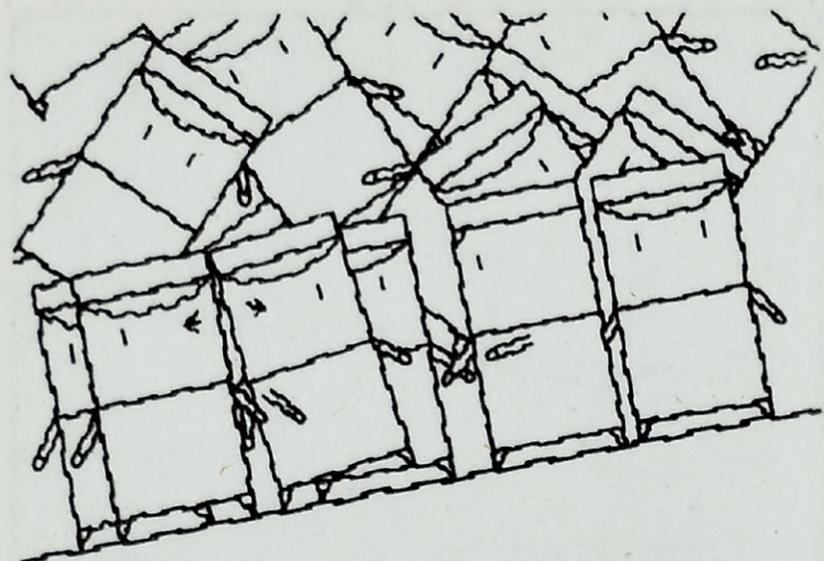


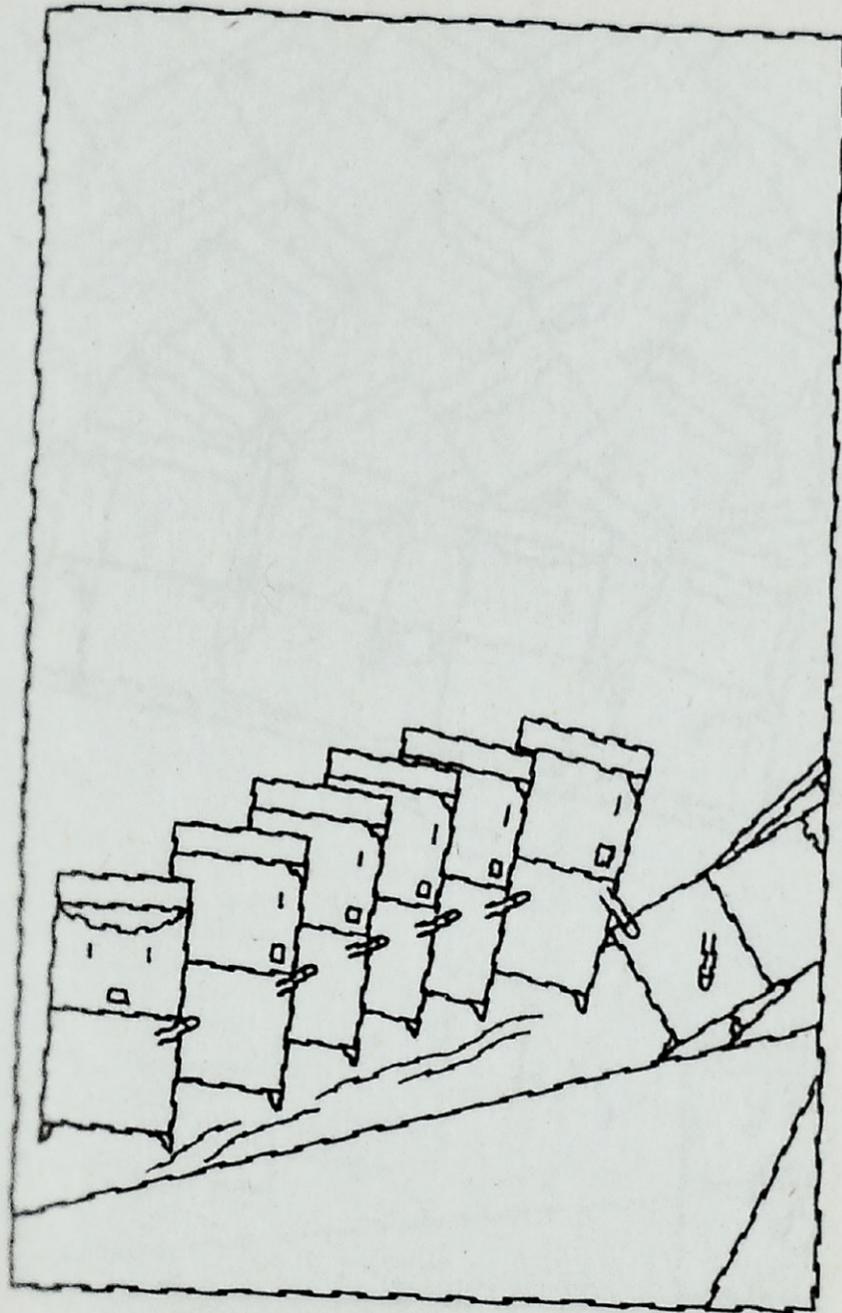
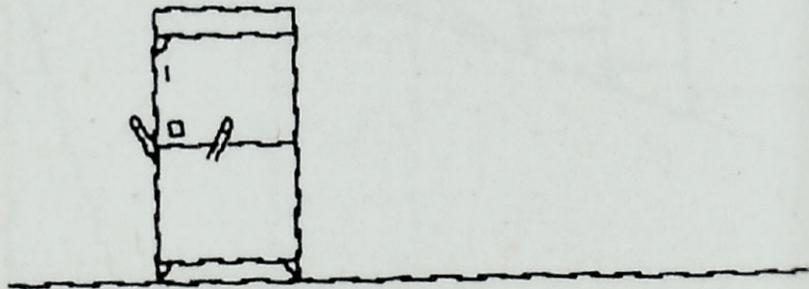
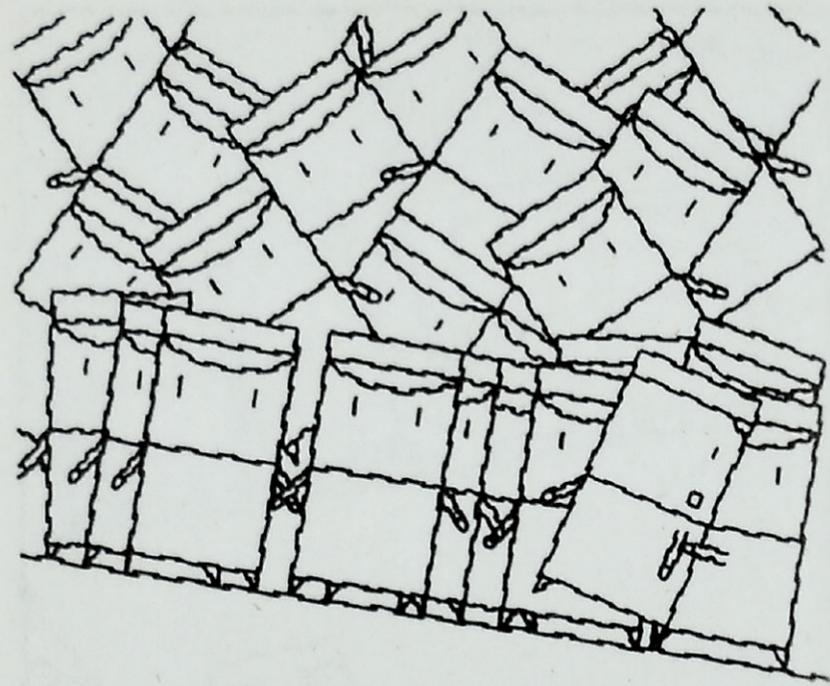


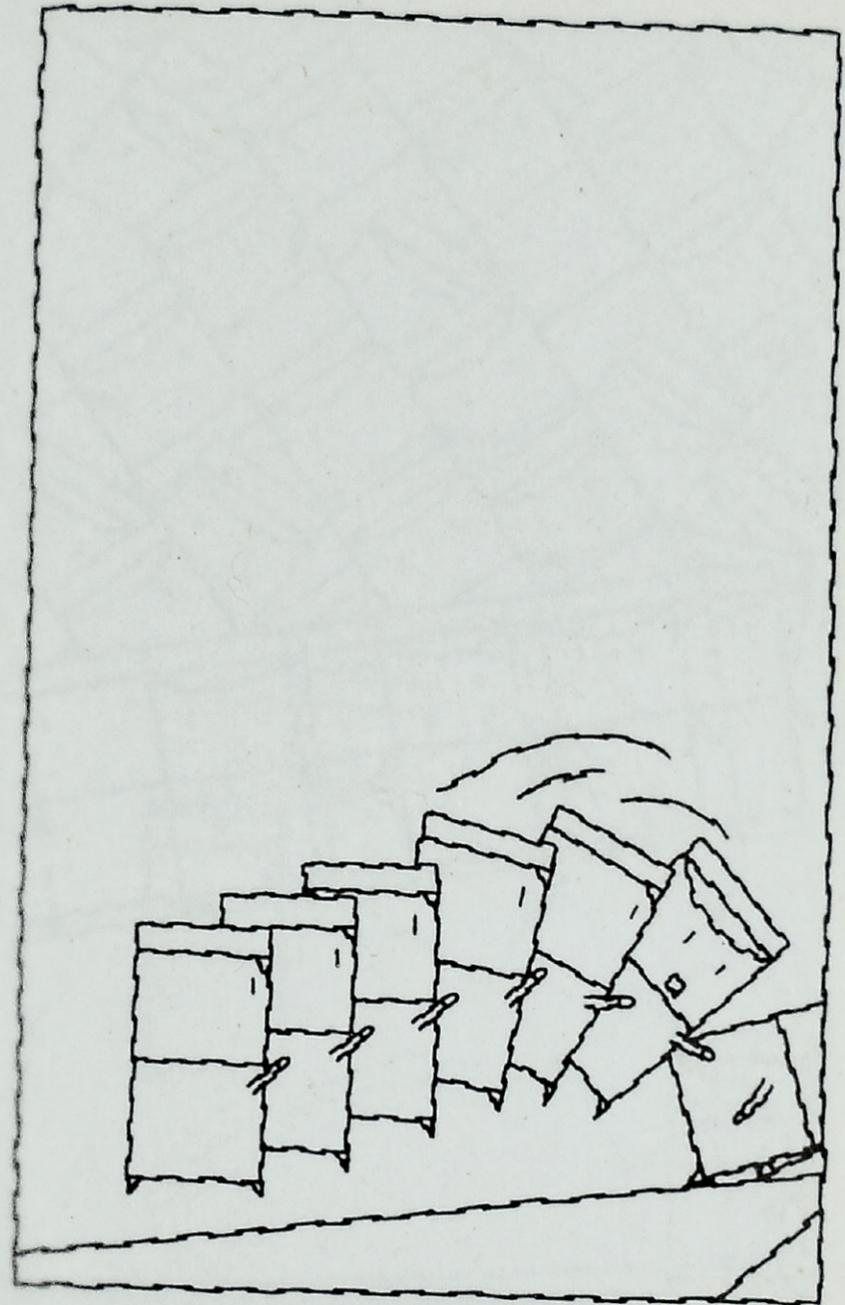
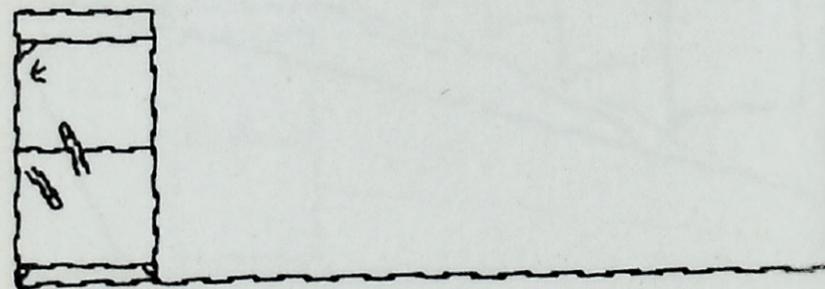
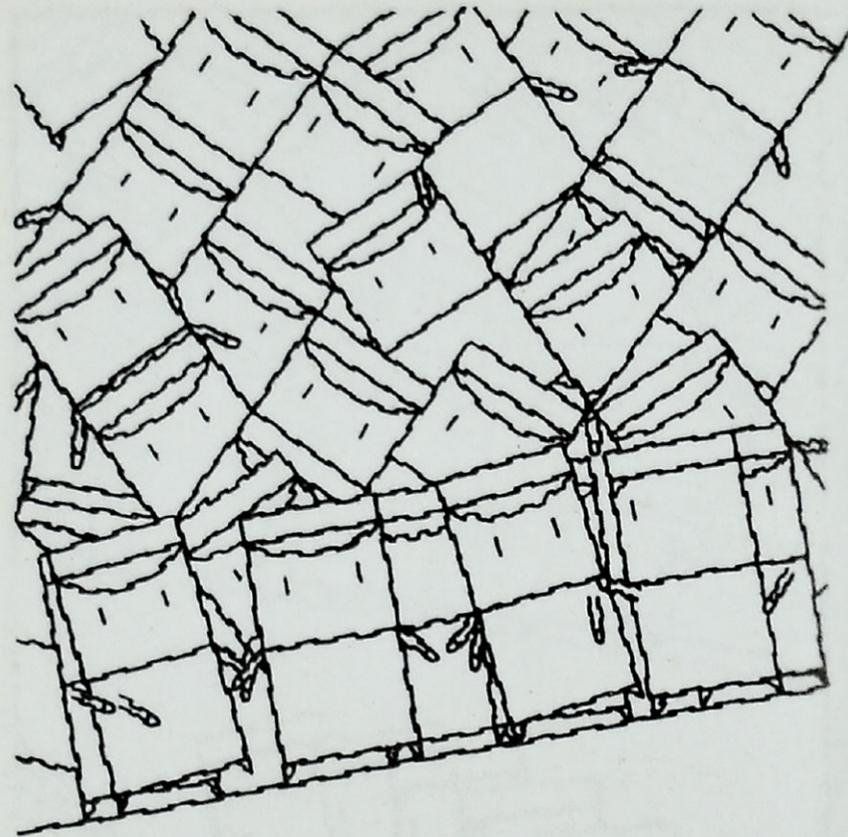


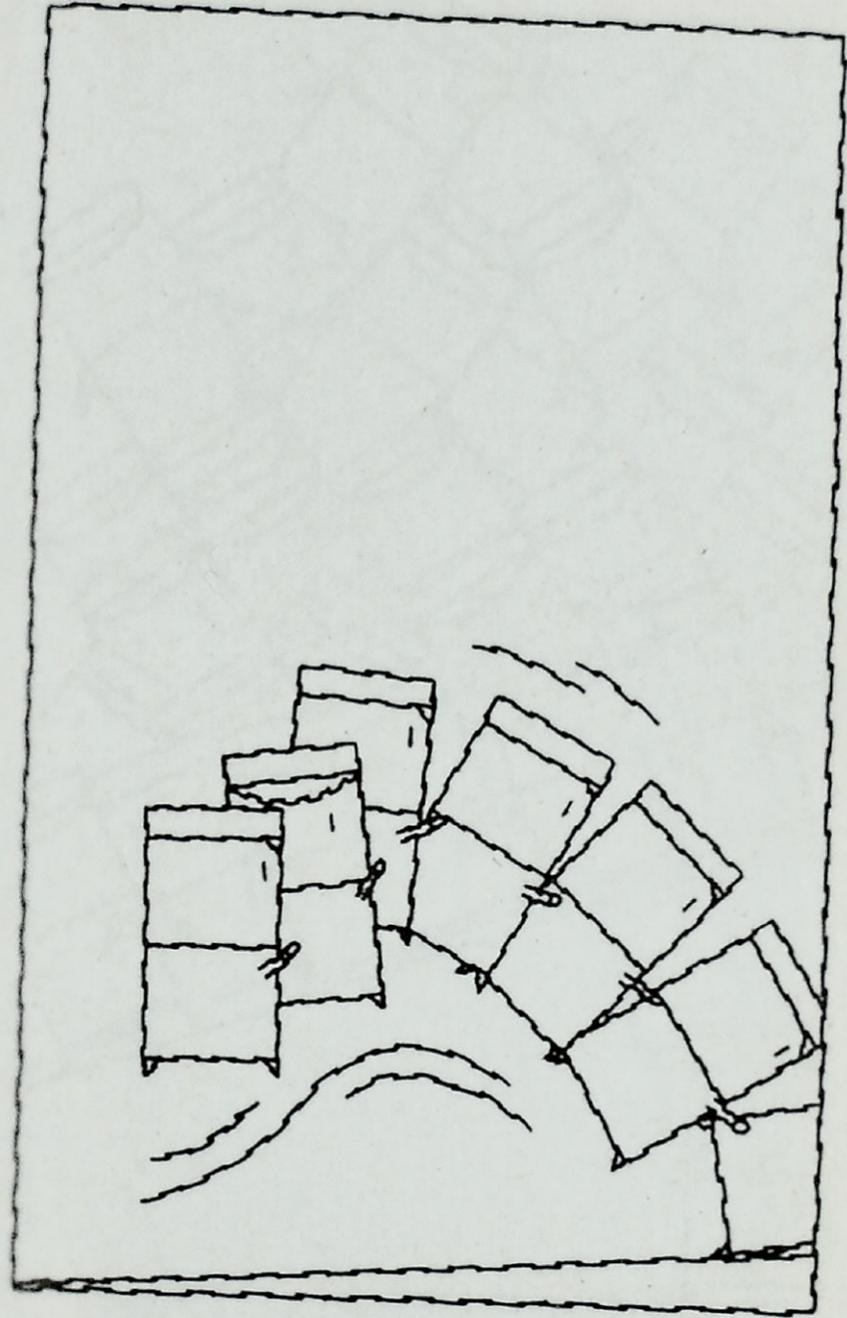
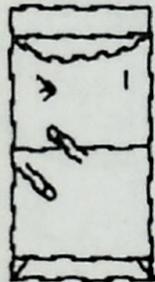
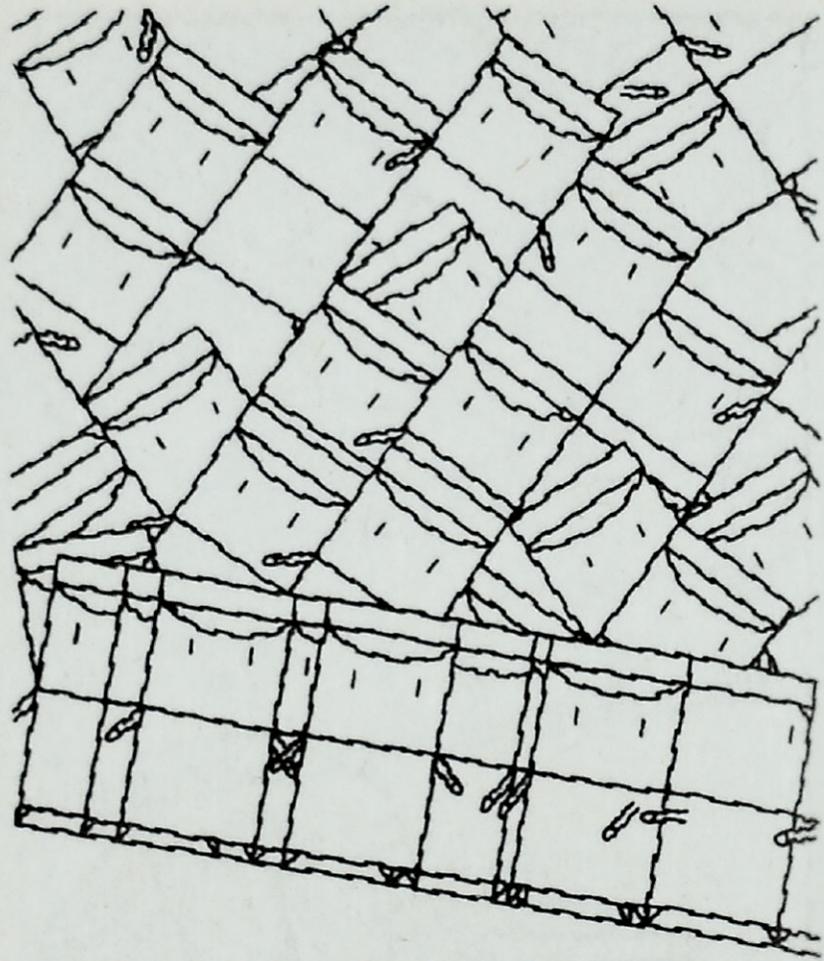


