*Alice by Design:*
*The Victorian Material Evolution of Wonderland*

Friday, March 10, 2:30-4:00  
AQ 6106  
Simon Fraser University

A talk by  
**Amanda Lastoria**  
Simon Fraser University

**Amanda Lastoria** is Canada’s first PhD candidate in Publishing (SFU) and Editor of the *Lewis Carroll Review*. Her research interrogates the ways in which the book’s design and production values impact the markets for, and the meanings of, the text.

The book’s design and production values, such as cover design, paper stock and binding method, constitute its materiality; the multiple materialities of a title that is republished in a number of editions, or repackagings, constitute what this paper calls the title’s material evolution. How is the title materially differentiated from one edition to the next? What is the impact of each edition? Body text and illustrations are mutable content that is framed and commodified by the book’s materiality, and, by extension, the title’s material evolution. Analyzing multiple editions of a single title isolates the variable of editorial content and throws into relief its evolving material contexts. *Alice’s Adventures in Wonderland*, first published by Macmillan in 1865 and republished in numerous Victorian editions, was written *and art directed* by Lewis Carroll. Each repackaging of the title targets a different consumer of the book and solicits a different response to the story. This paper traces the development of early editions from initial concepts to final products, reflecting on their creative success – as qualified by Carroll and critics – and commercial success – as quantified by the market. *Wonderland* is a case study of the origins and effects of material evolution.