

FOR IMMEDIATE RELEASE

CONTACT: Arthur Klepchukov
arthur@blinksofawe.com
240-645-2523

New Life Given to Old Art Form With *Blinks of Awe* for iPad

June 13, 2012, Berkeley, CA. *Blinks of Awe* (978-0-9853516-0-1), the first poetry book to take full advantage of Apple's new interactive iBooks platform, is now available in the iBookstore (<http://itunes.apple.com/us/book/blinks-of-awe/id519004169>). Combining the best elements of digital magazines, audiobooks, and the tablet form factor, *Blinks of Awe* is a new poetry experience.

While most poetry is black text on a white page and most ebooks are simple copies of print material, *Blinks of Awe* is poetry you can see, touch, and hear. For the first time in any collection of poetry, the reader can see the poet's vision through gorgeous high resolution imagery and wonderful typography, play with the work using familiar multitouch gestures, and hear what each line sounds like as the poet emphatically reads them in his own voice. This provides a completely new level of engagement with the writer's vision because the medium truly complements the content.

The poems span four major themes: late-night inspiration, the minor moments in between the memorable ones, losing innocence and youth, and romantic antics. These draw heavily from the poet's personal experiences while growing up between Eastern Europe, the East Coast, and Northern California. The entire book was written, designed, recorded, and performed by the poet to capture the pure spirit of the work on every possible level.

For more information about *Blinks of Awe* or to schedule an interview, please contact Arthur Klepchukov at 240-645-2523 or arthur@blinksofawe.com. Free audio and visual samples are available in the press kit at <http://blinksofawe.com/press>