

Introduction

Why do I write and publish?

Why do others write and publish?

Extracts from "Why I Write" by George Orwell

Rich Gold's categories of creativity and art

Appendix: Resources on how to write and publish a book

Book writing and publishing: An open-ended discussion

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Outline

- 1 Introduction
- 2 Why do I write and publish?
- 3 Why do others write and publish?
- 4 Extracts from "Why I Write" by George Orwell
- 5 Rich Gold's categories of creativity and art
- 6 Appendix: Resources on how to write and publish a book



Introduction

Some prompts for open-ended discussion are

- 1 What is the state of book writing and publishing today? (**Porter's Five Forces model** and **marketing mix** for the strategically minded. See also Gold's categories (later).
- 2 Who's in the market (consumers, buyers, authors, publishers and other intermediaries)?
- 3 How viable are books compared with other methods for teaching and learning, e.g. video (either **recorded** or live)?
- 4 Are the financial benefits of books worthwhile compared with alternatives like digital marketplace services, e.g. **Patreon** subscriptions, **Kickstarter** crowdfunding, **Ko Fi** and **OrigamiUSA** sales?
- 5 How should we market books today?



My books



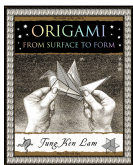
2016



2018



2021



2022



2023



2023

foldworks.net/books



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Appendix: Resources on how to write and publish a book

Some books that influenced me (approx. date order)



Why do I write and publish?

- So that people (now and in future) can access the work
- As you read and fold, I hope that you share the experience of thoughts and feelings that I did. Insights into how things are, e.g.
 - Why did those points meet?
 - Why start with that kind of a rectangle?
 - What if I changed that?



Why do I write and publish *books*?

- I hope that my books are more than a collection of instructions to follow
- It's like the difference between pop music singles and albums. Good albums have a coherence and unity that makes a lasting impression; they can develop themes and refer to themselves.
- Perhaps engage with the audience in a deeper way? Compared to watching a video, the effort to read and make sense of a book can lead to deeper understanding and knowledge.



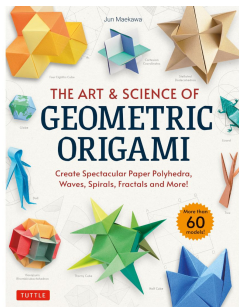
My reasons for writing and publishing books

- 1 (Partly) make a living (fortune)?
- 2 Personal ambition (fame)
- 3 Share experiences: search for truth and the pursuit of beauty
- 4 Understand the world. Put the facts of experience in order: for other people and for future generations
- 5 Influence people and change the world

(after Orwell's *Why I Write*, 1946.)



Why do others write and publish?



The models in this book are like a letter ... to you, asking "Do any of you like this?" My hope is that my letter will reach as many people as possible, and that it will inspire them to create something new.

Maekawa, Jun (2022) *The Art and Science of Geometric Origami: Create Spectacular Paper Polyhedra, Waves, Spirals, Fractals and More!* Tuttle Publishing



Extracts from "Why I Write" by George Orwell (1946)

An essay by George Orwell:

All writers are vain, selfish, and lazy, and at the very bottom of their motives there lies a mystery. Writing a book is a horrible, exhausting struggle.... One would never undertake such a thing if one were not driven on by some demon... [which is] the same instinct that makes a baby squall for attention.



Orwell's four great motives

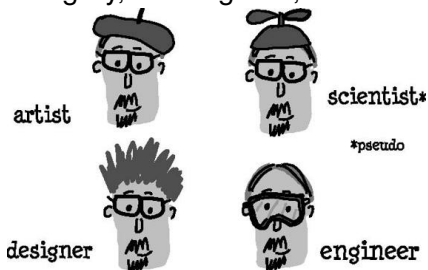
Putting aside the need to earn a living...

