

New York BookExpo 2013 Shows Interesting Sidelines

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Throughout the world bookstores have evolved from merely rooms with shelves of book to large emporiums where hundreds of non-book items are marketed. In the trade these are called “sidelines” and in the past have been mostly bookmarks, empty journals, and tote bags. But sidelines are changing.

One of the most interesting to be exhibited at the 2014 BookExpo in New York this past spring was a globe.



Sold by Mova International of San Diego, CA, USA MOVA Globe turns peacefully on its own, using only the energy of room light and the forces of Earth's magnetic field to simulate perpetual motion. Each globe turns autonomously, whether on a stand or in the palm of your hand. No batteries or power cords are required.

MOVA Products are the first and only solar-powered item to have the solar panels hidden from view. Beneath the detailed graphic, the solar cell technology silently and calmly rotates the globe to reflect the steady motion of Earth.

In addition to educational items, the show features toys and games. One of the big hits of the show was the Pocket Disc made by Phd Productions of North Carolina, USA.



These multi-colored fabric discs are great for playing catch as well as for Indoor Golf. Attendees of the show were having a great time tossing the around the exhibit hall. This is a ‘toy’ that everyone enjoyed playing with.

There are always games shown at the BookExpo, usually having to do with words

or trivia or something educational. But this were the game that captured the most interest was a dice game called Tenzi by Karma Games in New York, USA.



Each player chooses a set of dice. Players hold all ten dice in their hands. Someone says, TENZI and everyone rolls at the same time. You quickly look at your roll and decide which number you are going to go for. Put all your dice with that number aside, collect the remaining dice and quickly roll again. (You do not have to wait for others to roll again. Everyone rolls together only on the first roll.) Keep rolling until all ten of your dice show the same number. The first player to get all ten of their dice to match shouts out TENZI and wins the game!

It is expected that as books change from ink on paper to electronic format, bookstores will continue to offer an increasing array of sidelines.

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