



Melbourne Museum, Horridus: Journey of A Triceratops

'**Horridus: Journey of a Triceratops**', focuses on the journey of discovering the most complete Triceratops known to science. It was authored by Chris Flynn and published by Museums Victoria, as a companion book to one of Melbourne Museum's latest exhibitions 'Horridus: Fate of The Dinosaurs Exhibition'

Objective:

This book was published to accompany the opening of the 'Horridus: Fate of The Dinosaurs Exhibition' at the Melbourne Museum, and was created with the intention of differing from traditional exhibition catalogues. It was created with a target readership of adults in mind, with an interest in palaeontology, museology, art, literature and design. >>

The book has achieved the highest sales of any Museum Victoria title over the same period.



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Melissa Kay
Fossil Restoration Technician
Dino Lab

I did a lot of finishing on the bones of Horridus. After you take the matrix off the bone you still have to get in there and ensure it's all clean. In the case of Horridus, that was easy. The bone was a completely different colour from the matrix, which mostly fell away easily. It was really beautiful and easy to work with. I got to see parts of the bone that other people wouldn't, because once the dinosaur is mounted, you're not going to look too closely at certain areas.

My formal background is Fine Arts. I find that clearing away the bone underneath the matrix is exactly the same as drawing. It's the same process of sitting down, paying attention to detail, getting completely absorbed in the act of doing it. And it requires patience. If it doesn't look right, you might have to go over the same spot 50 times, and that's okay. You let the bone tell you what it wants.

Melissa Kay working on the fossil.

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Behind the scenes photography to enhance the reader's journey.

Method:

While featuring trusted scientific names, the book also included contributions from a range of popular cultural figures in Australia to pique interest. These included Benjamin Law, Tim Flannery, Shannon Martinez and Laura Jean McKay. The book was design-led and focused on a broad range of high quality behind-the-scenes photography, which documented the process of preparing the Horridus fossil for public display. The book features a dyed book block, making the product suitable for display on a coffee table or desk.

Results:

Since the release of 'Horridus: Journey of a Triceratops', sales through the Museums Victoria gifts shops have been significantly higher than projected. The book has seen the highest sales of any Museums Victoria Publishing title over the same period, and has seen success in take-up across trade bookstores. ●