- 1 **Sheer egoism** Desire to seem clever, to be talked about, to be remembered after death, to get your own back on grown-ups who snubbed you in childhood, etc. ...
- 2 **Aesthetic enthusiasm** Perception of beauty in the external world, or, on the other hand, in words and their right arrangement. ... Desire to share an experience which one feels is valuable and ought not to be missed. ...
- 3 **Historical impulse** Desire to see things as they are, to find out true facts and store them up for the use of posterity.
- 4 **Political purpose** in the widest possible sense. Desire to push the world in a certain direction, to alter other people's idea of the kind of society that they should strive after. ...



Gold's definition of creativity

"creativity is not just making things (factories do that), it's creating new things, things that have never existed before. ... Creativity is making something new that also opens up a new category, a new genre, or a new type of thing."



The 4 hats of creativity I have worn.

Gold's four categories of creativity

<p>Art</p> <p>"artists work from within themselves, from their <i>visions</i>. They try to <i>express themselves</i> and their ideas, ... seek a kind of truth (they often use the word <i>integrity</i>)"</p>	<p>Science</p> <p>"scientist seek to understand the <i>basic laws of nature</i> and to express those laws as <i>mathematical equations</i>."</p>	<p><i>Art cf. Science</i></p> <p>nature, truth, visions, the future (and claim to precurse it); unique genius relies on <i>patrons and peers</i></p>
<p>Design</p> <p>"is functional and usually <i>serves a purpose</i> ... to entertain, beautify, or sell something. often used simply to say, "<i>I care about you.</i>"</p>	<p>Engineering</p> <p>"<i>problem solving</i>, ... rules of thumb ... [making] simple machines ... and complex ones ... bounded by <i>constraints</i>"</p>	<p><i>Design and Engineering are strongly related</i></p> <p>work from <i>needs and desires of user and client</i> ... must <i>like it, buy it, use it.</i></p>

Art cf. Design

[Artists think] designers have "*sold out*; who couldn't make it in the *semi-mystical realm of art*."

"For an artist *user-testing is a joke*."

Designers think artists are *navel-gazers who ignore or even ridicule the viewer*. ...

[Design] is not above the world, it is of it."

For a designer *[user-testing] is fundamental*"

Science cf. Engineering

Science, to the engineer... presents new equations about how the world [for]... finding...solutions. ... more interestingly, science creates new desires and needs...While science is a hat of laws, engineering is a hat of violations.

Gold's definition of art

"it's stuff you are not allowed to throw away."

"The inability to make art simply for its own enjoyment is one of the great losses, let me go further, is one of the great tragedies, of the Plenitude."

Rich Gold (2007) *Plenitude: Creativity, Innovation, and Making Stuff*. MIT Press.

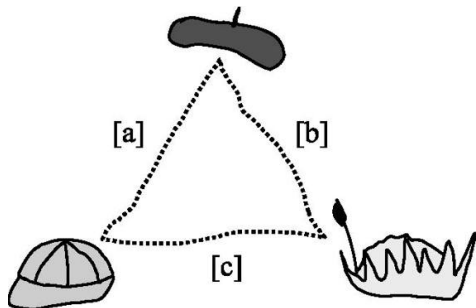


Gold's three kinds of art

- 1 **Fine artists** *a priesthood*
"Western fine art [reflects]... the society that produces it. ... love of the new, ... cult of the individual, ... commodification of the aesthetic surface, ... elaborate laws of intellectual ownership ... continual revolution and change"
- 2 **Popular artists** *reproducible, commercial, user-tested*
"focus less on their inner vision than on the emotions of their audiences." "The idea of producing art that confuses or repels is deeply offensive"
- 3 **Folk art** *amateur, immediate*
"only small sums between the maker and the consumer. It is, as the anthropologists say, a gift culture and it is to a large extent gone. "



Gold's three kinds of art



- beret of fine art
- baseball cap of popular art
- straw hat of folk art

Some resources

- *How to write and publish an origami book*, my three-part series
 - Part 1: From idea to proposal
 - Part 2: Negotiating the contract and writing the book
 - Part 3: Production, marketing, motivation and other considerations
- cfcorigami.com/resources/make-your-own-origami-book
- cfcorigami.com/resources/self-publishing-guide
- cfcorigami.com/resources/kindle-publishing-guide