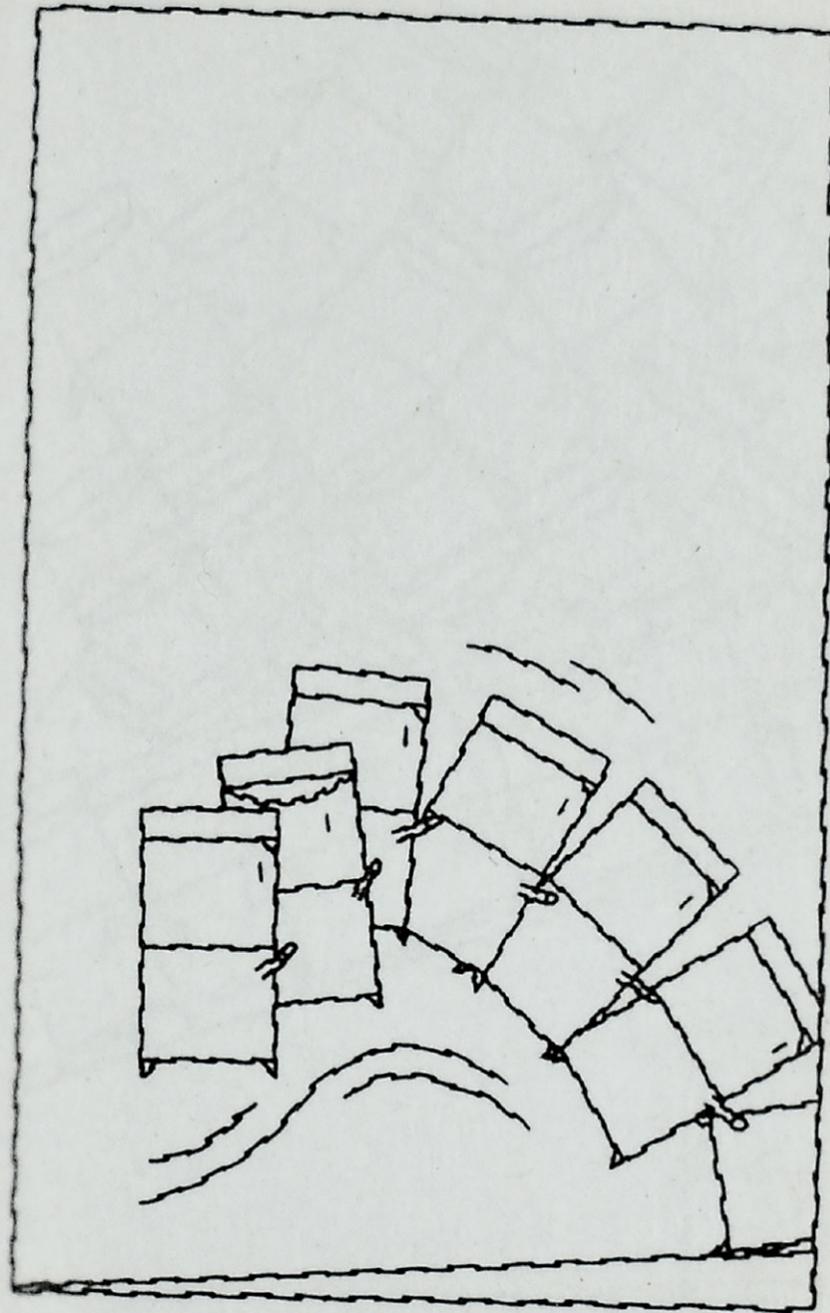
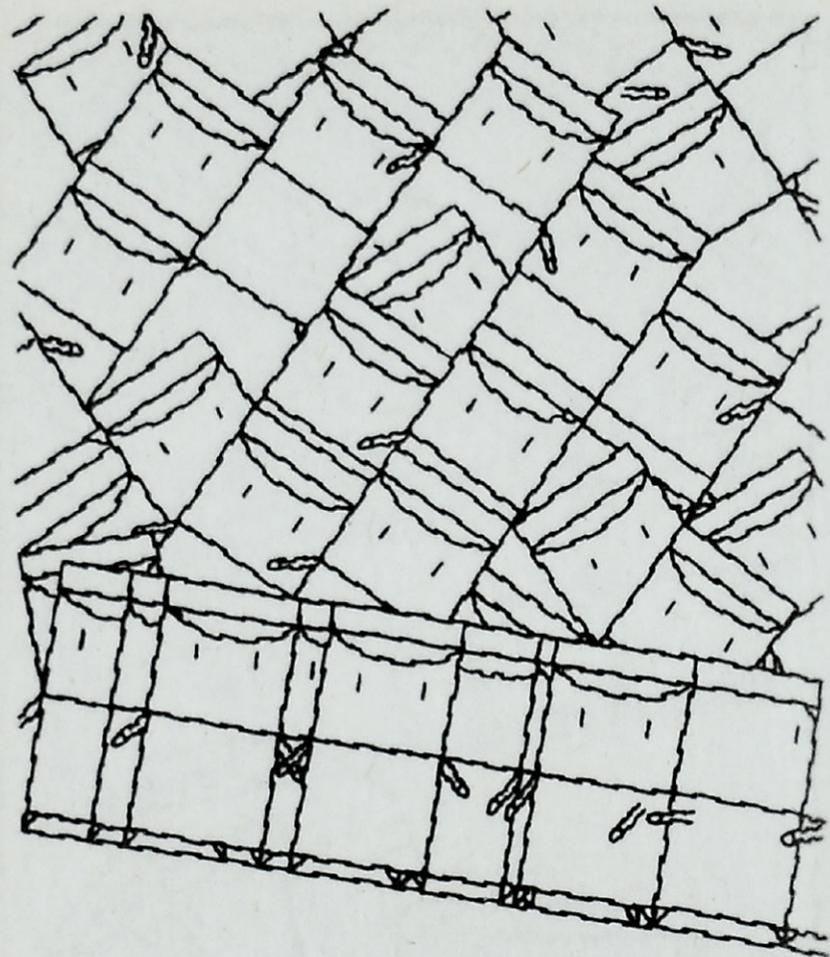


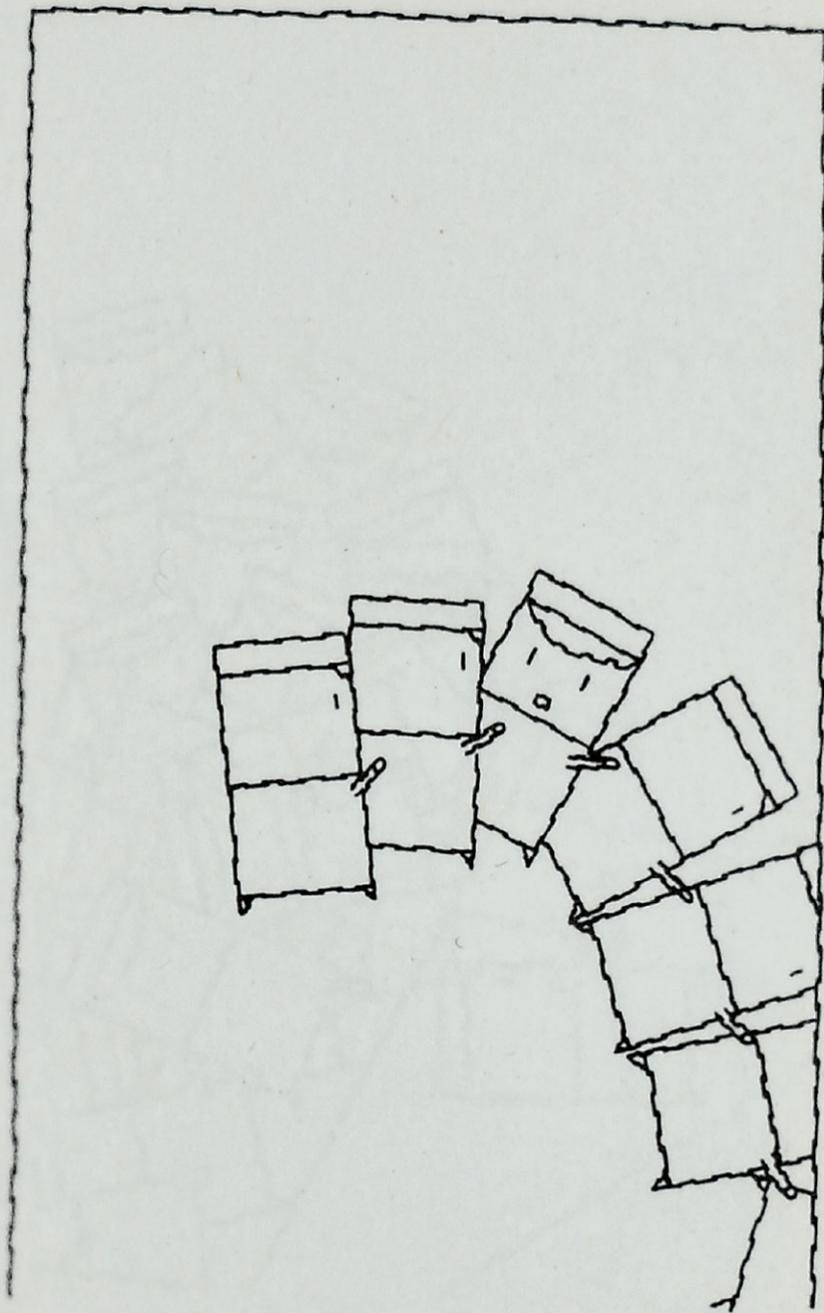
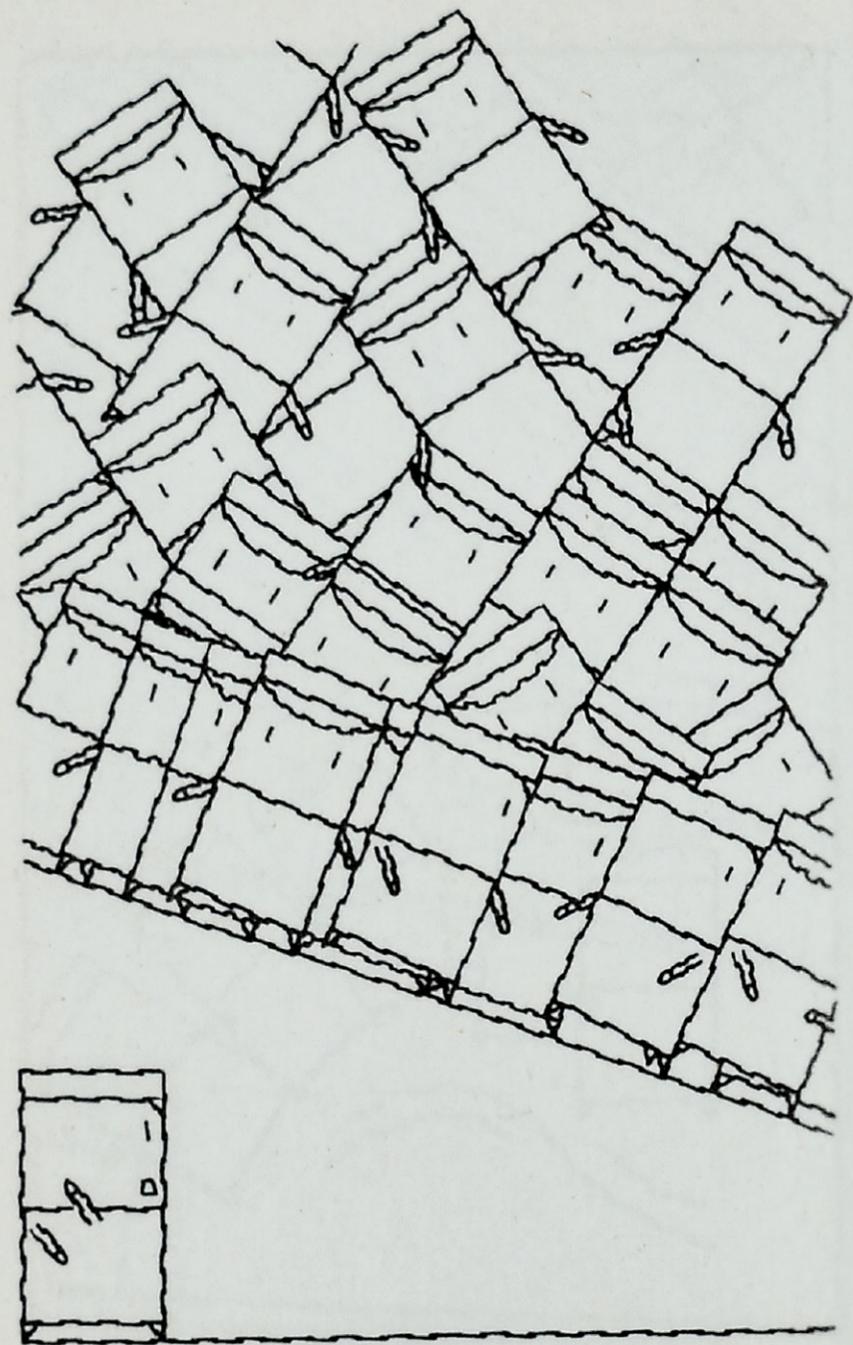


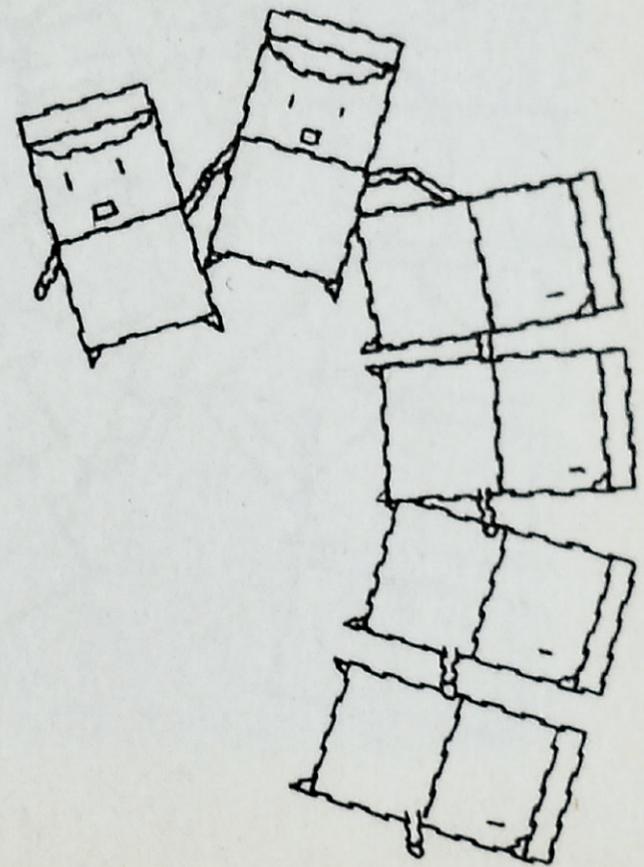
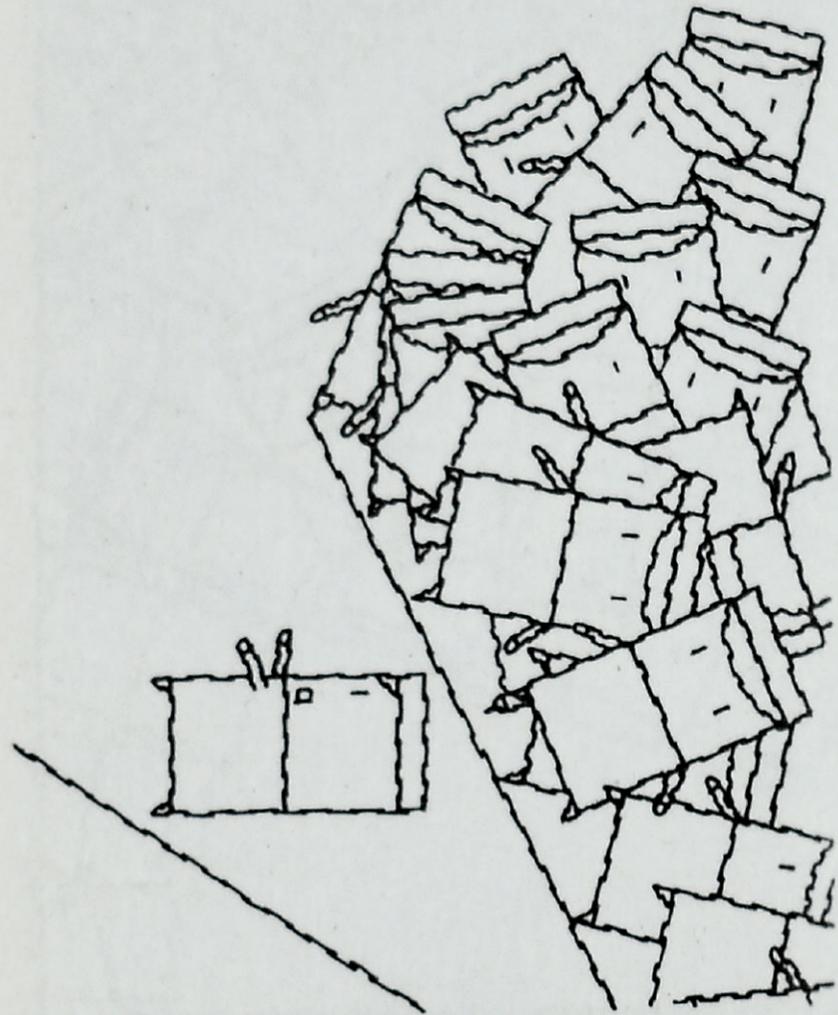


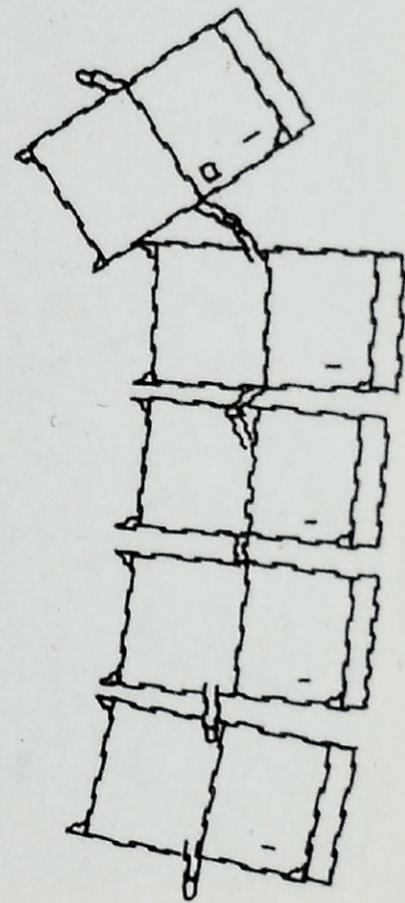
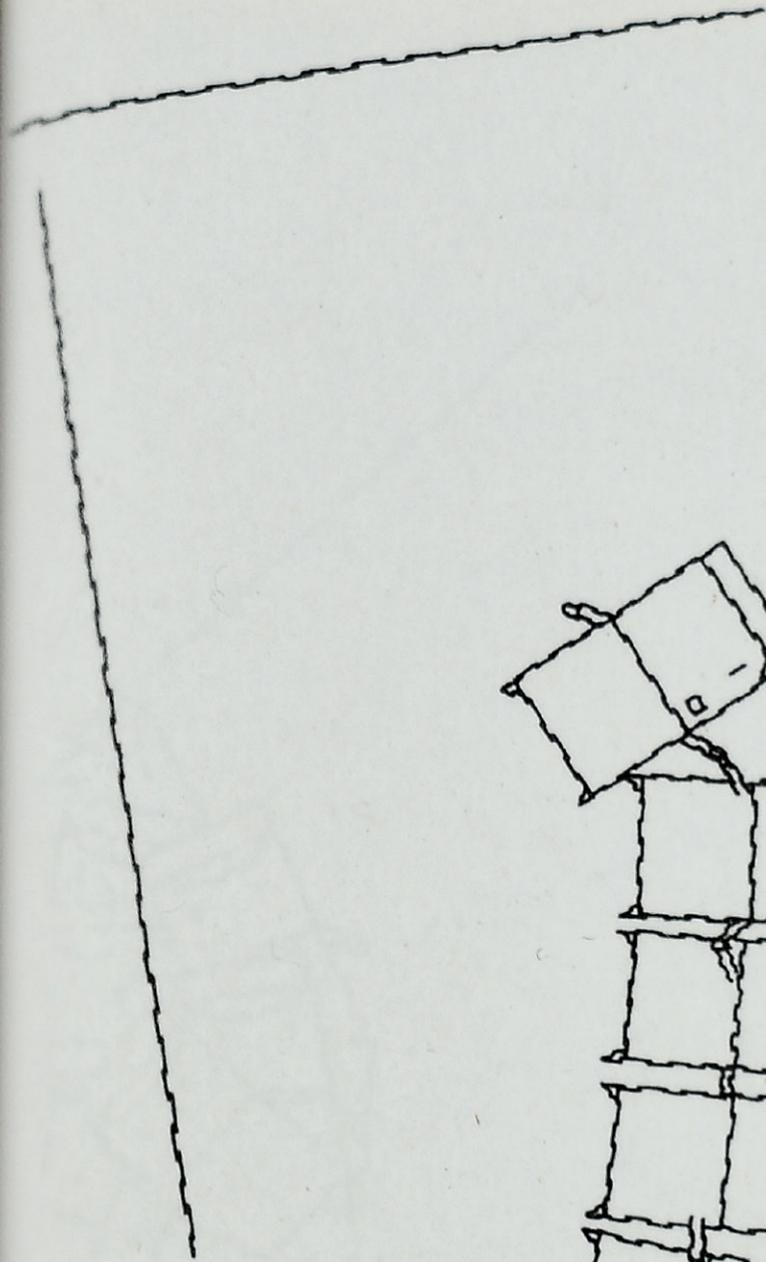
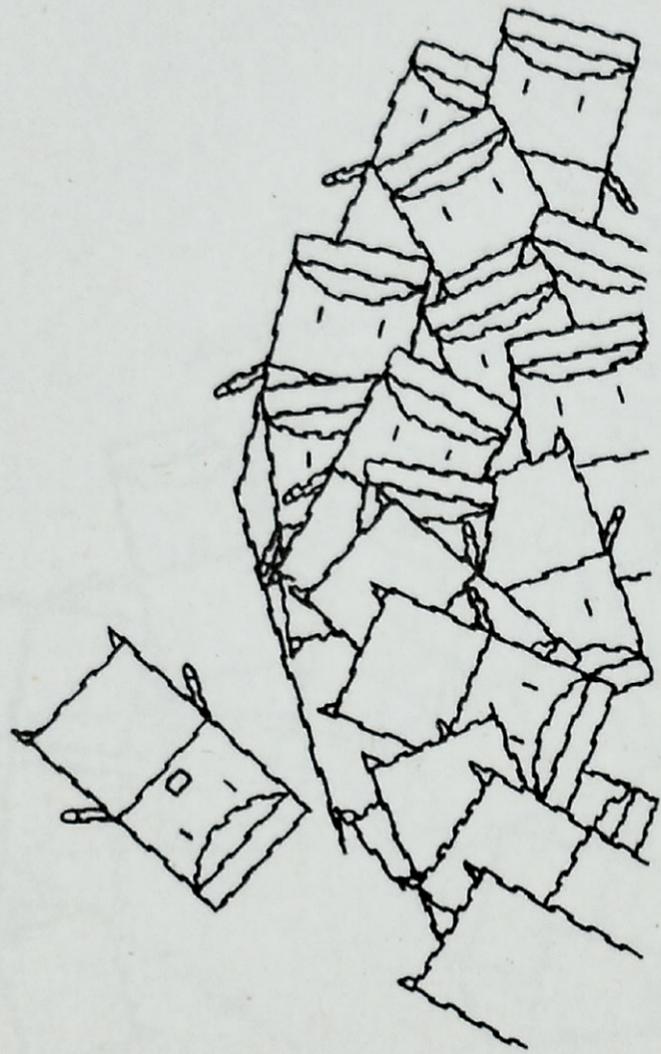


