

reusing. Sometimes an image enhances a text, the image illustrates an intention; sometimes, the image is primary such as a wound. Here the text explains what we see. Text needs space, because reading depends on the textual image. Typography and layout are conditions for understanding. Text structure depends on the supporting material. Stone is beautiful, paper is superb. New materials will prove they can be carriers. Long reading and educational texts require attention and repose. Text is for knowledge; image is for preserving that knowledge. Reading is thinking, is work.

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Joost Kircz is part-time programme manager electronic publishing at the HvA [Hogeschool van Amsterdam] and director of Kircz Research Amsterdam.

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## **I Don't Read on My Bike**

**Joost Kircz**

216 words | 0:52 mins

**I read the whole day long and tease my brain, a neurological fruit salad consisting of various pieces of tasting, touching, feeling, hearing, counting, naming, scaring, and translating. With the left half of my brain, I read a traffic sign and know that I may Not turn right. No text and yet understandable. I don't read text on the bike, but I do listen to music. This immediately suggests that reading is not listening and that electronic texts are completely different to music files. An image is a cultural recognition in context: the mouth of my beloved, the icon of a recycle bin on my screen, the fear that is generated on the screen by a film trailer. A text stands for naming, understanding, transferring, and**