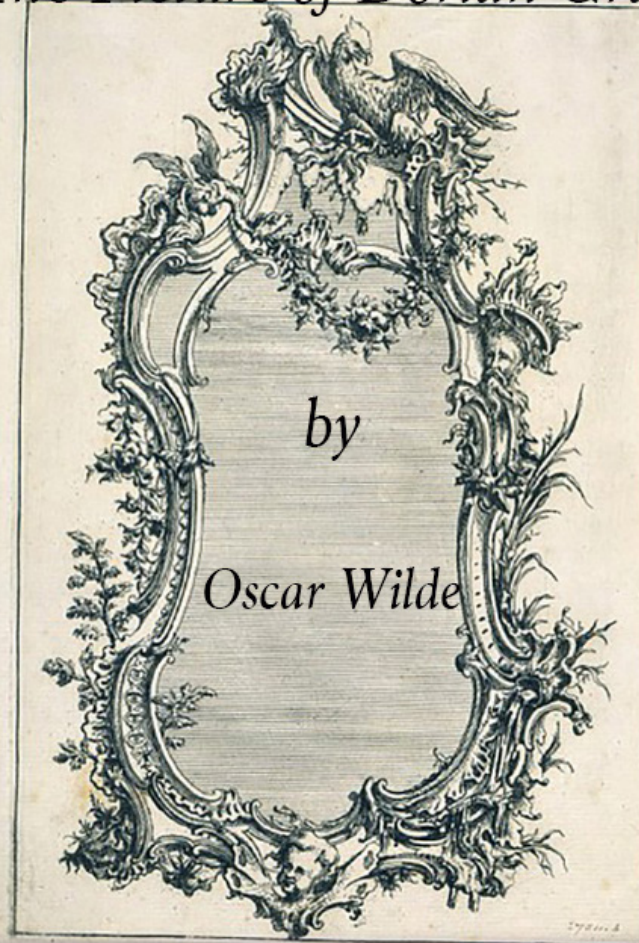


*The Picture of Dorian Gray*

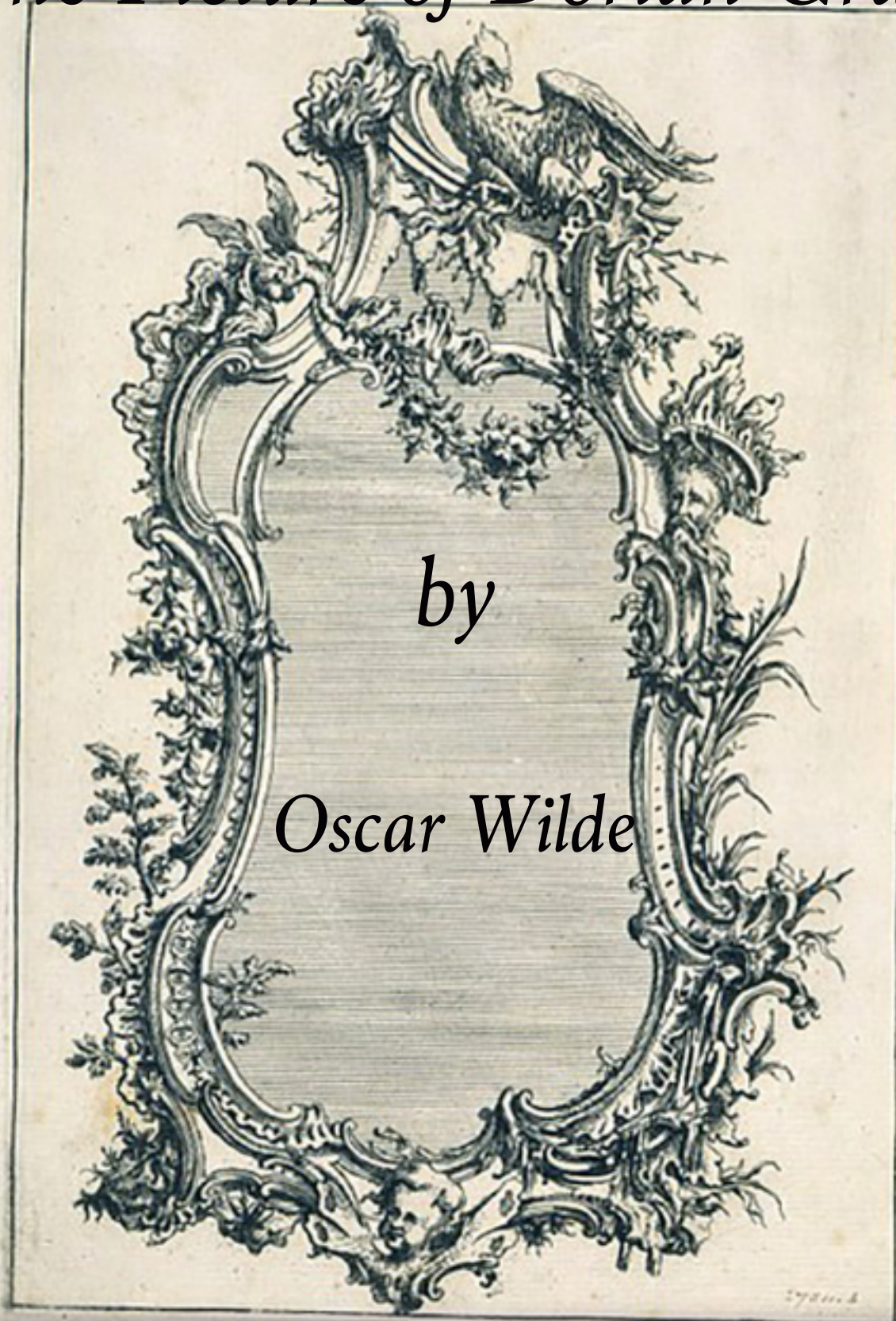


**Coming Soon!**

Found the ad?

Buy the book!

# *The Picture of Dorian Gray*



**Coming Soon!**



# *A Midsummer Night's Dream*

*Introducing: William Shakespeare*







# *The Hunchback of Notre Dame*

*by  
Victor Hugo*



# Four Centuries of Book Titles

1470: the first dated title page featured Rolewink's 'Sermo' printed in Cologne

c. 1525: printers adopt the use of the title page as a uniform practice

c. 16-17th century: titles Shakespeare chose seem to indicate that he placed little importance to the selection. Except when he made the simple choice of the leading character(s)--but there is little to go on

1463: the first title page appeared in a papal bull by Fust and Schoeffer

1476: first complete title page--included: author, title of book, name of printer/publisher, and place & date of printing appeared in Regiomontanus' 'Calendar' in Venice

c. 16th century: titles pages were displayed as advertisements

# Four Centuries of Book Titles

c. 16-18th century:  
double or alternate titles were in vogue.

c. 20th century: book names reflected the modern fondness for the cryptic, the unusual, and the provocative

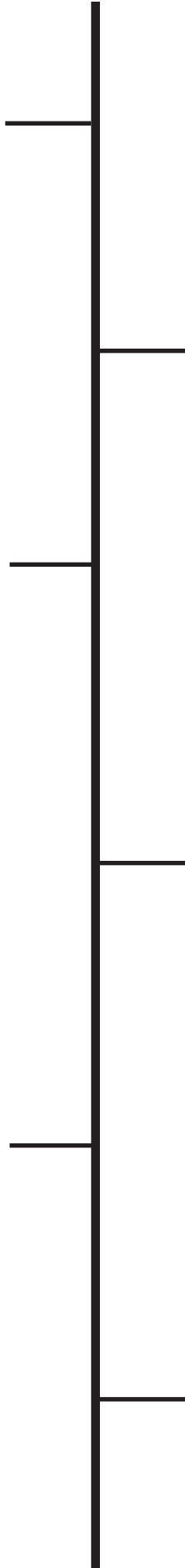
1911: Volney Streamer published a list of book titles which are quotations from Shakespeare plays. There were over 400.

c. 16-17th century: titles were divided into two categories: spicy & provoking and fair & full of description of content

c. 18th century: the practice of using the name of the main character became popular; usually with the phrases, “The Adventures of”, “The History of”, or “The Story of”

Throughout the years no English writer has been able to refrain from alliterative titles (ex. Pride and Prejudice)

Four Centuries of Book Titles





My idea for titles across the centuries revolves around the idea that book title pages would be posted as ads during the 16-17th centuries. I would like to bring that concept back. Especially with long-standing and “iconic” books.

The posters/ads will have specific locations in which they will be placed. Whether it is because of the themes in the novel or some sort of plot point of the novel. It is also a place in which the novel could be experienced at its fullest.

The ads will be part of a larger scavenger hunt for those who know about the project. Once a person finds one of the ads with a picture-recognition app(?) it will take them to the 4 Centuries of title timeline and will also give them access to buy the book (or obtain for free if it is public domain).

This kind of scavenger hunt would be good for book lovers who want to be immersed in the world of the novel and show that they can do it even in their own neighborhood.

Poster Locations:

PICTURE OF DORIAN GREY--would be located in areas around the West Village, more prominently around Christopher St.

A MIDSUMMER NIGHT’S DREAM--you think of this play and you think gardens, and though it might be hard to place it would be interesting to see posters for this play around Central Park and its Conservatory Garden on 104th. Areas near community gardens also work.

THE HUNCHBACK OF NOTRE DAME--there is nowhere else to place the Hunchback ads than by a church.