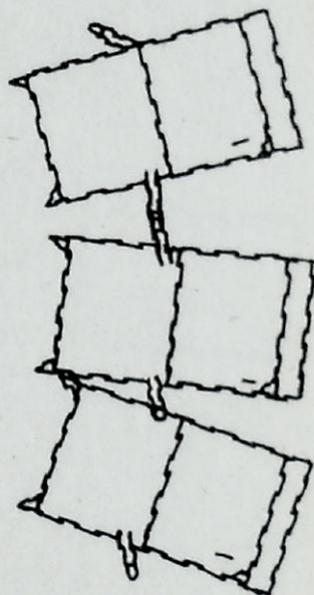
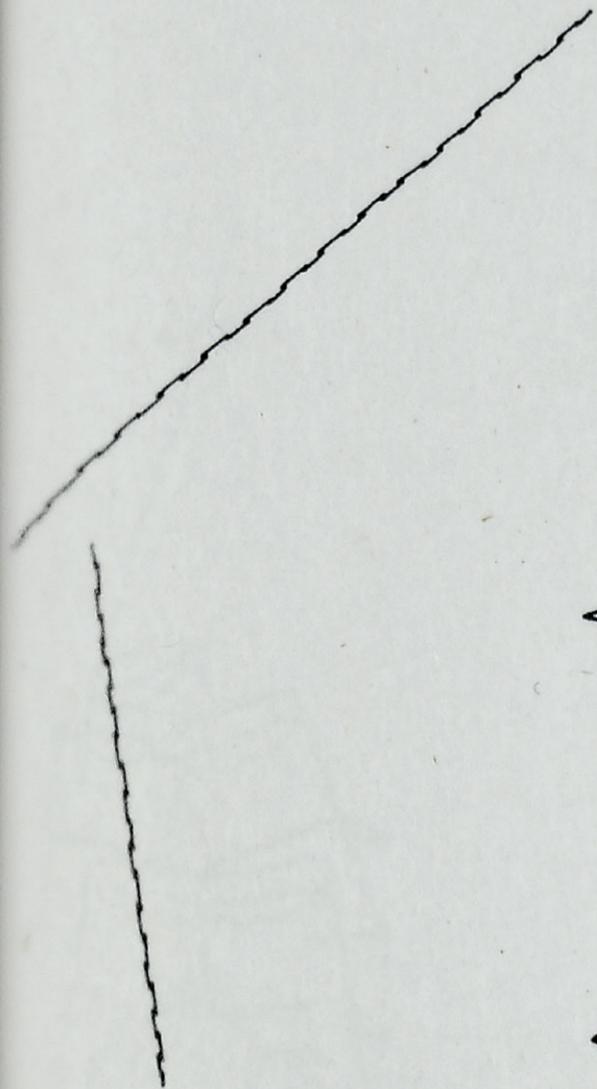
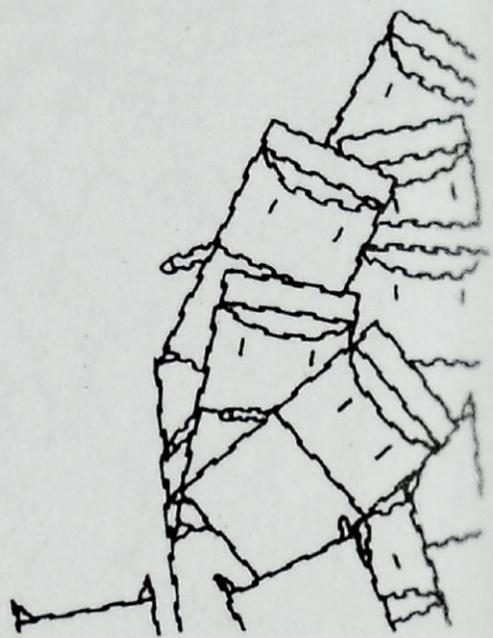


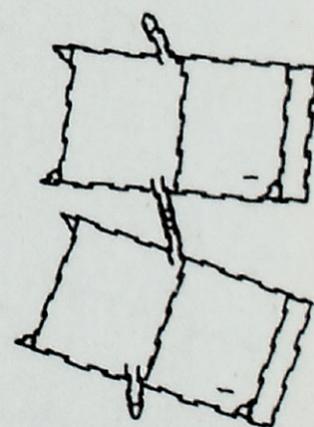
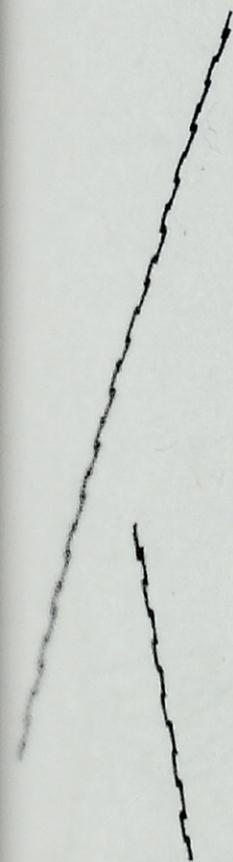
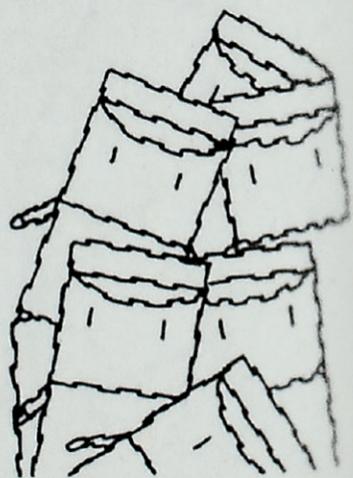


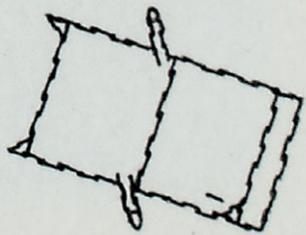
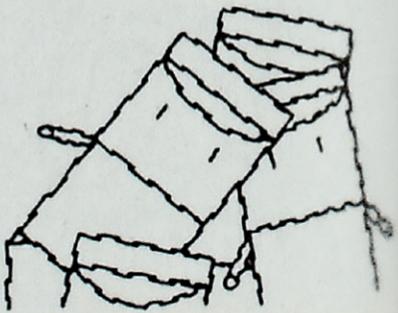


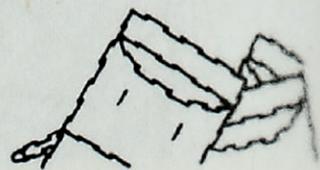


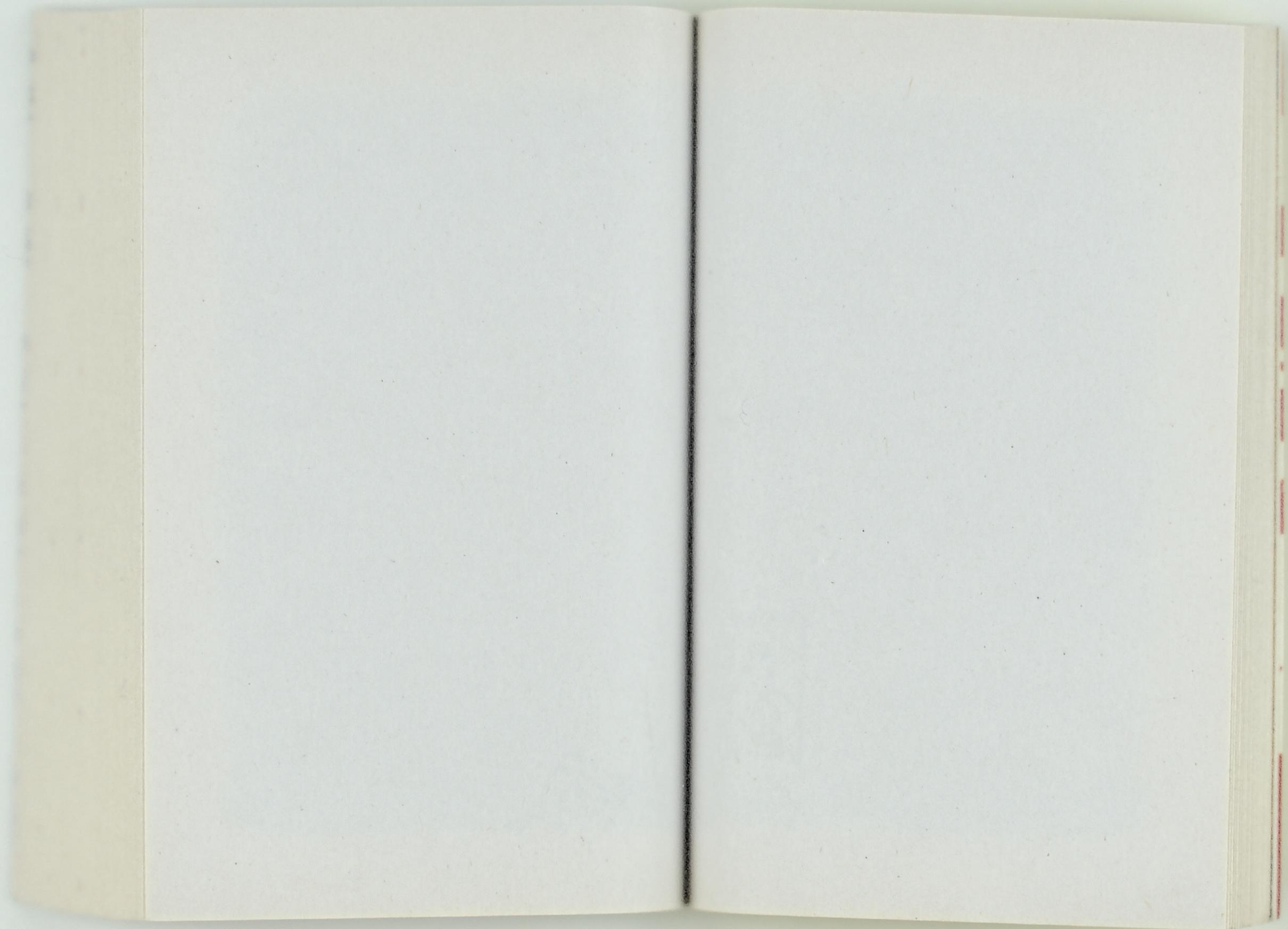


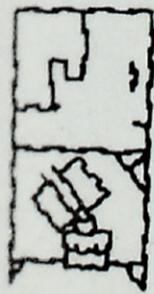


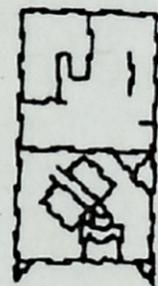
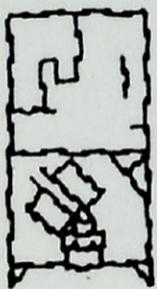
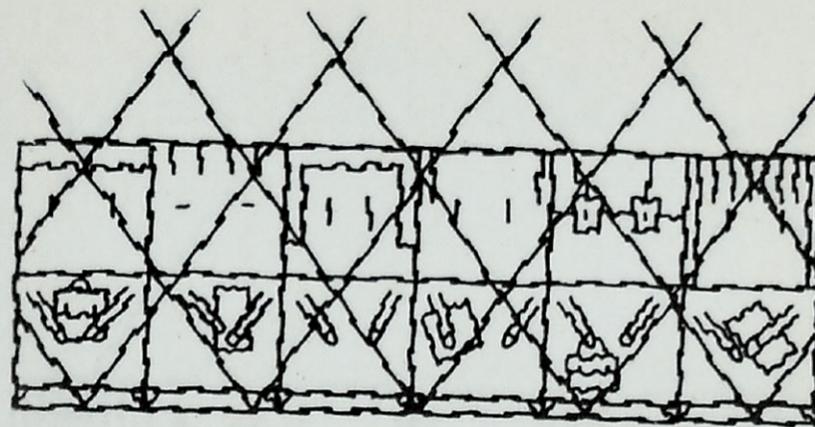


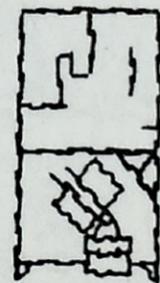
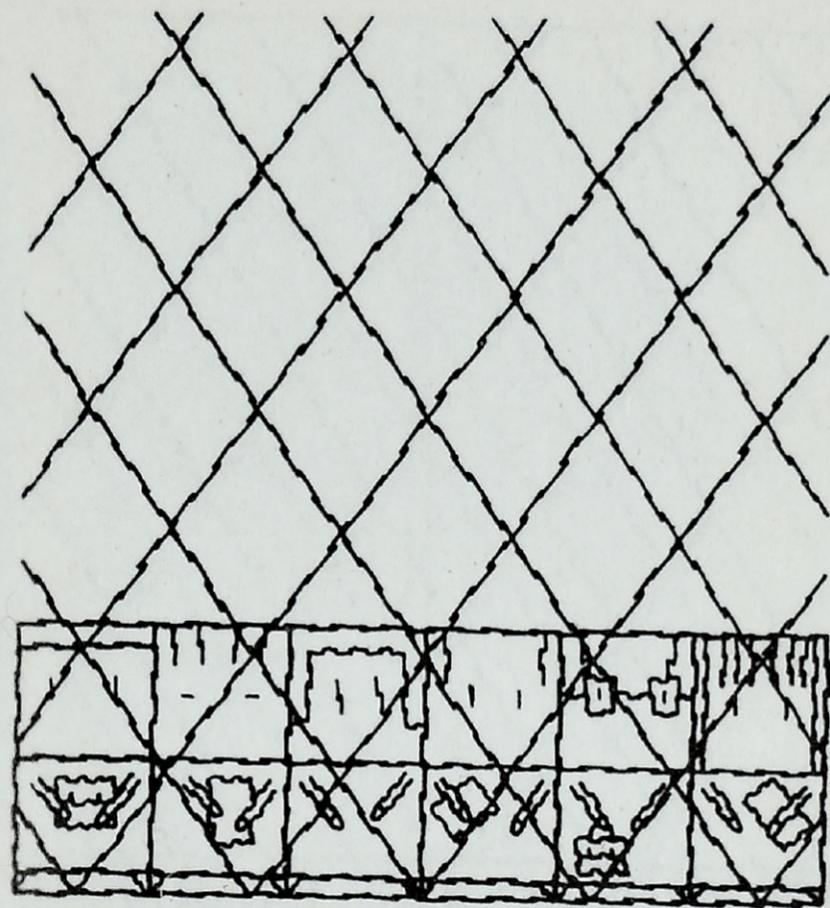
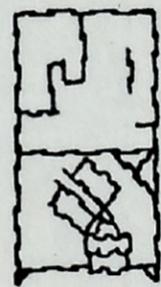
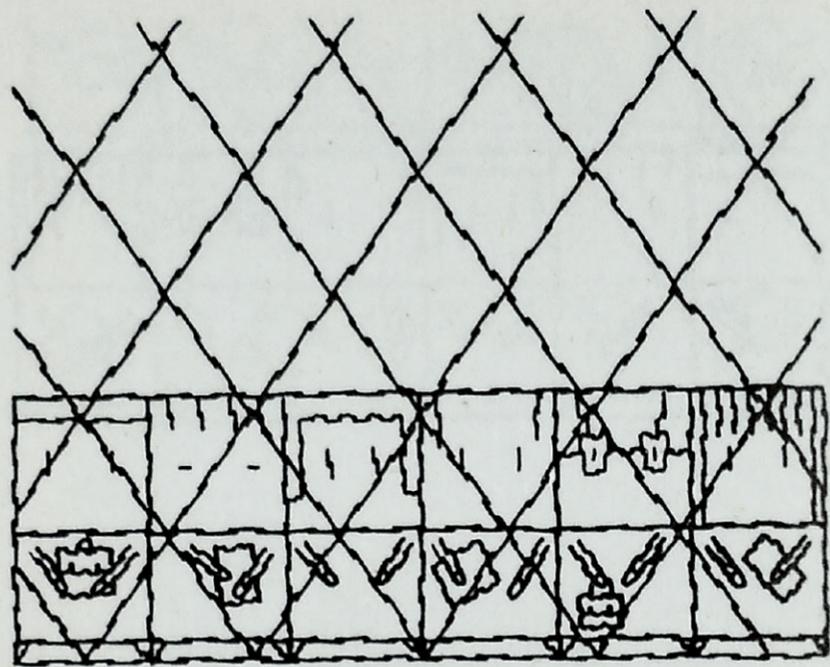


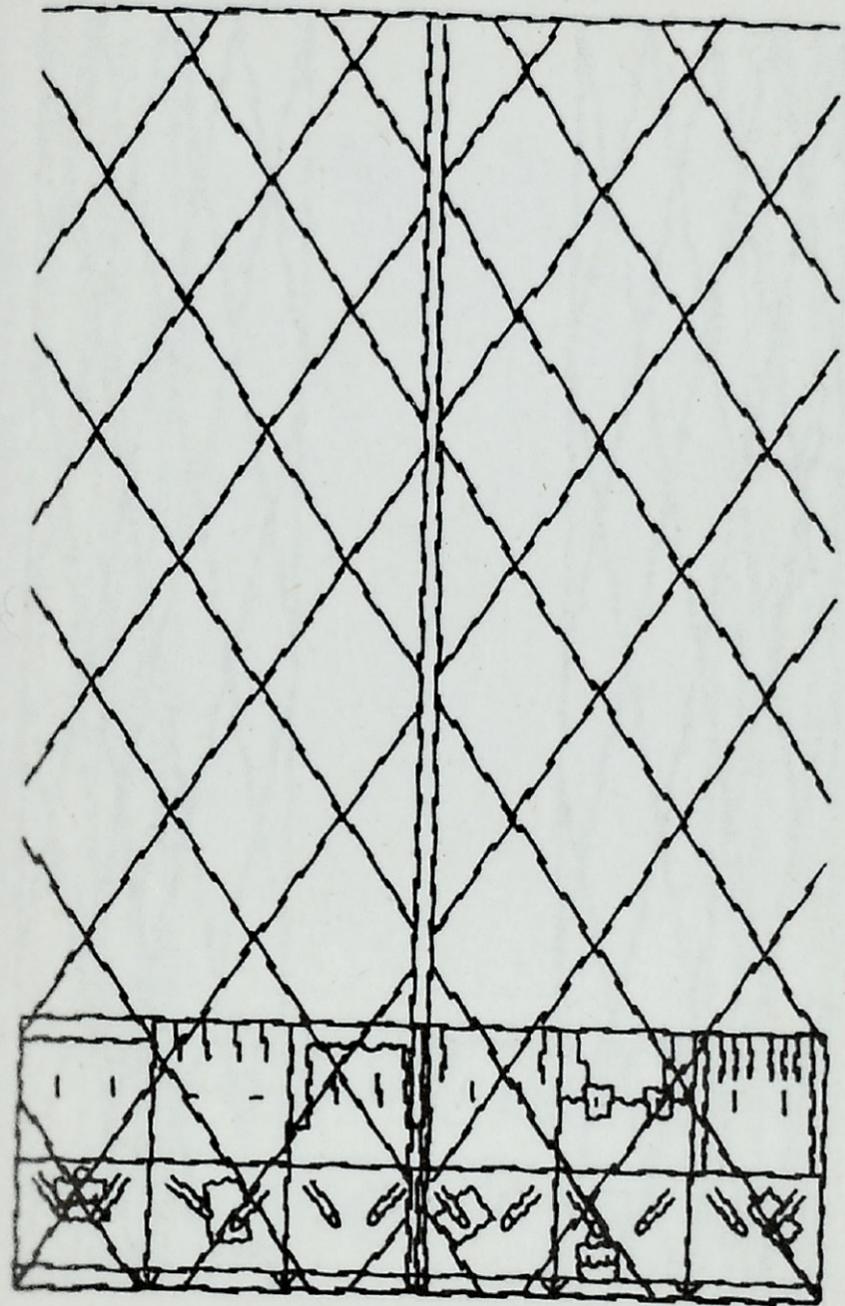
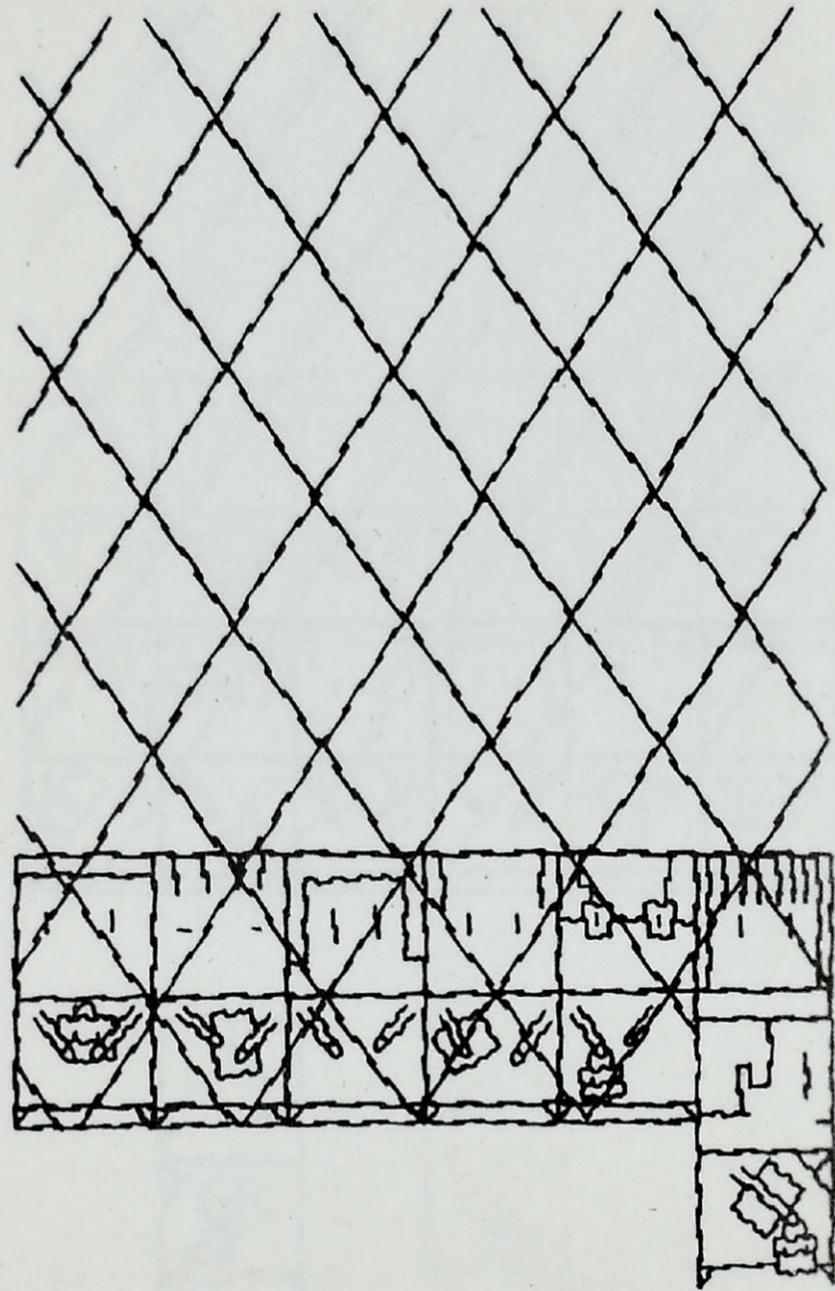


