It would be nice if the book could be less spatially kinetic and more boring, like a mailbox with a name on it or a billboard. As anyone who has ever read a best-seller can tell you, reading experiences don’t last very long and they tend to be as amorphous and formulaic as the individual human attention span will permit. Such a book would have the general effect of dispersing its community and converting all readers into non-readers. The reader of a book is irrelevant whereas the reader of an unread book is highly relevant as time passes and the reader goes elsewhere. Henri Bergson called disorder an order we cannot see. Similarly, the most beautiful poems suggest experiences that are highly inattentive and unwritten and the most beautiful are merely superficial indicators for other sorts of peripheral, coded, programmatic, functional or directional information that is applied to the surface of things like postcards, flat-panel displays, parking lots, brochures, street signs or other depthless objects. Hence the great interest early in the century in photographing landscapes [Geography] and inserting them into books, thus creating static monuments to Nature and/or its opposite: Culture.