



United States of Americana

Backyard Chickens, Burlesque Beauties, and Handmade Bitters: A Field Guide to the New American Roots Movement

Kurt B. Reighley

A Harper Paperback Original

A vivid survey of how and why young urban Americans are finding inspiration in Americana and cultural traditions of an earlier time

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Reacting against the accelerating pace of modern life and too-much-information technology, young urban dwellers are carving out a new space, one brilliantly surveyed in *United States of Americana*. Here we find barbers who instruct men to unplug the Norelco and try their (shaky) hand at shaving with a straight razor; manufacturers of high-end leather goods that outsource to the Amish rather than to India; DJs who rely on wax cylinders instead of digital files; restaurants where wild boar appears on the bill of fare (and the walls); and work wear that once saved the lives of turn-of-the-century Alaskan miners, now reinterpreted for the runways of Paris and Milan.

This isn't mere nostalgia, but a conscious celebration of community and sustainability. *United States of Americana* is the first comprehensive guide to the sounds, sights, tastes, and colorful characters that populate this new old-fashioned world, with topics including:

- The rise and evolution of alt-country music and the Americana genre (Fleet Foxes, Wilco, the Decemberists, and T-Bone Burnett) and the legends of country, blues, gospel and folk (Johnny Cash, Emmylou Harris, Hank Williams, Leadbelly)
- American work wear and heritage clothing and footwear like Red Wing Boots, Pendleton, Filson, and Carhartt
- Prohibition and pre-Prohibition era...

Marketing Campaign

- National Radio Campaign
- Print and Online Features and Reviews
- Author Events in Seattle
- Feature at the 2010 [Americana Music Festival & Conference](#)
- Online Outreach to community and sustainability; localvore culture; green living; lifestyle and design; DIY movement; steam punk; and Americana music and culture blogs for reviews, features, and giveaways
- [Author Facebook Campaign](#)
- Author Twitter Campaign [@kurtbreighley](#)
- Official author blogs: [djeltoro.livejournal.com](#) and [festivefanzine.blogspot.com](#)

Author Bio

Kurt B. Reighley is a Seattle-based writer, DJ, and entertainer. He was a contributing editor to *No Depression*, and his work currently appears on MSN.com. He has also written for *Rolling Stone*, *Details*, *The Stranger*, and *The Advocate*, and is the author of *Marilyn Manson* and *Looking for the Perfect Beat: The Art & Culture of the DJ*. He can be heard weekly on KEXP 90.3 FM Seattle and www.kexp.org.