



Letters that remain flat against the page, but flip or slide (called a blind) brought about by paper tension, are C, that backflips to D; E that loses its bottom arm to become an F; and X to Y, by way of half of the X's diagonal bar sliding behind to create lowercase "y".

Marion Bataille doesn't place similar pop-up techniques in a row, rather staggers them in a random way to keep the viewer surprised with each turn of the page. (So I guess the element of surprise is a constant.)

The last pop-up method to effect a group of letters is the individually transformed letter, or letters, that remain flat. In the case of the B, the stem appears first at the edge of a fold, centered on a right hand page. Out from the fold, glides its semi-circular bowls to create the entire capital B. Its letter shapes are made of thin red parallel lines, and concentric circles, respectively.



Except the W, all the letters that have a white spread background have a blank left page, and are centered on the gutter with at least 3.5 inches of space to the pages' ends.

The only spread that varies, is my favorite one (and it is a tough choice) the transforming V, a red bold capital printed on a left side page, flushed right to the gutter, against the mirror-reflective material of the right page. This causes the V's reflection to create a W. (W is for WOW!) Absolutely brilliant concept. Sadly, this spread is impossible to photograph successfully due to its reflective quality.



Another individual letter that lies flat on a right hand white page that moves but doesn't pop-up is the S. Set in an elegant red hairline sans serif font with its circular negative space created with spinning red radial starbursts. The mind-blowing thing is that they spin simultaneously in opposite directions. I can not, for the life of me, figure that out.

O and P are stacked, and centered on a white right page. The left side is blank, printed in bold red. Tipped into the left page, against the gutter, is a translucent vellum overlay with two diagonal bars that when placed on top of the O and P transform them by becoming the leg of an R and the tail of a Q.