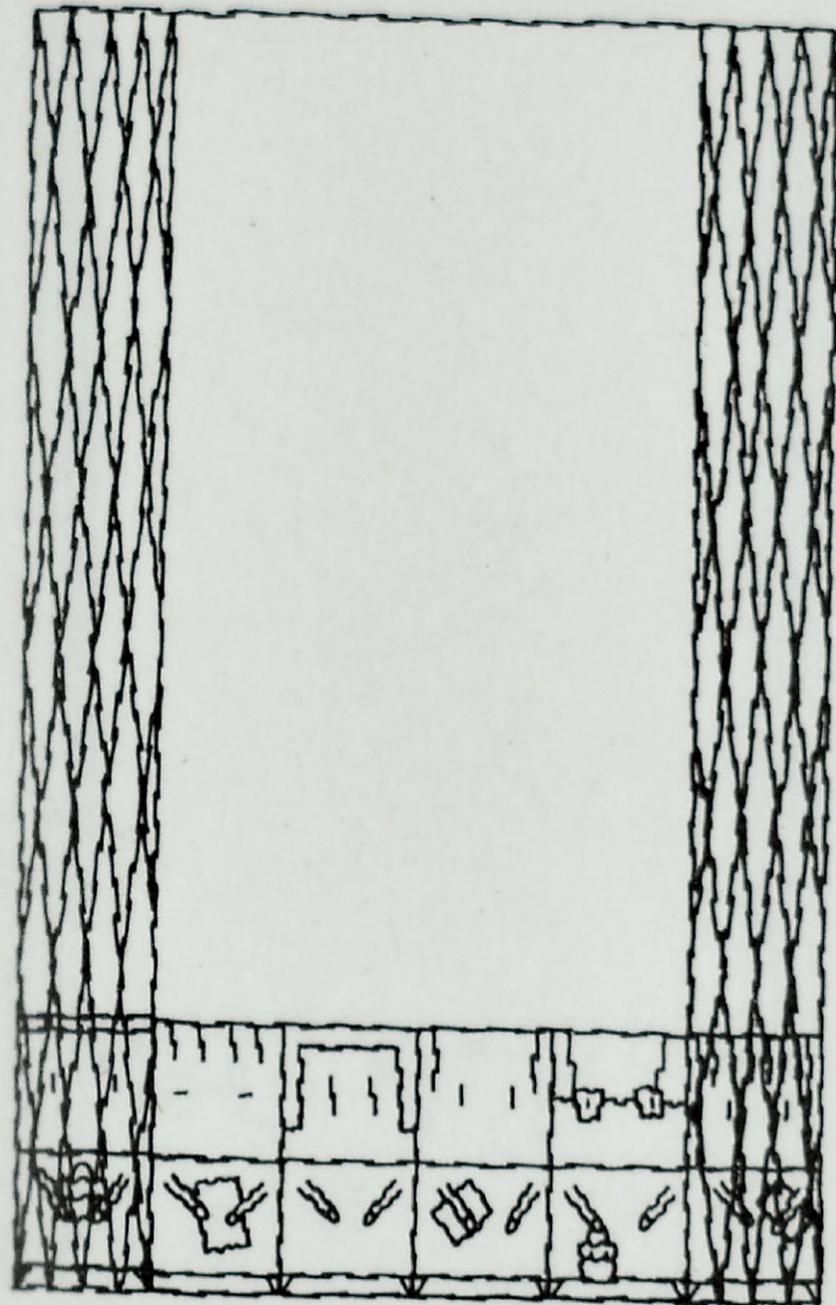
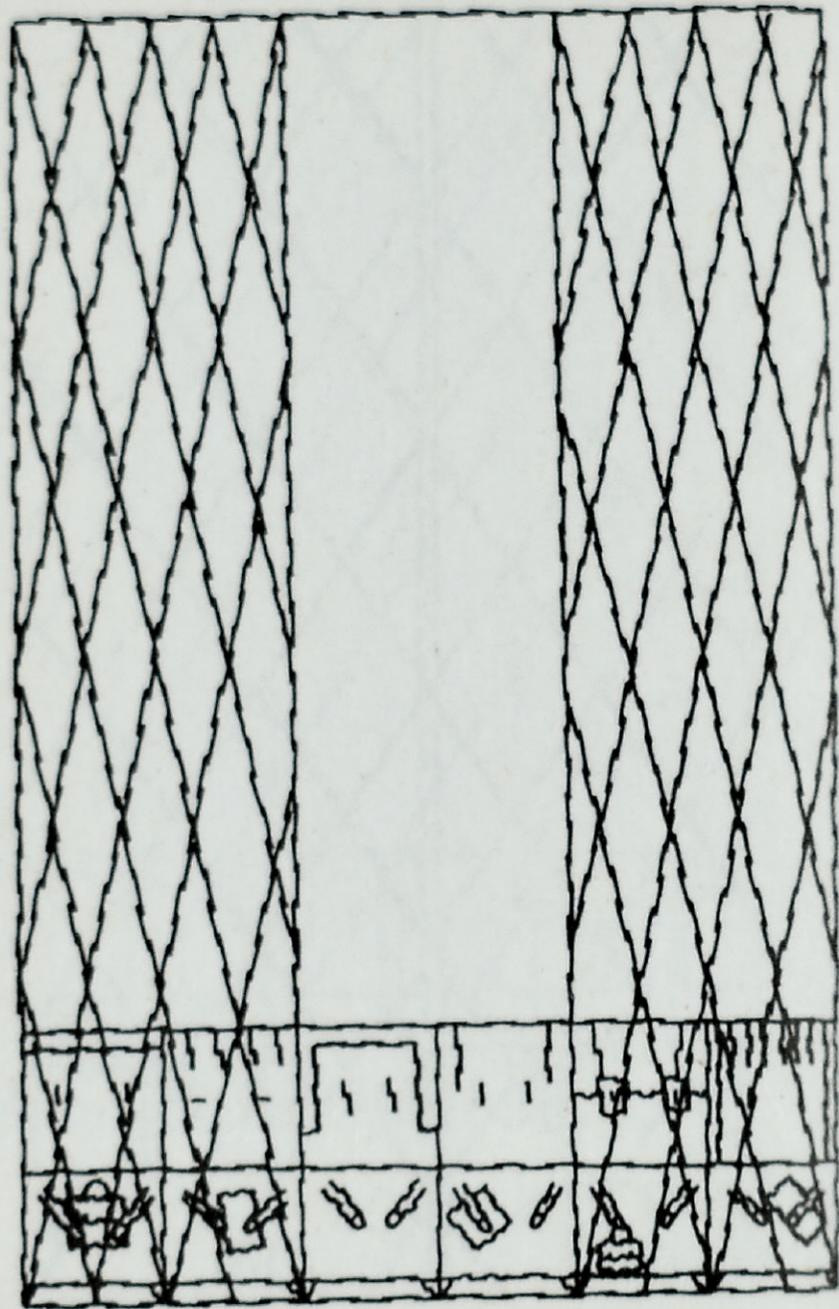


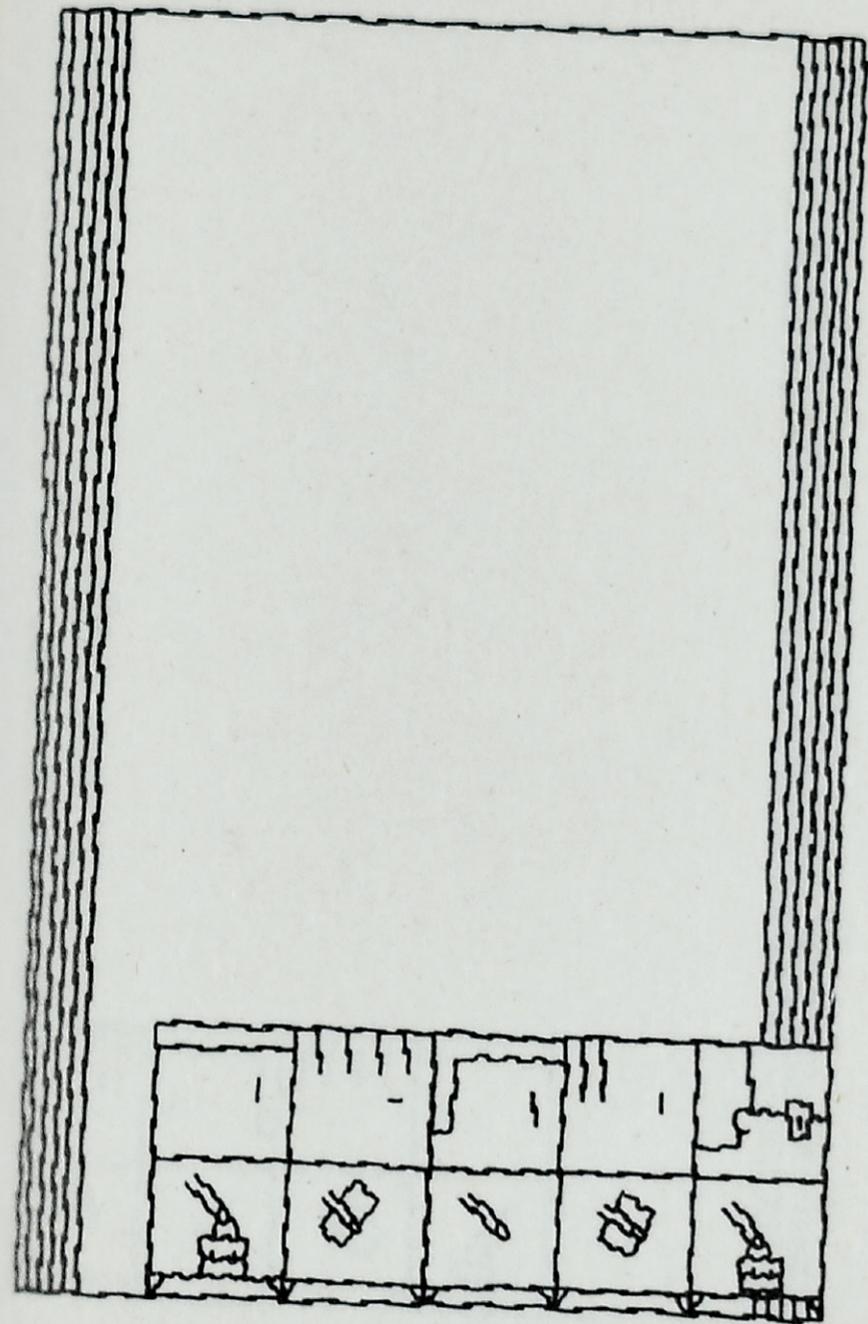
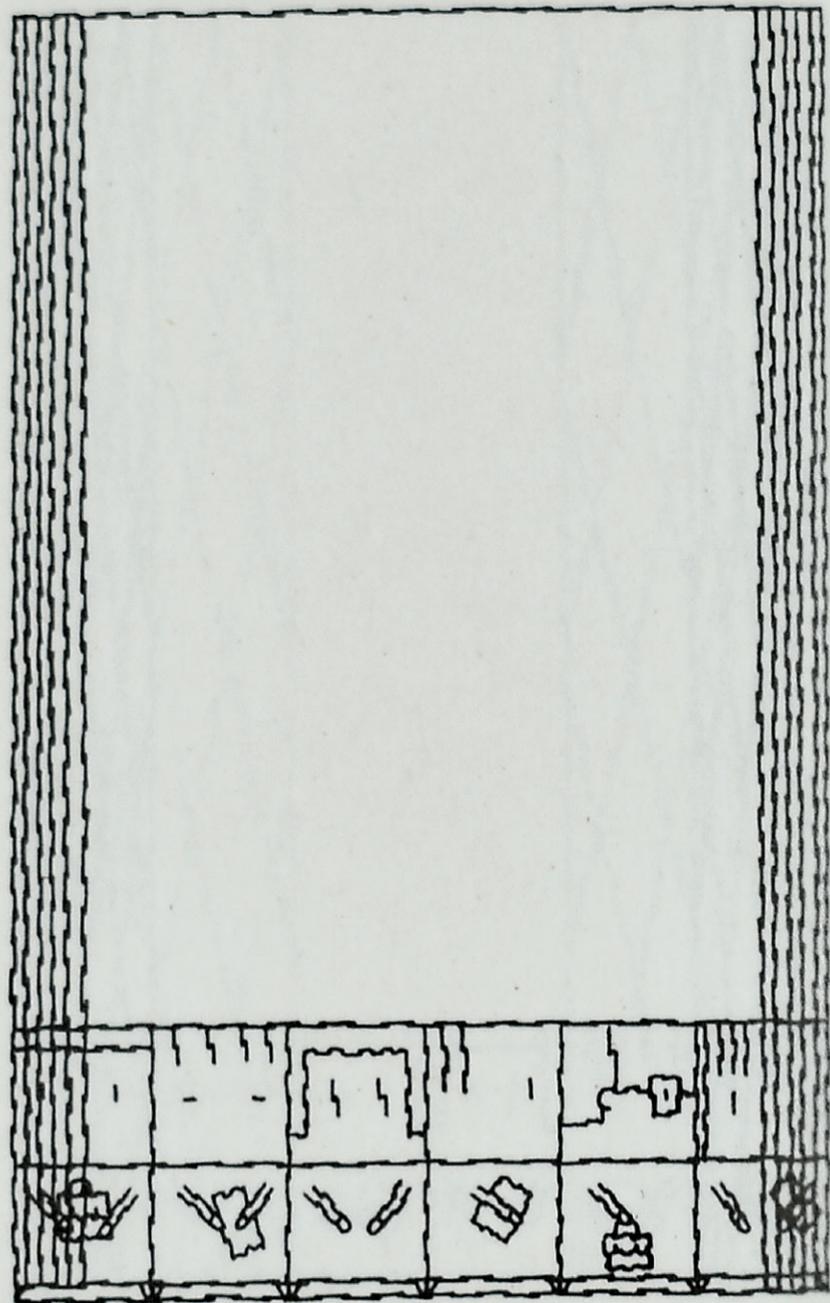


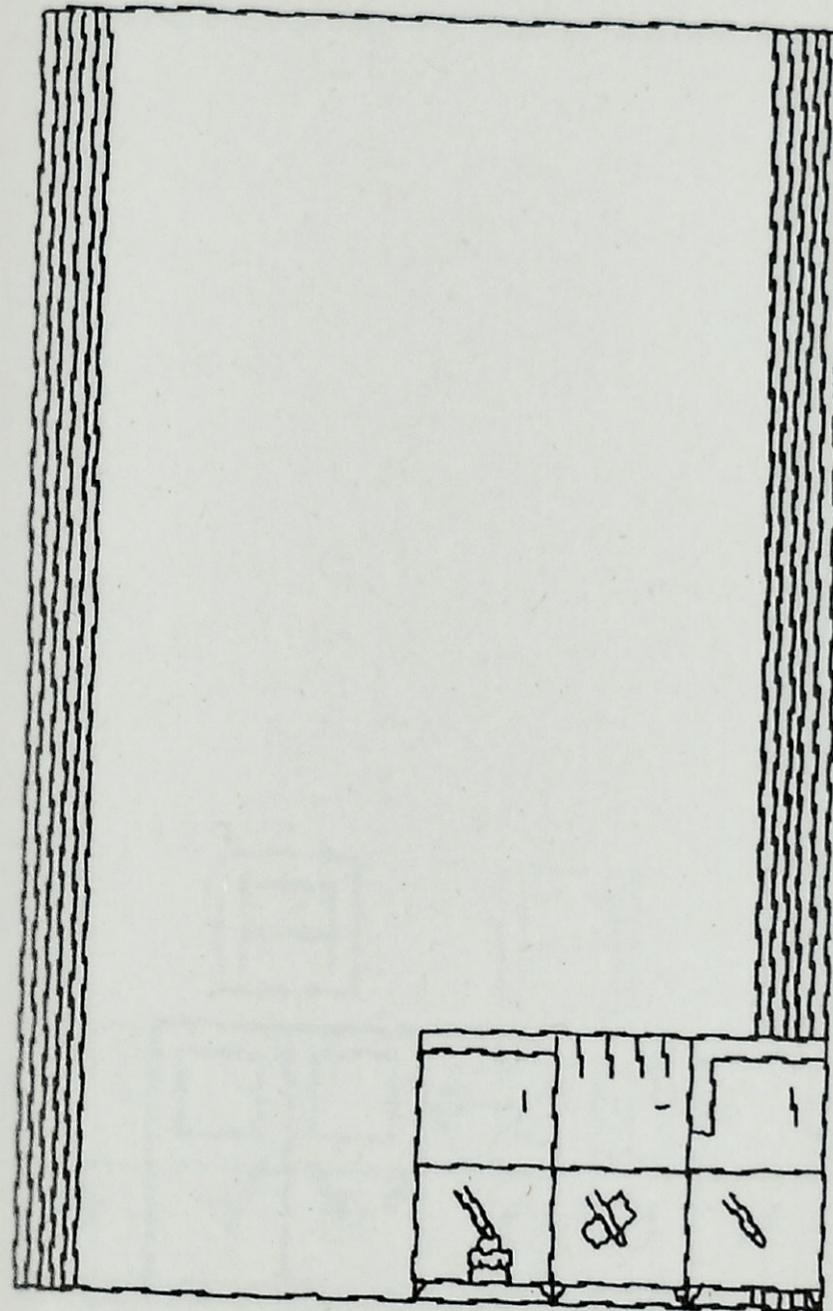
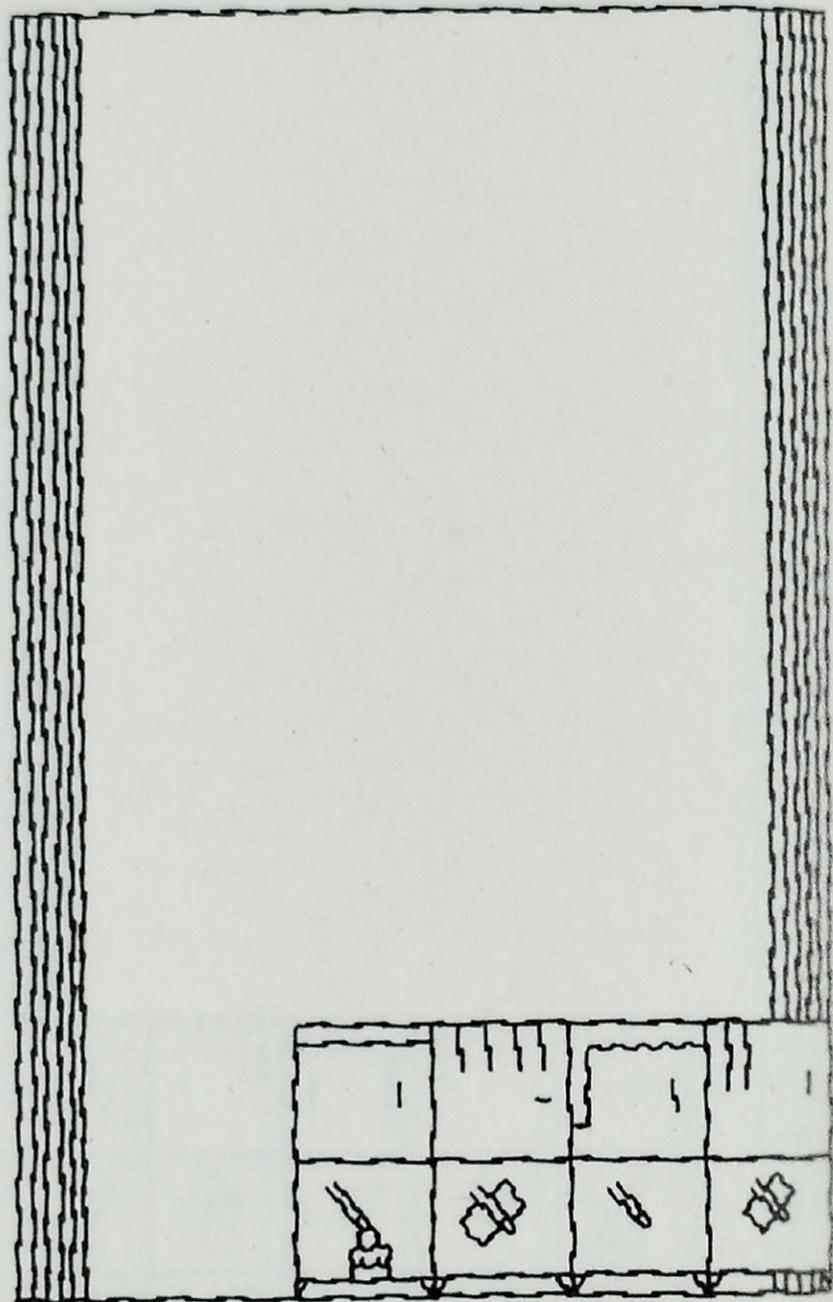


