

THE UNSEEN WILL BE SEEN



UNESCO
Publishing

United Nations
Educational, Scientific and
Cultural Organization

...in the LHC book!

A book about the LARGE HADRON COLLIDER should be
large and monumental, logic, geometrical and mathematical.

It should touch the reader

emotionally

and it should give enough room to

explain physics at Cern's LHC with short stories in three languages

English, German, French.

While turning the pages and following the order of images the book should

accelerate.

It should

challenge and surprise

the reader with graphic

elements to discover.

And last but not least, the book's look should give a statement about the fact that
science and art come from the same roots.

LHC: LARGE HADRON COLLIDER is the name of the machine that is supposed to offer science insight into the beginnings of our existence. Peter Ginter, one of the world's best photographers and author Franzobel address jointly with Rolf-Dieter Heuer, General Director of the CERN, the largest and most complex machine ever imagined by man, the „World Machine.“

What do we really know about reality?

Isn't everything just a façade? A pretty smokescreen?

**Are there not all kinds of structures, wire frames, disks, atomic compounds
behind the backdrop of our existence?**

Reality is very different from what we are able to grasp with our minuscule awareness. There is a little room in there for an infinite universe with boundaries as there is for a Big Bang. Art, however, sets out to expand our awareness, to create room for new concepts that are just now being researched in science. Or, as Paul Klee once said, art does not reproduce the visible; rather, it makes visible.

The same applies to science, especially pure research: it goes far beyond the visible.

Sometimes it is the visions of science that open up new forms to art, and sometimes it's the other way around. But at all events both of them, art and science, pursue similar visions. Both deviate from the beaten track of thought and perception to conquer something new with great purpose and creativity. Both risk going down the wrong path in order to take a short cut or discover new territory. Neither has it easy, because they question the tried and tested and upend the familiar. But it is art and science that advance mankind.

This book is an attempt to master the balancing act between both disciplines. On the one hand it tries to get readers excited about the wonderful world of particle physics and give them some understanding of the LHC, on the other it is a work of art. It is both photographic documentation of one of the most fascinating machines in the world and also a literary approach to the most exciting questions of our time. Peter Ginter has been interpreting the LHC artistically for 15 years with his photographs and has created an impressive hymn to research with his images. Rolf Dieter Heuer gave some insight into his visions, and Barbara Warmbein, Press Officer for CERN, contributed the clever captions. It must also be said that the realization of this extraordinary project owes a great deal to the assistance of many other physicists too. In the final analysis, however, this unique book will be whatever the reader makes of it. May it inspire you, fascinate and amuse you, and set off a Big Bang in you. *Franzobel, author of LHC*

VISION

- Φ Our aim is to produce an exclusive and very personalized book to capture the essence of CERN's LHC project.
- Φ This book will focus on the scientific creativity as a very special gift to make the world a better and more peaceful place as the reason for the entire undertaking.
- Φ A bouquet of chapters will explain the intentions and personalities behind CERN's LHC project and explore the experiment's programs as well as the scientists' daily life and work.
- Φ The core message of the book is that through CERN's LHC project we all celebrate life.
- Φ This book shall be designed in the look of a fine art book to prove the close relationship between science and art.
- Φ **This book will be dedicated to promoting the humanitarian ideas behind the CERN's LHC project.**
- Φ This book shall be distributed on as large a scale as possible to bring the message of new knowledge to as many people as possible – democratically, in the best sense of the word.
- Φ **This book shall create a special bond between CERN's LHC project and its recipients.**

ABOUT THE BOOK

Why will our book about the LHC set a benchmark on how to communicate science?

Unique and exclusive content

- Φ Scientists built a machine with the goal to understand the universe.
- Φ Scientists learned how to create and control a supervacuum at the absolute freezing point.
- Φ Scientists became able to accelerate a particle almost to the speed of light.
- Φ Scientists can recreate in experiments the status of the universe as it was just a picosecond 0.000 000 000 001 after the so called „big bang“.
- Φ Scientists are about to discover new physics.

A world exclusive book with world exclusive rights

- Φ Peter Ginter's photographs are unique. His work documents the making of the LHC over 15 years not only at CERN, but also at locations throughout the world where significant contributions have been made to the construction of the LHC.
- Φ Peter Ginter committed this photographic body of work to the LHC book only.
- Φ In other words: these photos will never be published in any other book – neither in a near nor a distant future and Edition Lammerhuber guarantees that our LHC book will stay the only book on the LHC with Peter Ginter's images.

A world exclusive production and distribution

- Φ It will be distributed worldwide in at least 60 countries.
- Φ It will become the (popular) standard book on LHC.
- Φ It will become a long seller and later a „classic“ on LHC and physics.

Technical data

- Φ Title: LHC
- Φ Authors: Peter Ginter, Franzobel, Rolf-Dieter Heuer
- Φ Format: 290 mm x 310 mm
- Φ Pages: 272, Photos: 142
- Φ Printing: fine art paper 170 g/m², high end HYBRID printing, sewn binding
- Φ Hardcover, slipcase
- Φ Languages: English, German, French
- Φ Retail price: € 64.- / sfr 79.-
- Φ ISBN 978-3-901753-28-2
- Φ Release date: October 2011

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THE BOOK LHC LIVE AT

The Ars Electronica Festival 2011 takes place in Linz, Austria, August 31st – September 6th, 2011

- Φ Rolf-Dieter Heuer will join the festival to be part of the symposium “ORIGIN – How It All Begins” on September 3rd, 2011.
- Φ First book presentation at the AEC’s so called “Deep Space” for media and public.
- Φ World premiere of the digital animation of the book cut to the music composed for this book by Ralph Schutti and performed by members of the Vienna Philharmonic Orchestra
- Φ Rolf-Dieter Heuer and Peter Ginter will explain the images.
- Φ Franzobel will read passages of his text.
- Φ Press conference.

