Book printed in ink that vanishes after two months

We've seen a few innovations that have offered a twist on traditional reading habits, from offering short works by new authors based on the duration of train delays to temporary edible and smokeable books. Taking elements of both of these ideas, Buenos Aires-based bookshop and publisher Eterna Cadencia has released El Libro que No Puede Esperar – which translates as 'The Book that Cannot Wait' – an anthology of new fiction printed in ink that disappears after two months of opening the book.

Silk-screened using a special ink, the book comes sealed in air-tight packaging that, once opened, allows the printed material to react with the atmosphere. The result is that after two months, the text vanishes. With much discussion currently centering on portable electronic readers and e-books, deemed to be bringing about the death of the physical novel, the creators aimed to add a bit of magic to the anthology, as well as encourage buyers to actually read it once they've received it instead of leaving it in their 'to do' pile. As the authors inside are all previously unpublished, the concept, developed with help from ad agency Draftfcb, acts as a way to ensure that readers engage with as much of the material as possible while they have the chance. As the video below explains: "If people don't read their first books, they'll never make it to a second."

El Libro que No Puede Esperar adds an element of urgency to reading — motivating readers, promoting authors and benefitting physical book publishers; according to one report, the first edition sold out in one day. Is this a business model that is as shortlived as its product, or could this be developed into something more sustainable?

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