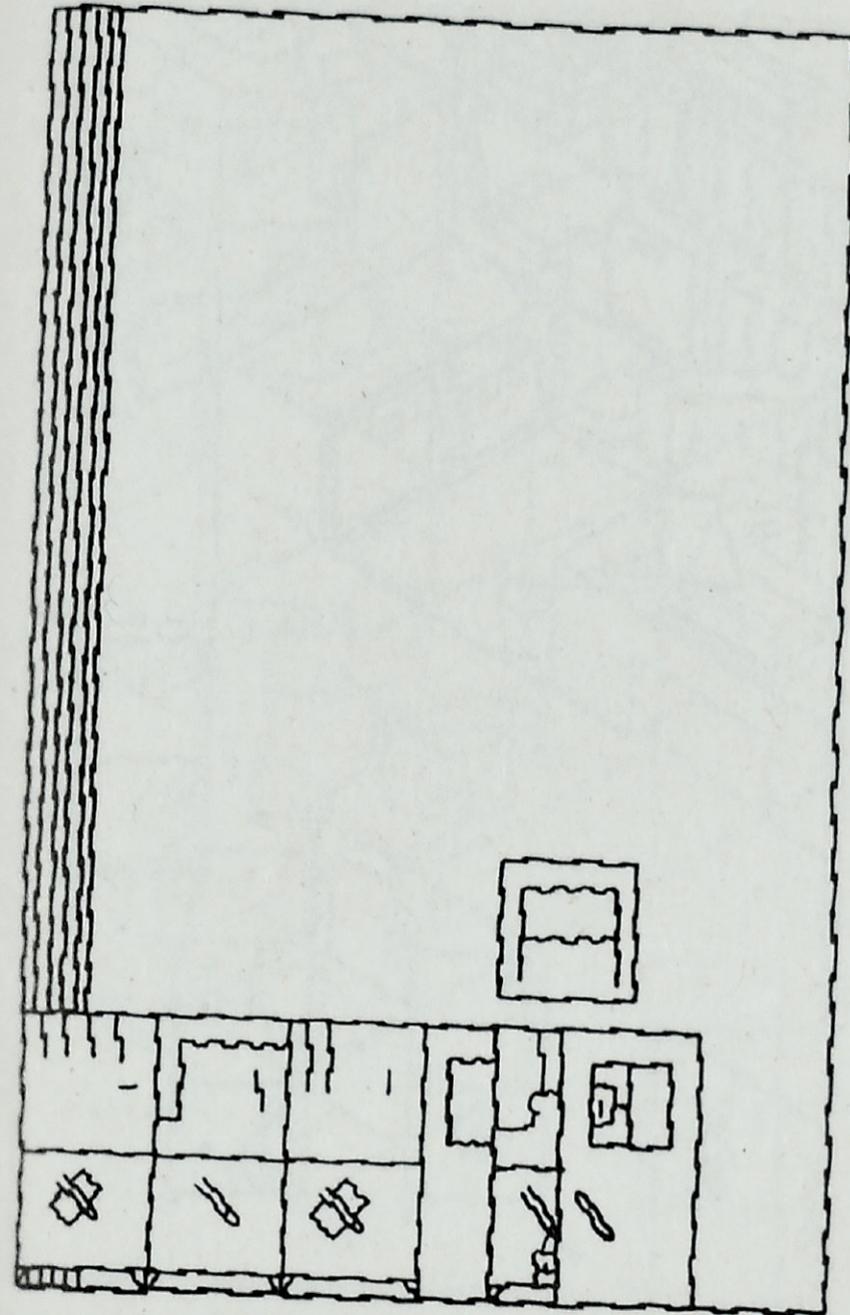
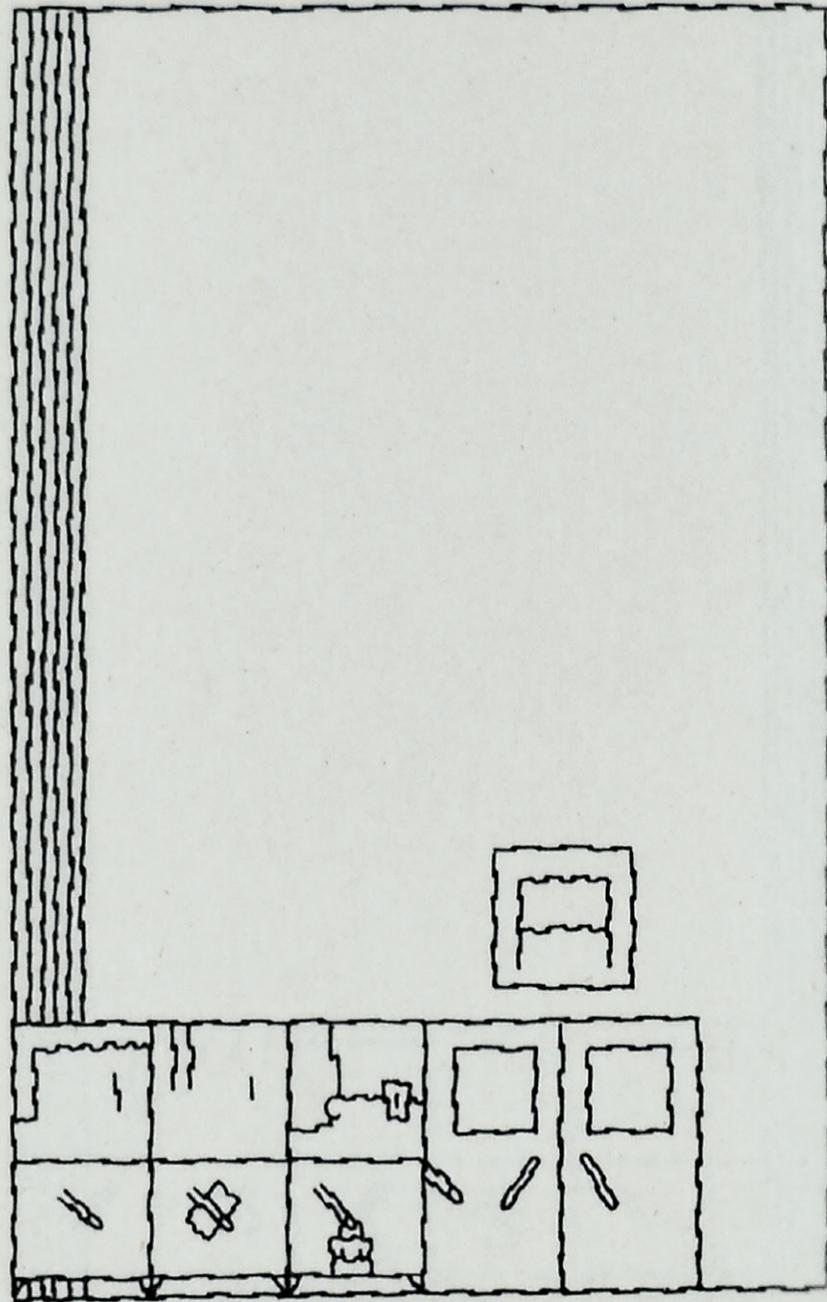


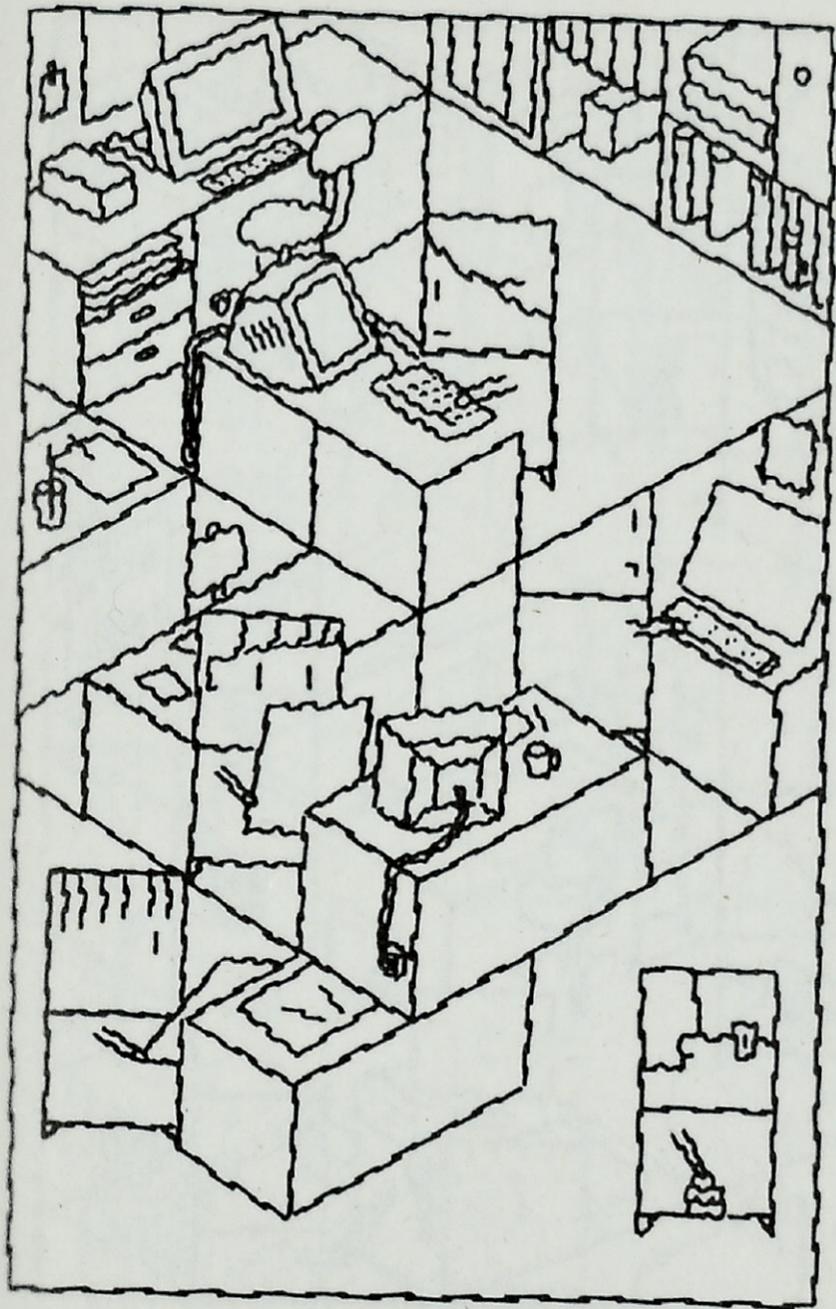
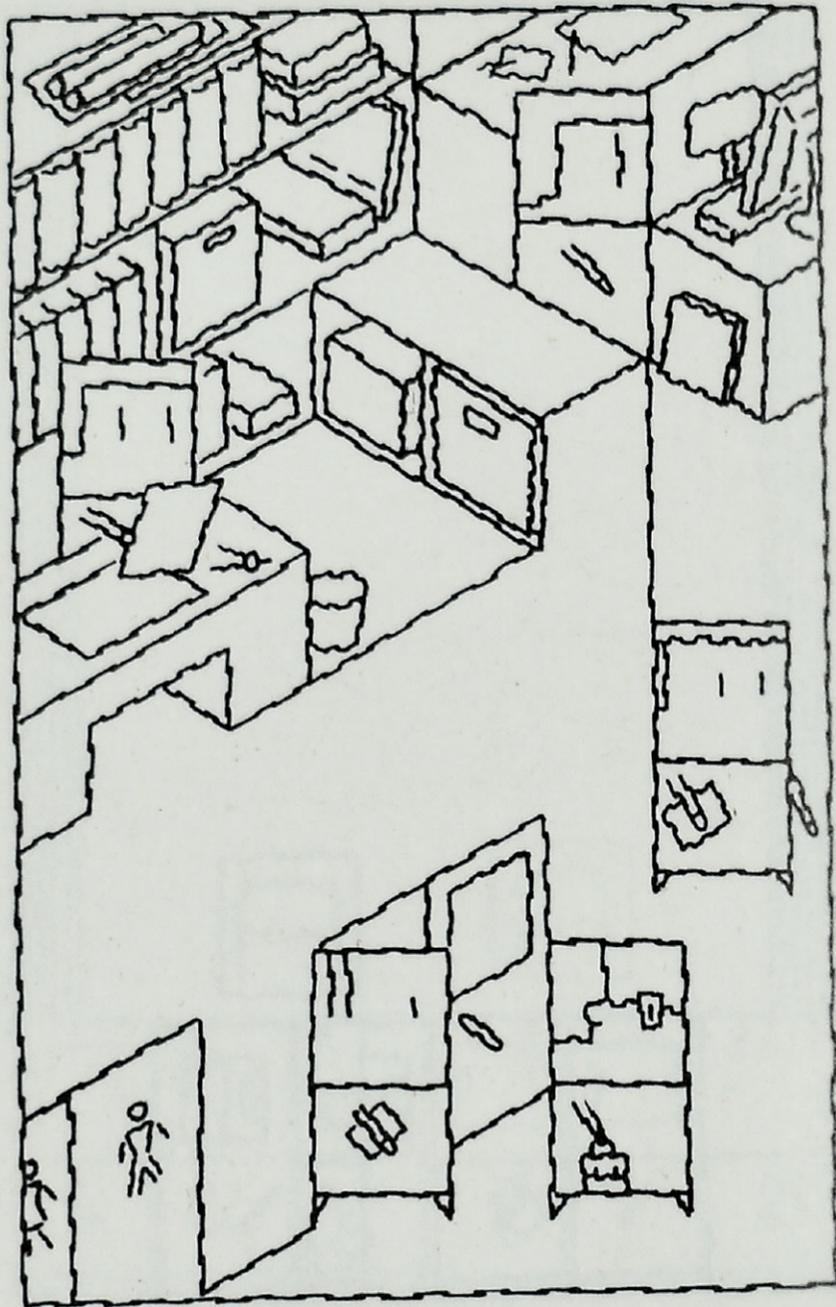


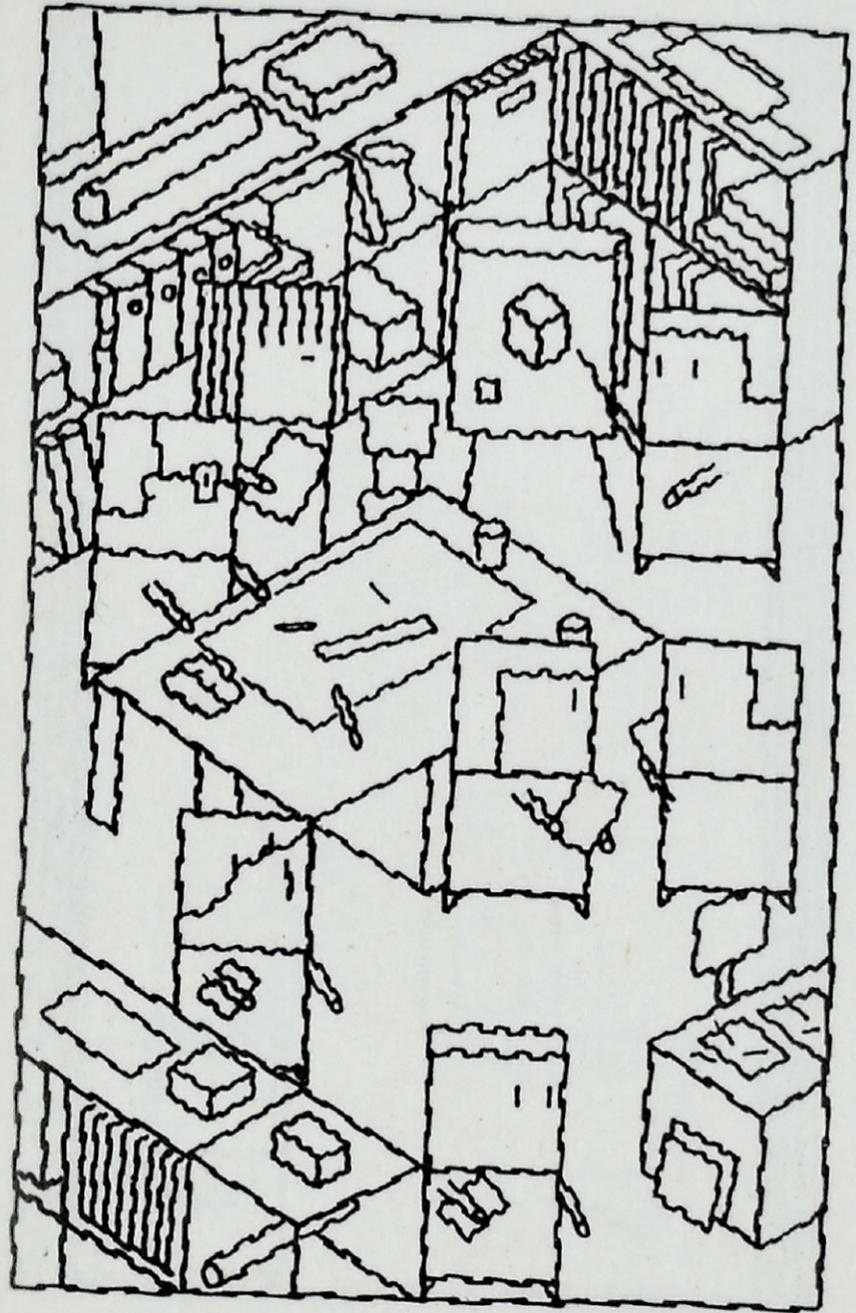
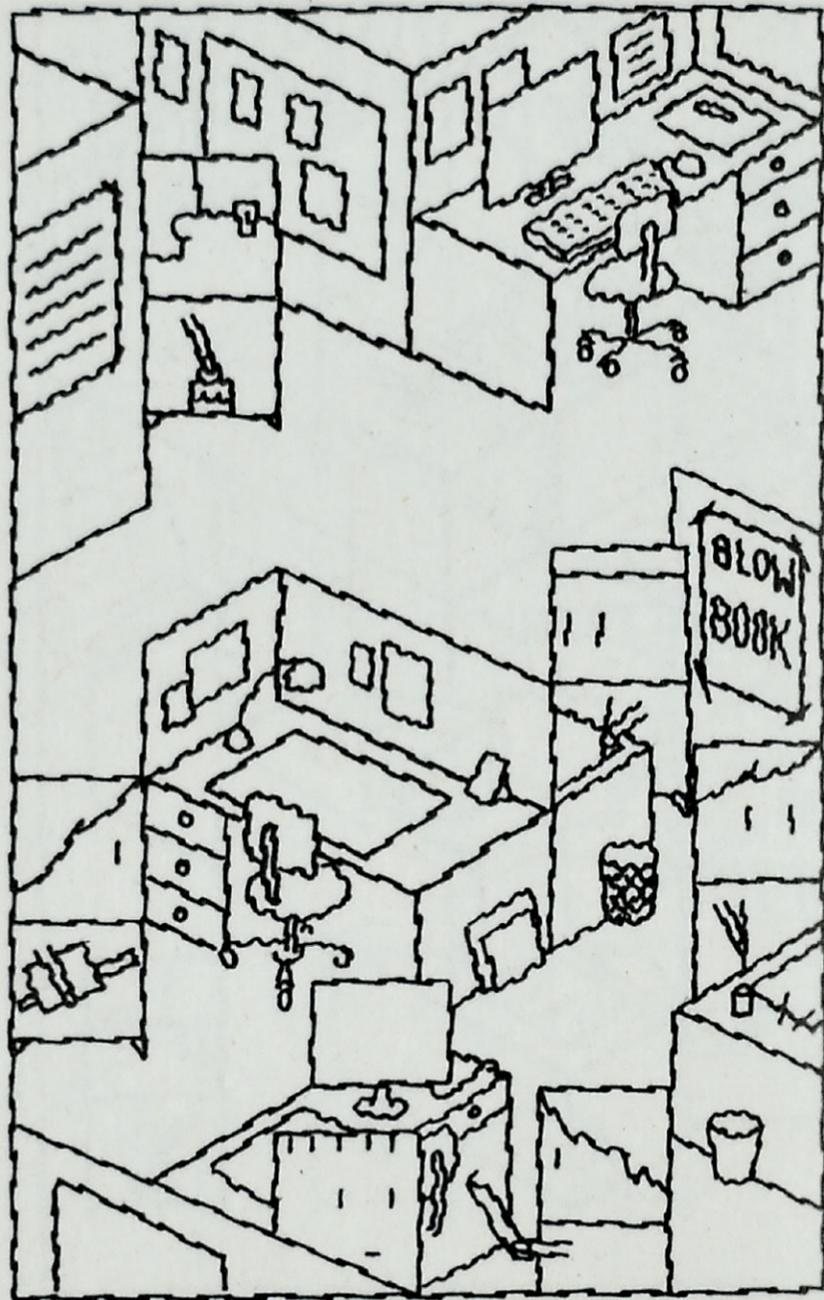


