

My letter contained recurring symbols of time and its suspension whilst on my travels, so there are repeated images and references to watches, clocks, stars, Big Ben and calendars.

The entire package itself arrives wrapped like a stand-up desk-calendar. Once unfolded, it becomes a hanging wall calendar with one particular moment in time (when I wrote my letter and spent time in London) captured within this neatly wrapped package.



The eBook is a format developed for easy, viral distribution, so my challenge was to take it in the other direction to create a unique version of the eBook that would be difficult to reproduce and mass distribute. I achieved this by looking at the eBook as a craft product. I started by first identifying one of the distinctive characteristics of the eBook format as including the underused space between the pages and flaps without content.

'Any time' - artist statement

Matt Huynh

From this springboard, I created a mock-up of possible uses for this space, including a wallet, envelopes, space for inserts, pop-ups, cutouts, sliding pages, sleeves and windows.

In keeping with the highly customised nature of this project, I decided to make it very personalised and one-of-a-kind. The format lent itself to creating a letter with all the space built into it for little paraphernalia, surprises and letters. I wrote and drew all the content by hand to maintain this aesthetic and created letters, a cue card, a map, stickers, a pop-up cutout of a bird with hidden messages, a faux touristy photo and a calendar.

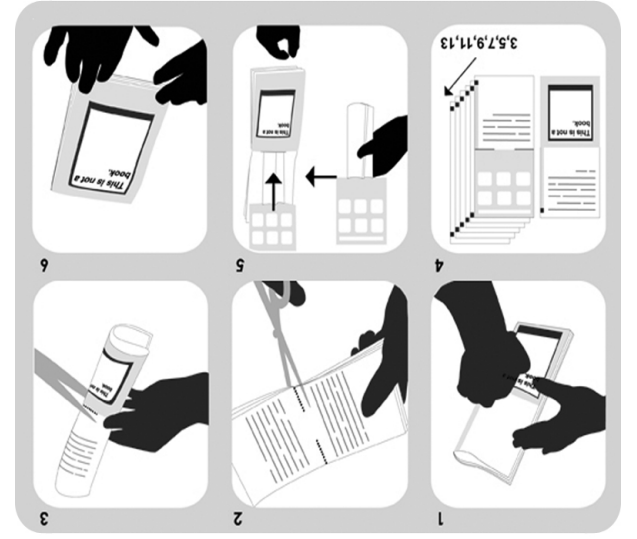


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