Frankfurt Book Fair 2011 takes place in Frankfurt, Germany, October 12th – 16th, 2011

- Φ Special booth (160 m²) in the hall for books with scientific content, **hall 4.2, booth B 420**:
“The place where rethinking and renewing lead to new understanding”.
- Φ An original LHC control room will be brought from CERN in Geneva to Frankfurt and will be connected with the original experiments. Visitors will witness in real time how scientific research happens.
- Φ Statements and/or interviews with scientists live from CERN.
- Φ Every day another famous scientist will be in Frankfurt: Christoph Rembser, Werner Riegler, Rolf Landua, Michael Hauschild and one of the Nobel Prize laureates of CERN, giving explanations and answering questions several times a day to the press and visitors.
- Φ The exhibition “Weltausstellung” will be shown in a special version edited for the Frankfurt Book Fair 2011.
- Φ CERN TV: During all the fair a special program will be aired from the Edition Lammerhuber booth explaining the world of physics, CERN and the LHC. The hosts of these shows will be the scientists of CERN. The program will not only be transmitted all over the fair, but also streamed live into the www.
- Φ LHC at home: we will offer to the visitors the possibility to subscribe to the program to become part of the most exciting experiment on earth.
- Φ Magnets will be given for the subscription to the „LHC at home“ program, reading “GRID me”, “I am a GRID”, “LHC at MY HOME”, ...
- Φ Peter Ginter will explain his photography several times a day.
- Φ Franzobel will read from his texts several times a day.
- Φ Digital animation of the book edited to the music composed for this book by Ralph Schutti and performed live by members of the Vienna Philharmonic Orchestra.
- Φ Book signings every day.
- Φ Auction of signed prints.
- Φ All book fair activities shall be live streamed and communicated on Youtube and facebook.
- Φ Blogs.
- Φ School classes in and around Frankfurt shall be invited to visit.
- Φ Launch of a small but significant merchandising line.
- Φ A special VIP evening reception for all CERN member states at ambassador level, coming in from Berlin, and the press will be organized after closing hour of the book fair: “A special view for our special guests ...”
- Φ **ABSOLUT HIGHLIGHT: „Prof. Rolf-Dieter Heuer has scientific news ...”**
Press conference on the last day of the fair, Sunday, October 16th, 2011/hall 4.2, booth B 420

ABOUT EDITION LAMMERHUBER

Philosophy of Edition Lammerhuber books

- Φ Our objective is to approach the perfect book, in a passionate process seeking for ultimate quality. In the spirit of classic book tradition, we shall dedicate all our creative power to the attempt to edit books with emotional intelligence and beauty.
- Φ We consider ourselves committed publishers and friends to our authors.
- Φ All production steps are developed in-house. The prepress work is led by our world class experts.
- Φ Our constant efforts are for the quality of the reproduction of works of art and photos, the look and feel of printed papers, book binding in general and more specifically the opening properties of books.
- Φ We supervise personally every single printing frame at the printer.
- Φ And we cooperate with a very creative and innovative distribution.
- Φ Many awards show that our efforts are indeed noticed and yielding fruit.

What others say about Lammerhuber

Lois Lammerhuber? A photographic guide, an intelligent instigator, a creative leader, a mighty maker of weighty illustrated books. Illustrated books? What a simple, easily spoken, vacuous term. After all, the combination of artistic intelligence, novel viewpoints, compositional impressiveness of form and colour as well as the journalistic research, persistence and tenacity in Lammerhuber's photos are much too substantial. The creative processes needed to achieve the great and the perfect include his unbounded curiosity, ingenuous intellectual processes, turbulent combinations of life experience, multifaceted knowledge, sound understanding of human nature, and professional skills. And none of his works would be conceivable without his unconditional and unrestrained desire to conceive and design books with a different perspective.

Christiane Breustedt, Chief Editor GEO International

CONTACT

EDITION LAMMERHUBER

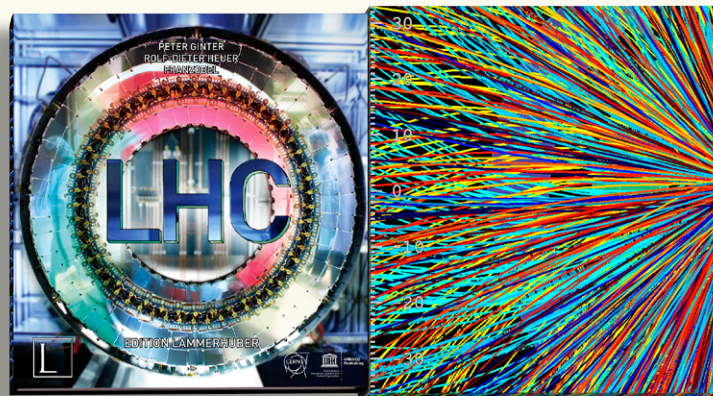
Lammerhuber KG
Dumbagasse 9
2500 Baden, Austria
fon + 43 (0) 2252 42269
fax + 43 (0) 2252 85938
edition.lammerhuber@lammerhuber.at
www.edition.lammerhuber.at

Press and Media

Johanna Reithmayer
fon + 43 (0) 2252 42269 66
skype johanna.reithmayer
johanna.reithmayer@lammerhuber.at

DISTRIBUTION INTERNATIONAL

Ines Heinrich
Drosselweg 4
24360 Barkelsby, Germany
fax + 49 (0) 4351 768422
fon + 49 (0) 4351 86142
mobile + 49 (0) 170 343 7187
skype heinrich-distribution
ines.heinrich@lammerhuber.com



A fascinating book about the most fascinating scientific topic of our time