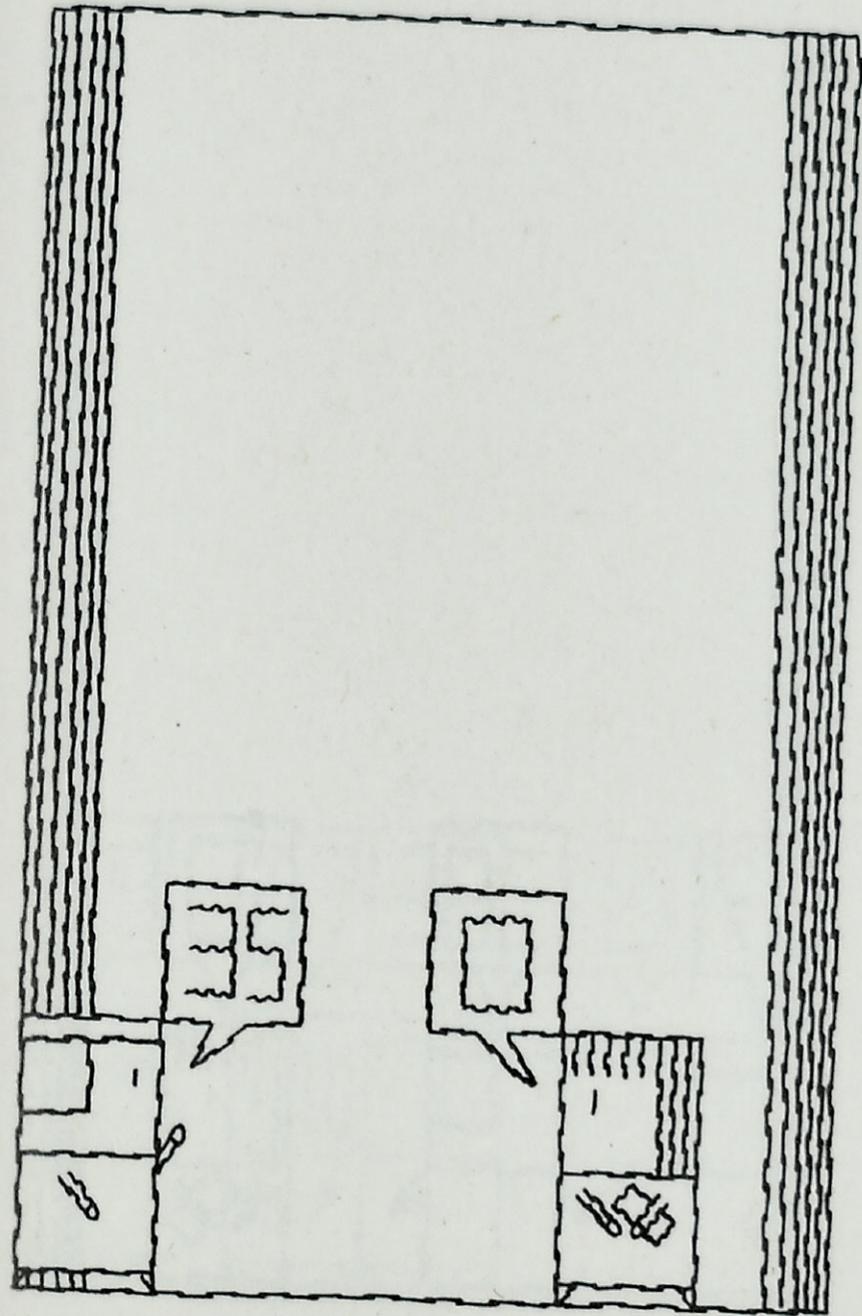
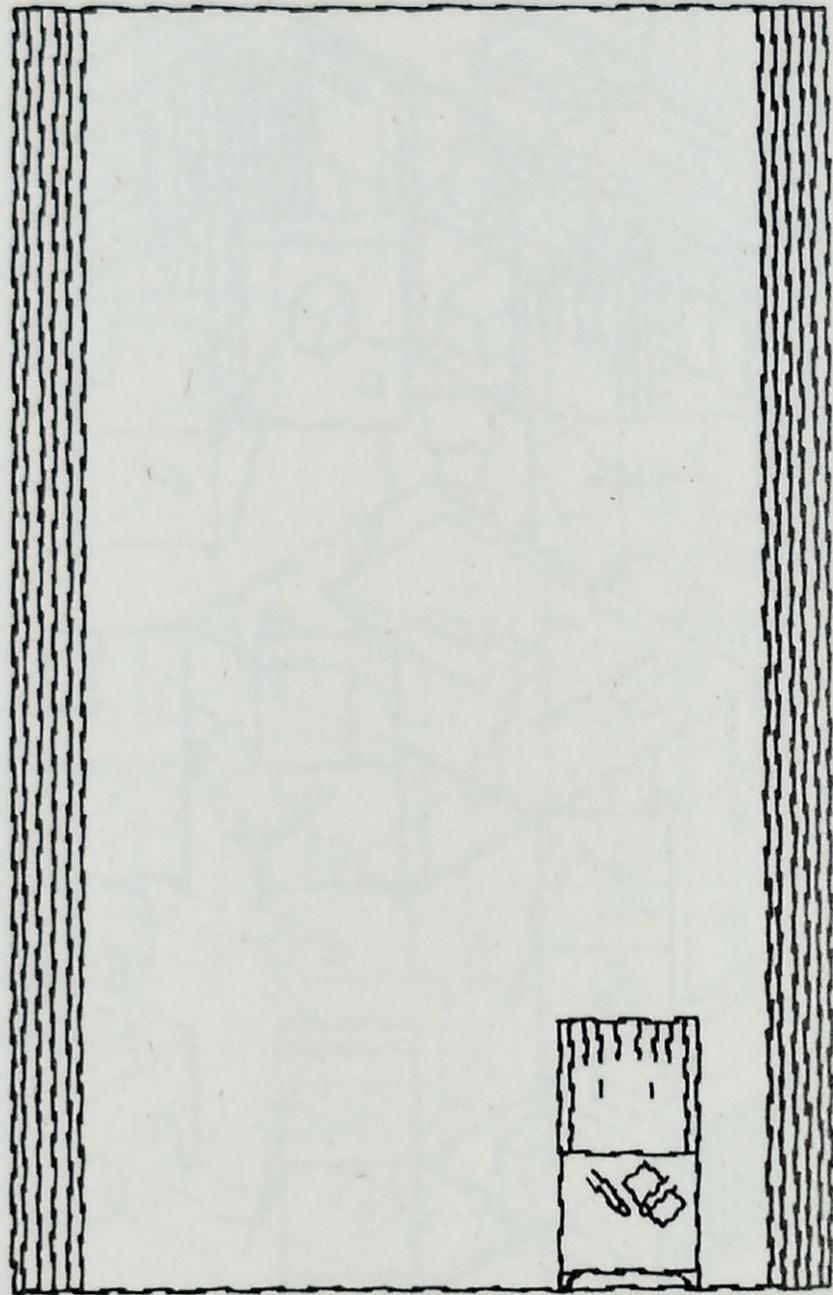


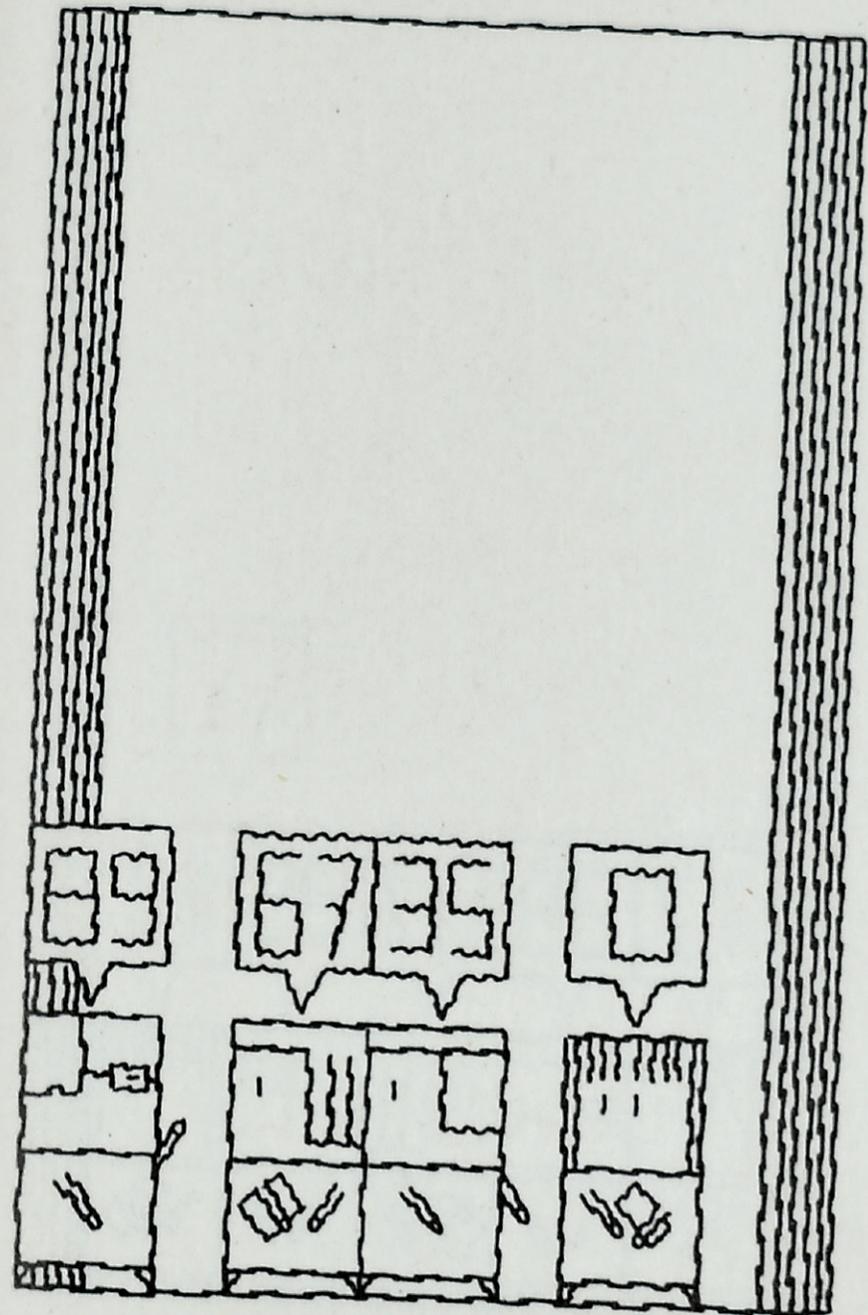
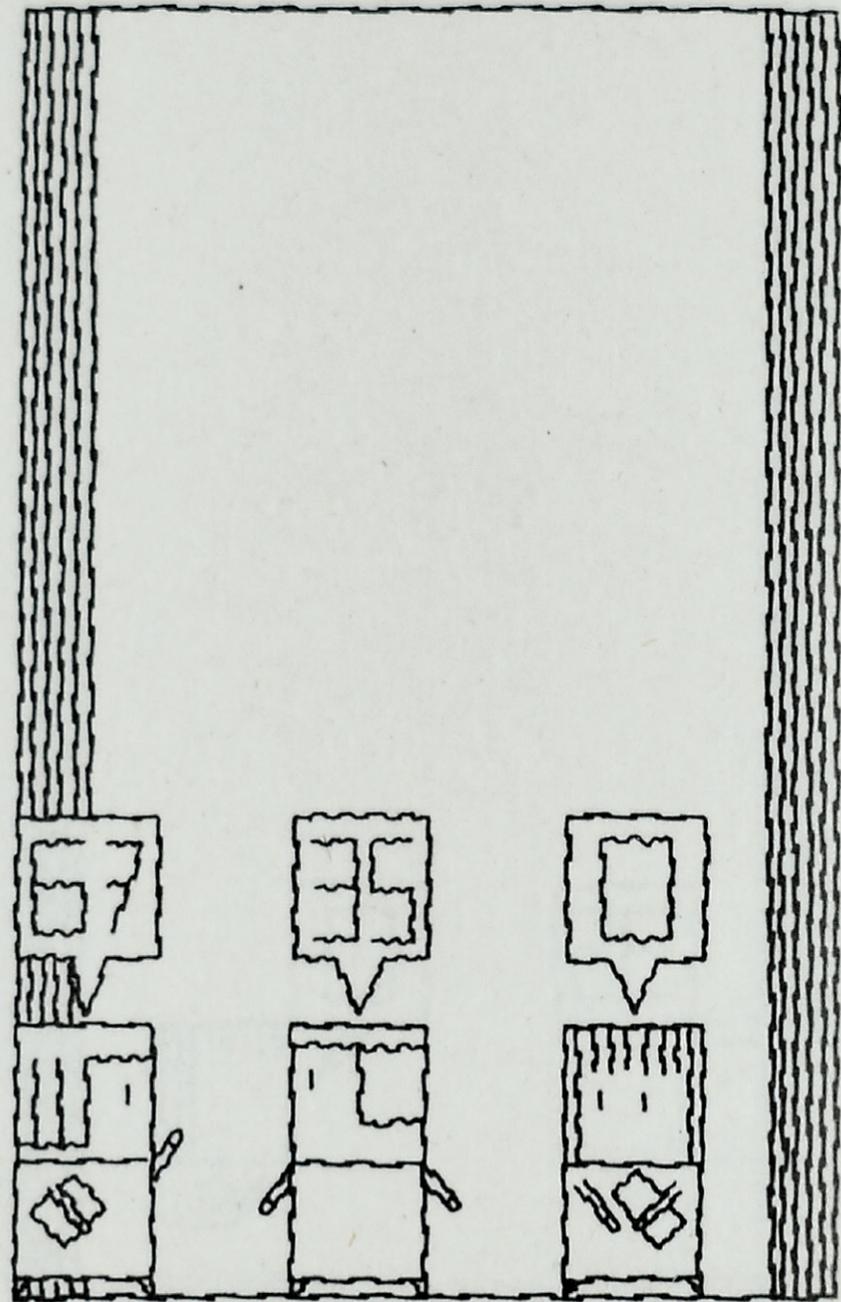


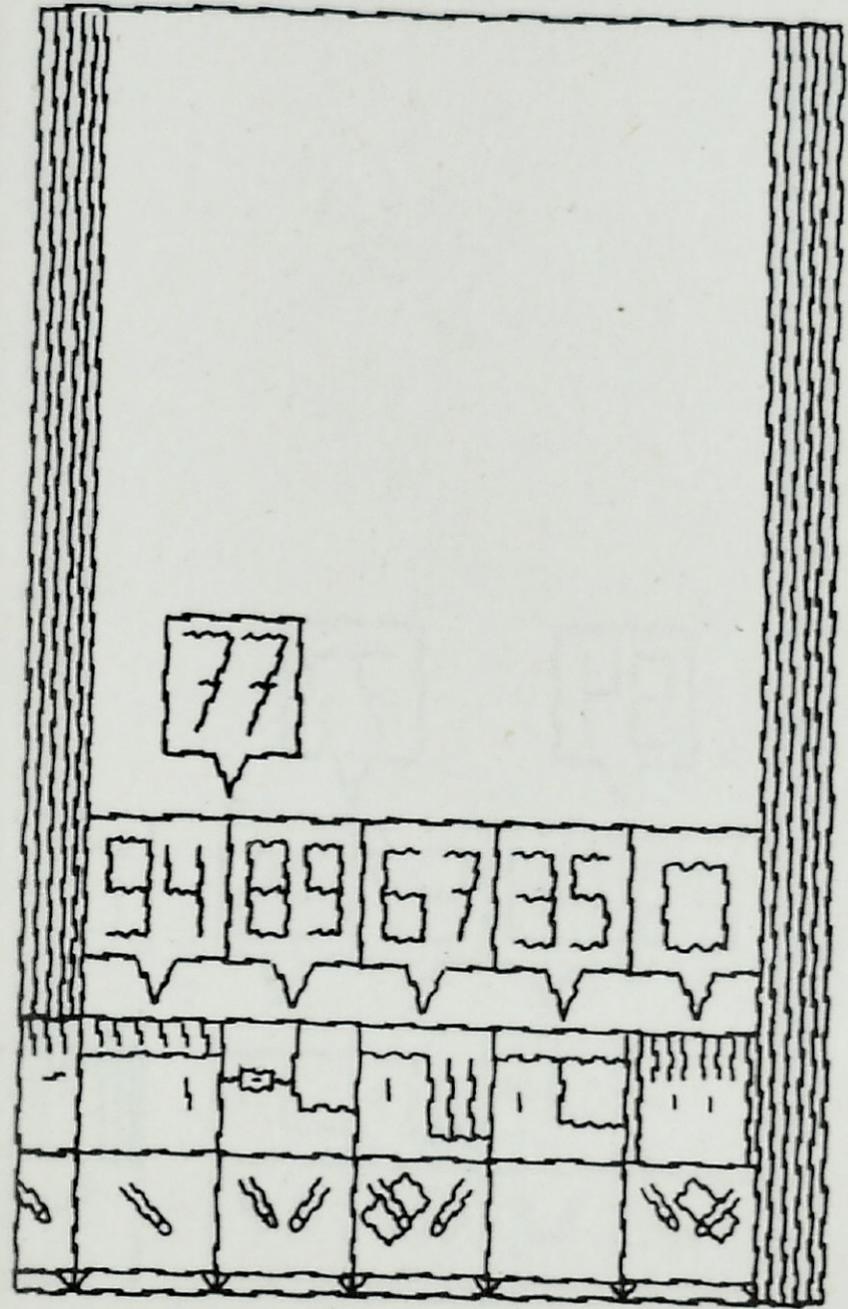
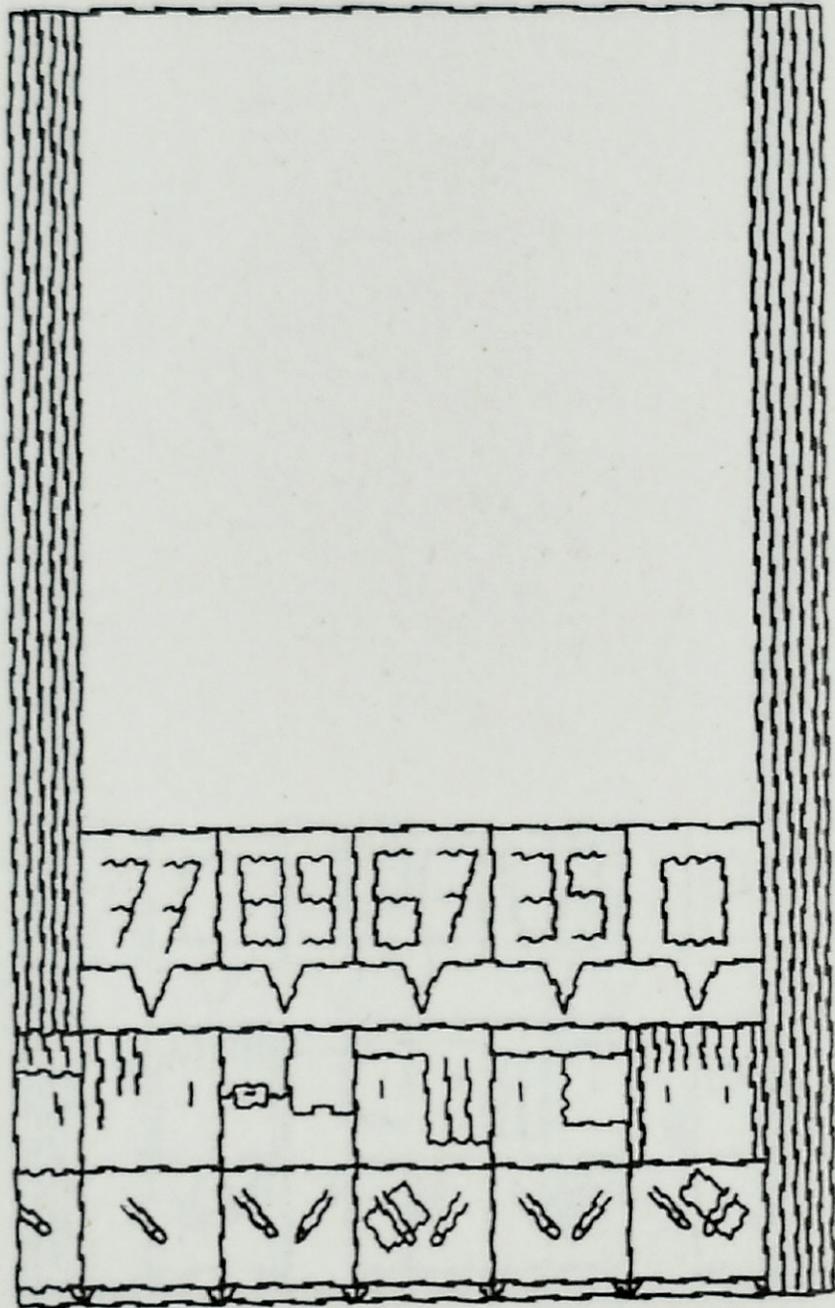


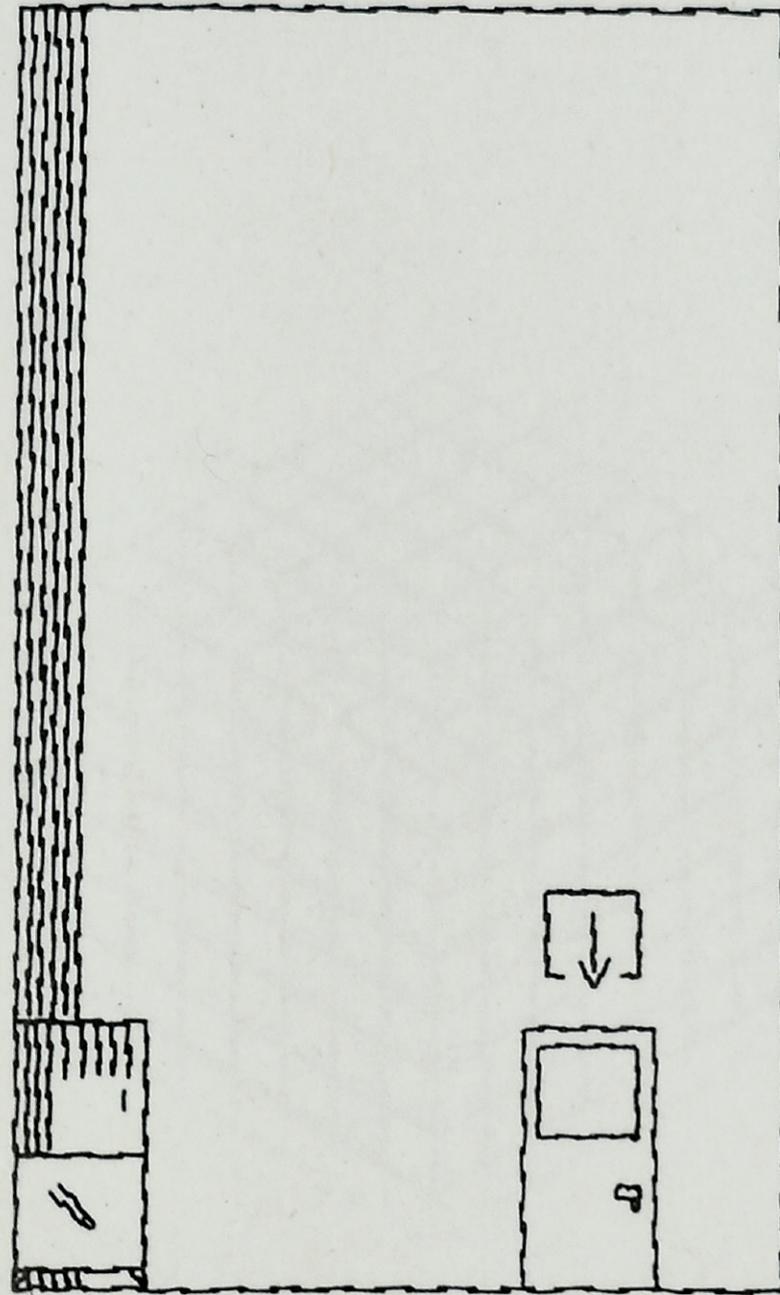
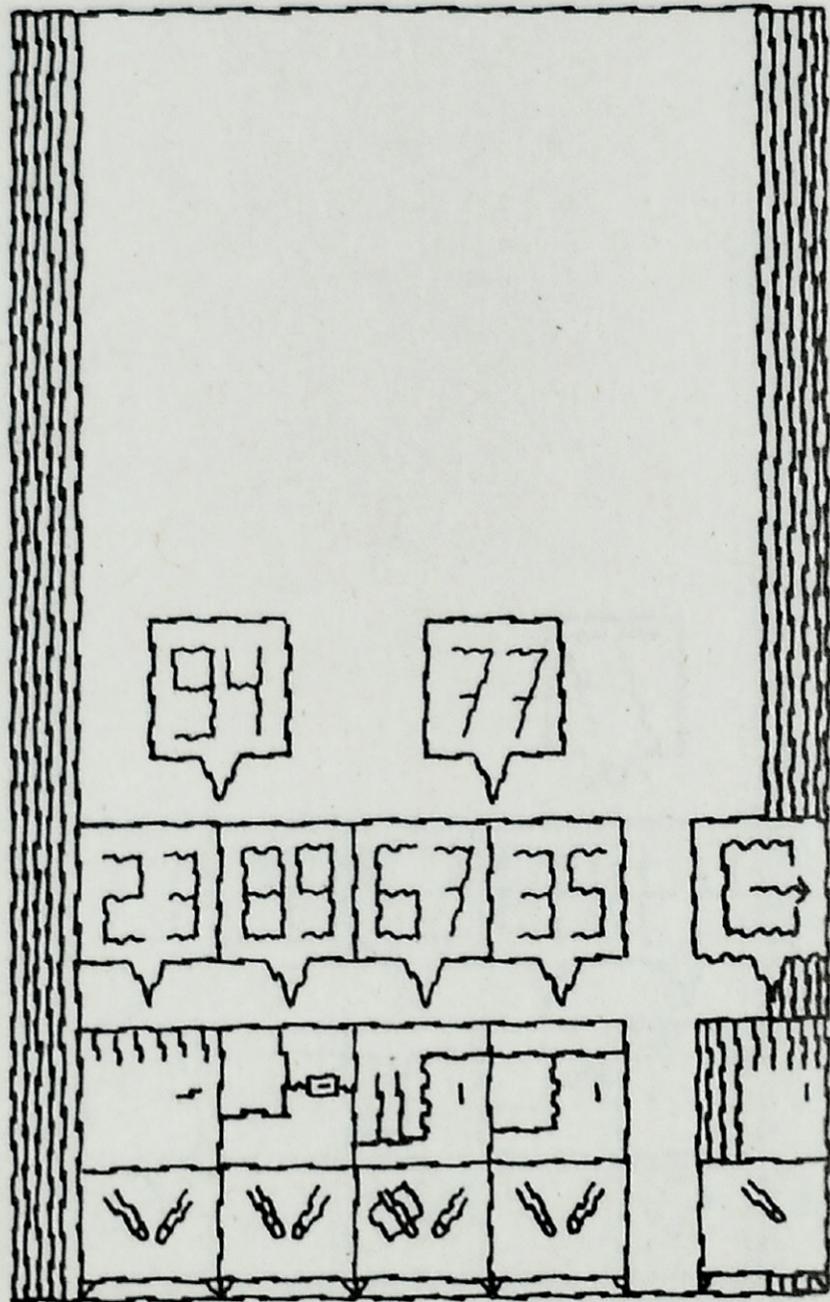


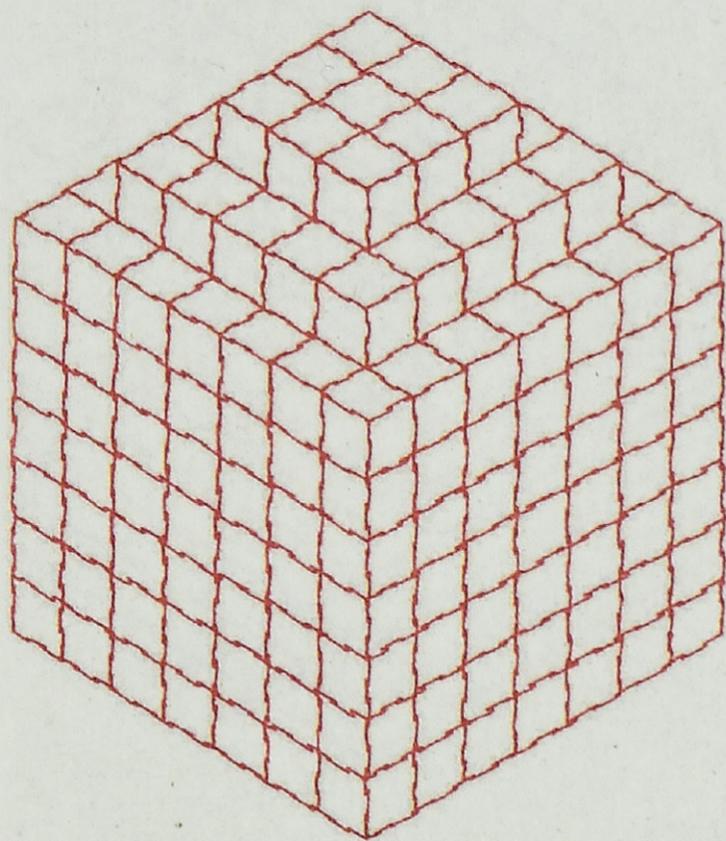
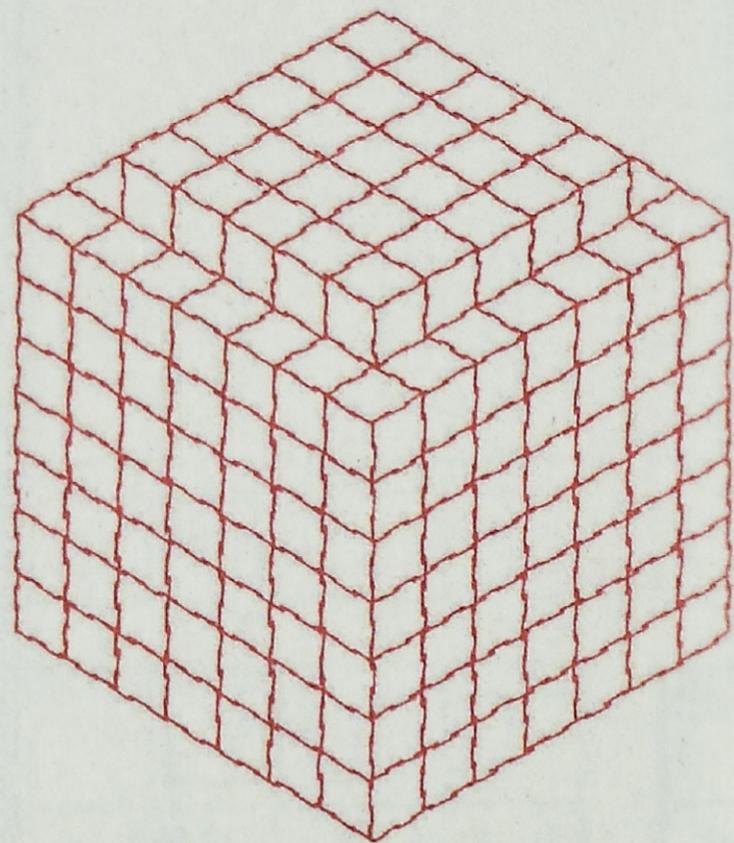


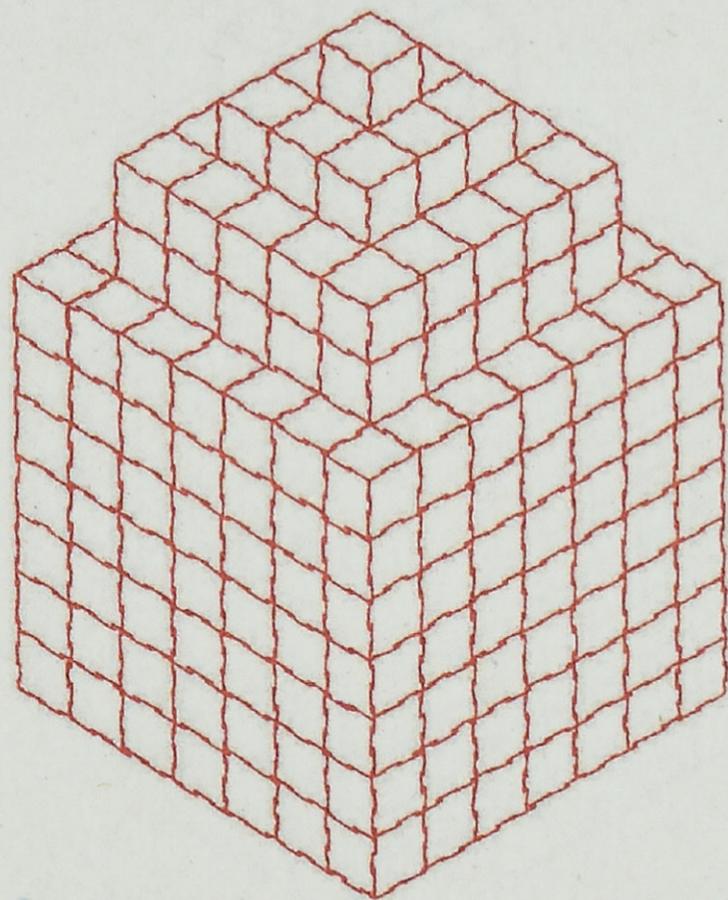
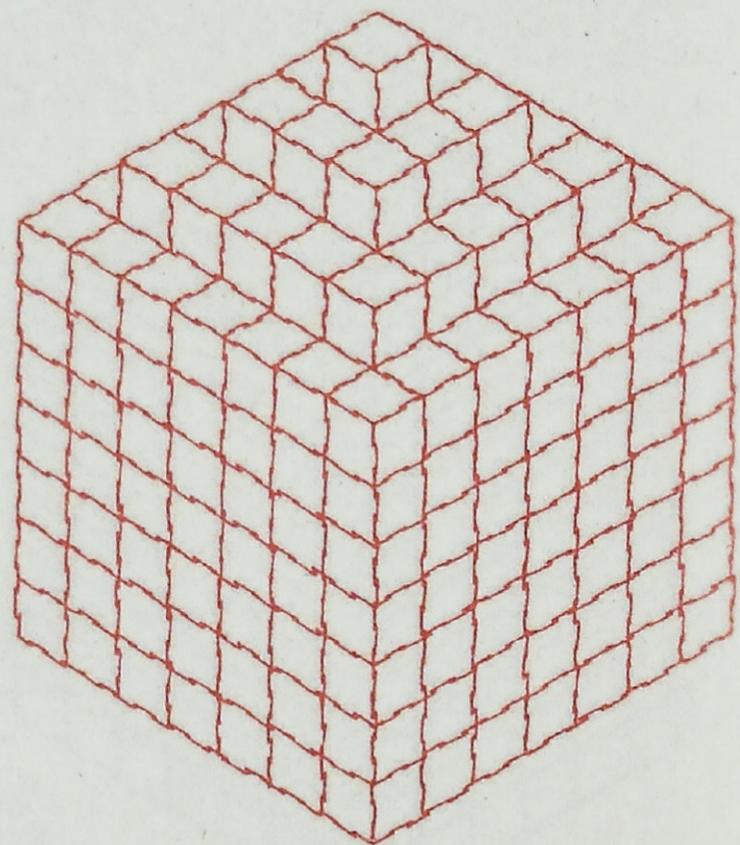


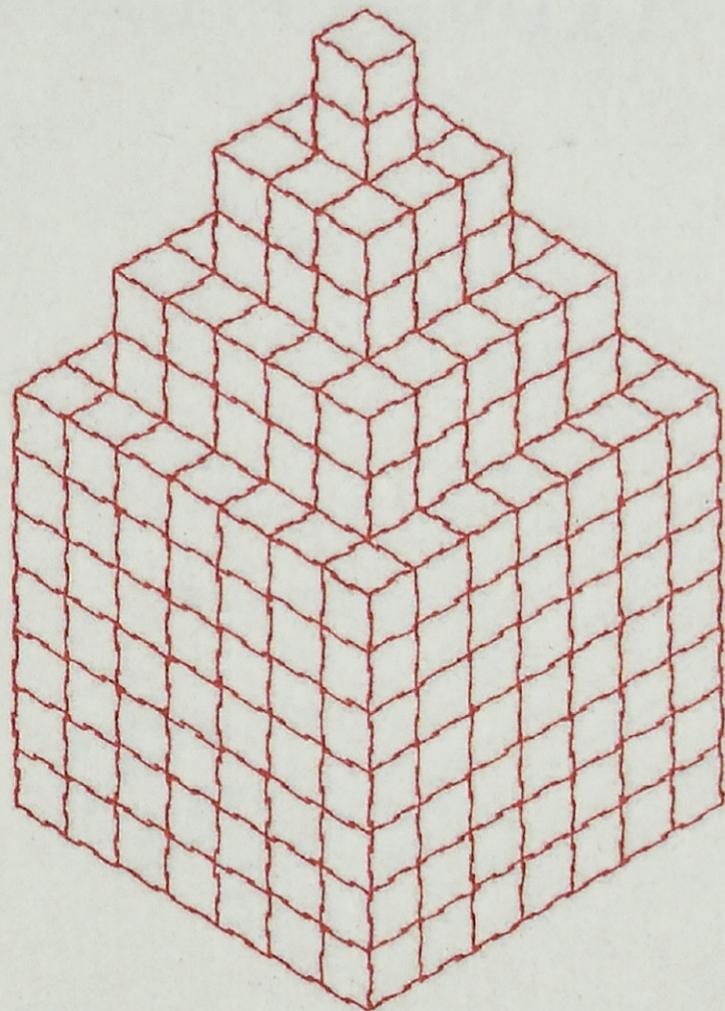
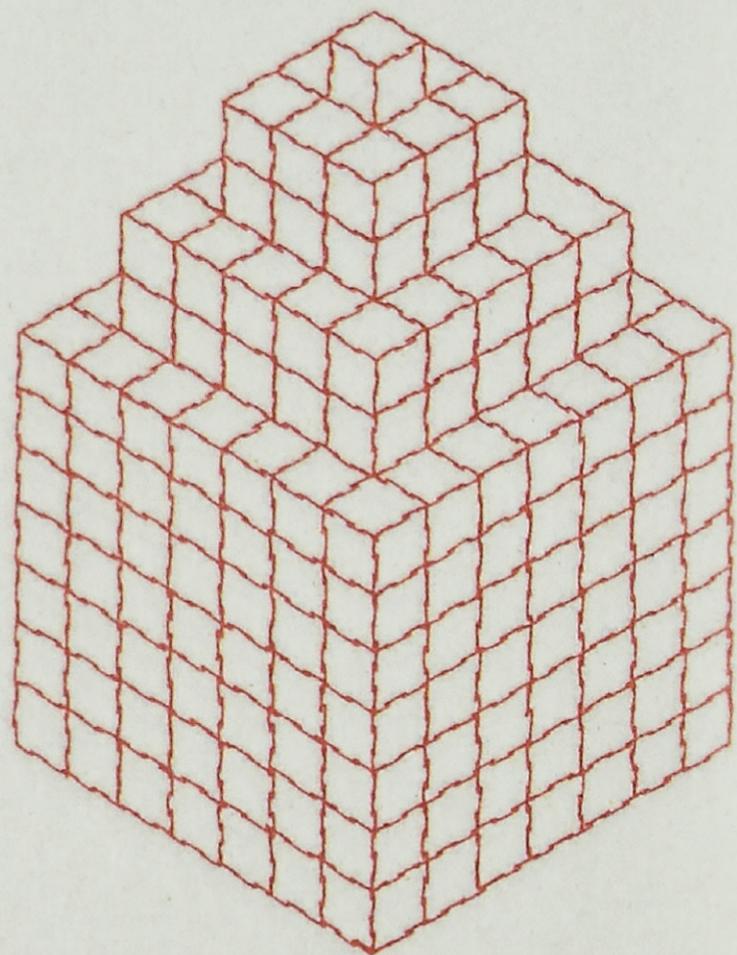


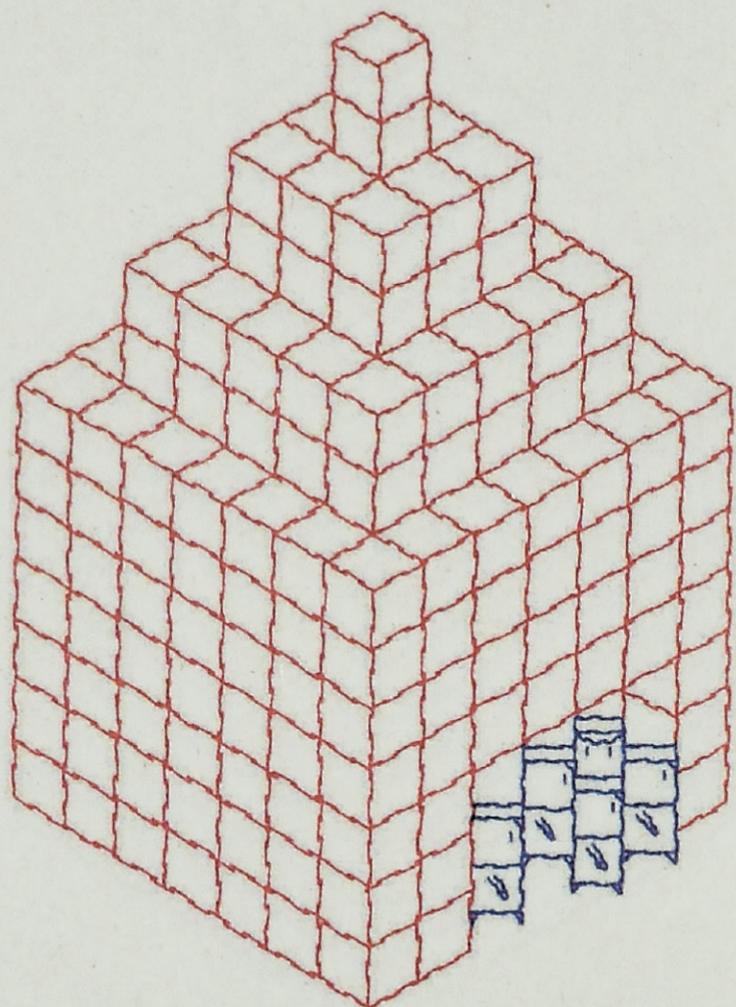












Manuel
« Au travail »

Maquette
Manuel
SérAPHINE Graphics

Editeur responsable
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1000 Bruxelles

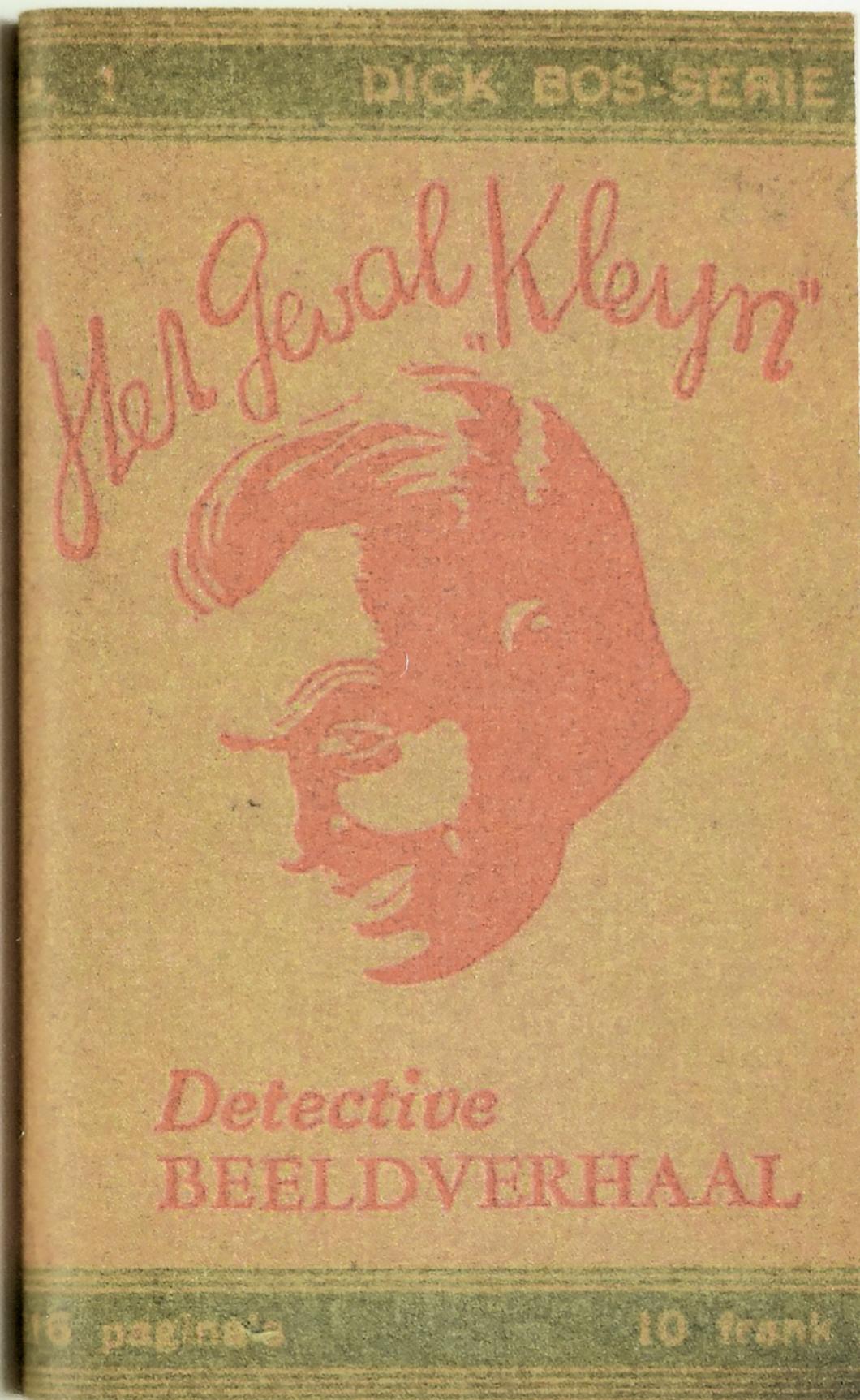
Impression
Cultura
sous la direction de
Jan De Meester

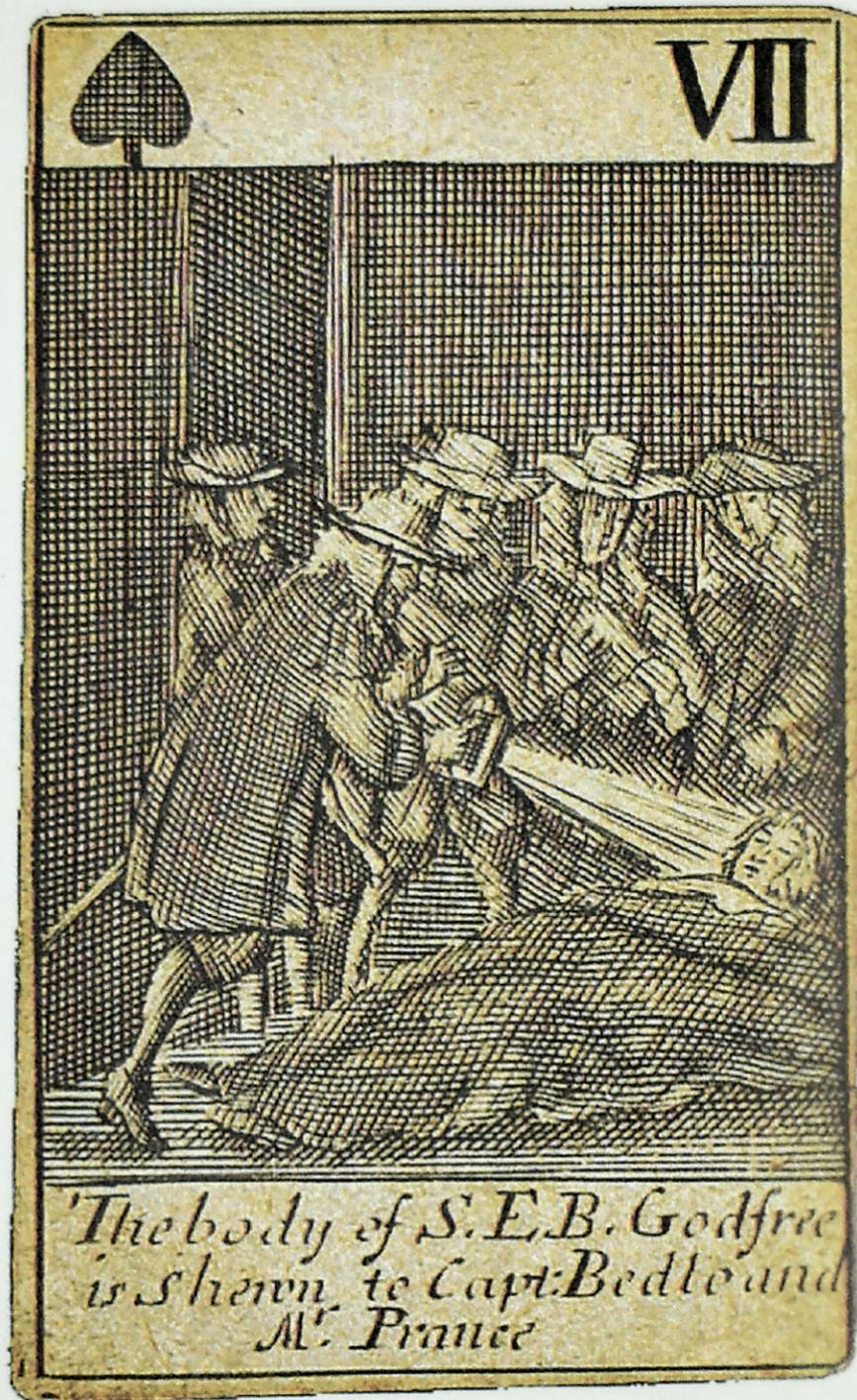
L'ORIGINE D'UN FORMAT

Den Haag, 1941. Alfred Mazure découpe une de ses bandes dessinées prévue pour la presse et en fait un petit livre (8 x 11,5 cm). Le volume fait 212 pages et est disponible pour 25 maigres centimes. Outre la particularité de son format, le livre propose une case par page. *Les enquêtes de Dick Bos*, véritables tutoriels de self-defense, passent rapidement entre toutes les mains.

Ces publications sont arrêtées quand Mazure refuse de faire porter à son détective le costume de Waffen-SS. Relancé avec succès à la Libération, le support est à nouveau mis à mal par une action du Ministre de l'Enseignement, des Arts et des Sciences qui le qualifie du terme allemand « Schundeliteratur » ou littérature ordurière. Voilà un cas – sans doute unique – d'une aventure éditoriale sabordée par son trop grand succès !

> Premier titre de *DICK BOS* par Mazure.
Publié dans le nord de la Belgique, 1947.





Francis Barlow's playing cards, 1679.

RENOUVEAU D'UN SUPPORT

Ces petits ouvrages — proches de la taille d'un paquet de cigarettes ou d'un jeu de cartes — tiennent dans la paume de la main. Ils sont ainsi lisibles et transportables partout. Conçu dans un contexte de restrictions du papier lié à la guerre, ce format est économique. Il est sans chute ni gaspillage.

Le support offre l'autonomie de l'illustration et — avec la juxtaposition d'images par double page — il induit la dynamique narrative de la bande dessinée. Ne se cantonnant pas à une miniature, ces cases isolées sur une seule page ont l'avantage d'être plus grandes, et donc plus lisibles, que les cases standards des albums franco-belges.

La souplesse du papier et la forte pagination — entre 180 et 250 pages — permettent au petit livre d'également jouer de la logique du feuilletoscope. Ce dernier trouve son origine dans le blow book : des petits livres de magie qui apparaissent aux débuts de l'imprimerie.



FEUILLETOSCOPE ou FLIP BOOK ; petite machine de papier à l'origine du dessin animé et de son pendant photographique : le cinématographe.

Chromos instructifs, 3^{ème} série,
Chocolat Jacques, 1966.

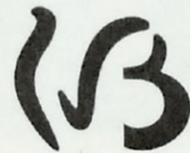
BLOW BOOK

Philippe Capart,
coordination.

Olivier Van Vaerenbergh,
communication et distribution.
Dimitri Piot, Nidraged et Manuel,
emballage graphique.

André Moons,
prototypes et prépresse.

Jan De Meester,
conseils à l'impression.

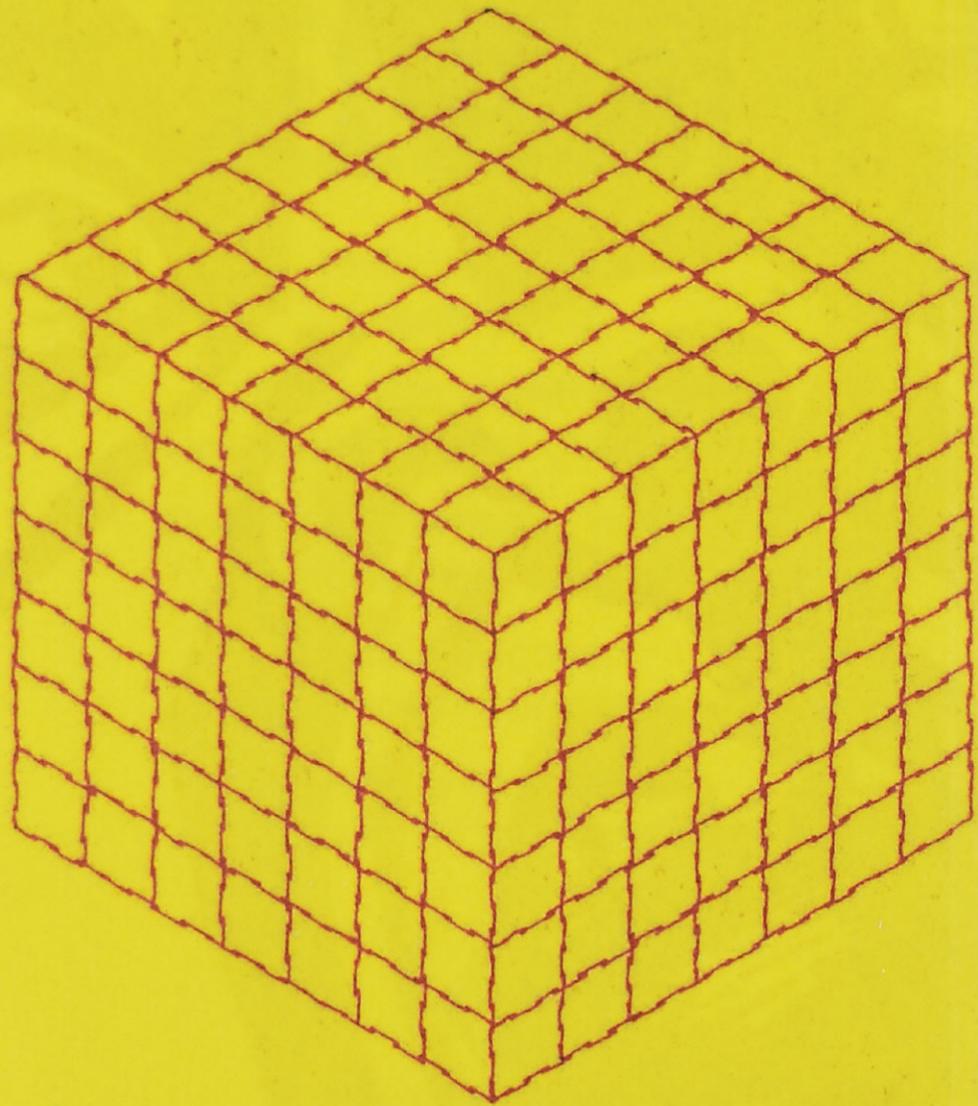


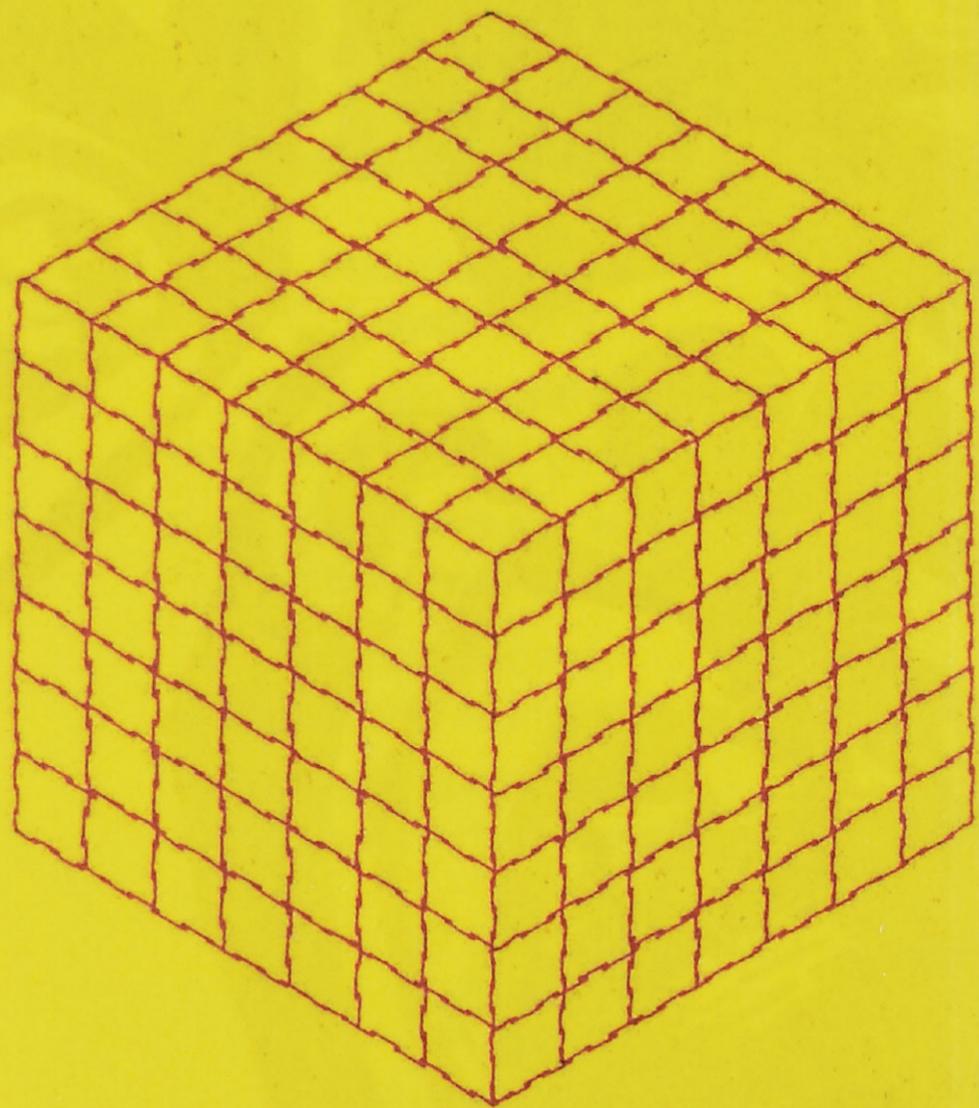
FÉDÉRATION
WALLONIE-BRUXELLES

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Ci-contre, la couverture de *Nuit sur l'Allemagne* de Carl MEFFER



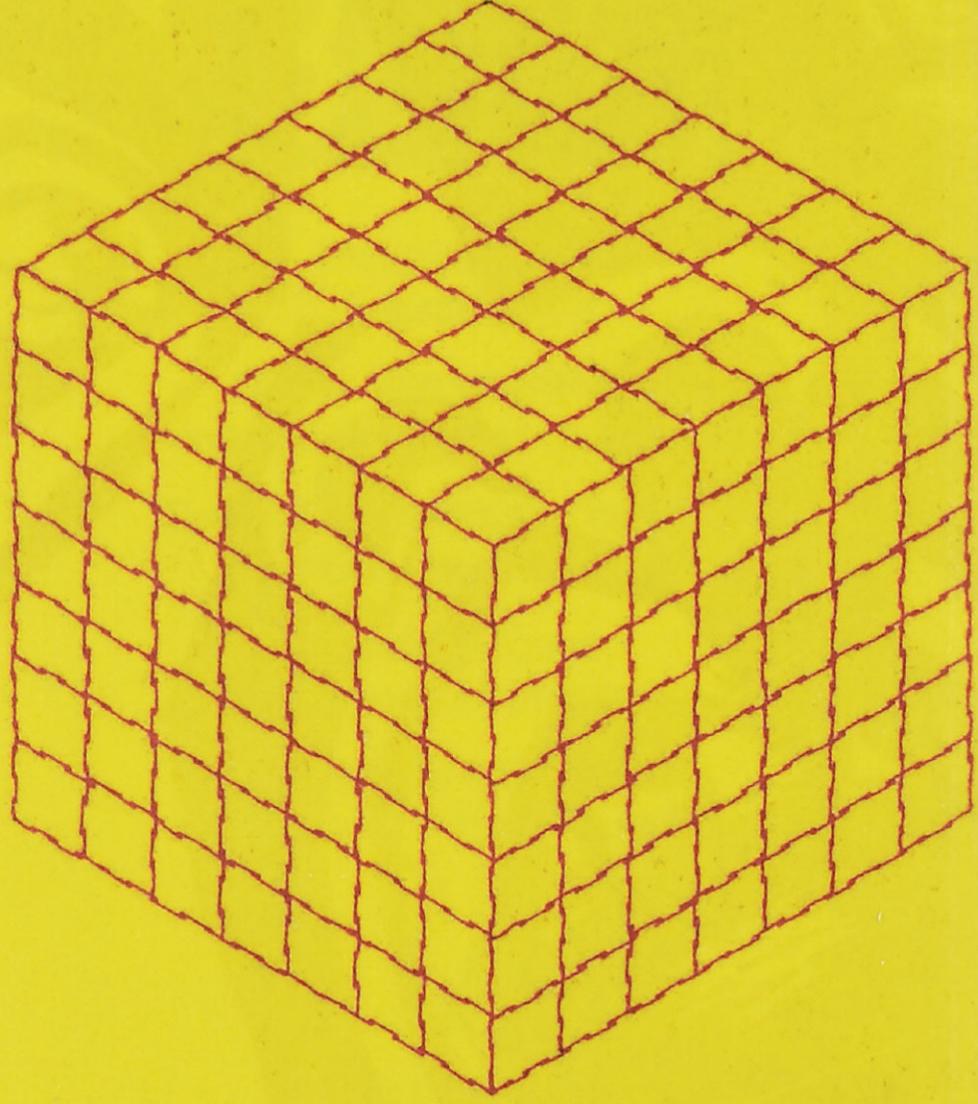




BLOW BOOK

UN PETIT FORMAT
(7,6 x 11,6 cm)

WWW.BLOWBOOK.BE



" ... mais ce n'est pas un petit livre ! "

Jan De Meester
imprimeur, Cultura

WWW.BLOWBOOK.BE