



FOR IMMEDIATE RELEASE

Sept 2, 2014, Arlington, VA --Sparks of Fire Press is pleased to announce the release of *Borg Like Me & Other Tales of Art, Eros, and Embedded Systems*, a best-of collection and “poor man's memoir” from cyberculture pioneer and maker movement midwife, Gareth Branwyn. This heavily-illustrated, beautifully-produced volume chronicles Branwyn's personal and professional journey, from his coming of age in a commune, to his involvement in the 90s “zine scene” (desktop published small mags), to his tenure at such influential cyber arts/culture rags such as *Mondo 2000*, *boING boING*, *Wired*, and his eight years at *MAKE*, spearheading the growing maker movement.

Previously published material is woven throughout with Branwyn’s unabashedly honest commentary, personal anecdotes, and original essays. Read about the smart-druggies behind *Mondo 2000*, impersonating Billy Idol in cyberspace (*for Billy Idol*), the making of the iconic early 90s hypermedia book, *Beyond Cyberpunk!* (hailed by *MacWeek* as “revolutionary”), and essays on the growth of the maker movement and Gareth's elected “maker saints.”

Borg Like Me was crowdfunded (via a successful 2013 Kickstarter campaign), self-published, and is being printed on demand. Nearly two dozen noted artists contributed existing and original drawings, photos, and sculptural objects to illustrate the book. These contributors range from comic book well-knowns Shannon Wheeler, Danny Hellman, and John Bergin, to fine artists Terri Weifenbach and James Huckenpahler, to iconic found-object artists Jeremy Mayer, Greg Brotherton, and Nemo Gould. Even Mark Frauenfelder (Boing Boing founder and former editor at *Wired* and *MAKE*) contributed artwork (as well as the book's touching foreword). *Borg Like Me* contains 33 illustrations in all.

Borg Like Me is a smart, personal, and passionate trip along the bleeding edges of art, technology, and culture at the turn of the 21st century.

Handy Resources:

Front Cover Hi-Res: https://sparksoffirepress.com/wp-content/uploads/2014/09/BLM_ProductShot_Frontb.png

Back Cover Hi-Res: https://sparksoffirepress.com/wp-content/uploads/2014/09/BLM_ProductShot_Back.png

Author reading two essays from the book:

Chapter Zero: The Launch Party (<https://youtu.be/teZd9tIv4Pk>)

Tears in the Rain (<https://youtu.be/nYaXEcxCan4>)

Published excerpts:

Borg Like Me (title essay on Boing Boing) boingboing.net/2014/07/10/borg-like-me.html

A VCR Was Harmed in the Making of This Article (on MAKE) makezine.com/2014/08/26/borg-like-me-an-excerpt-about-perseverance/

Tweet Line:

Read Borg Like Me, @garethb2's smart, passionate, intense trip along the bleeding edges of art, tech, and culture. <https://amzn.to/1maeU2t>

What others are saying:

"Borg Like Me is a song of hope." - Casey Rae, Future of Music Coalition

"Borg Like Me is fantastic!" - RU Sirius (countercultural iconoclast and Mondo 2000 founder)

"Amazing" - Mark Frauenfelder - (Boing Boing founder)

"If it wasn't for your early writing... I probably wouldn't have been inspired to do what I'm doing." - Tom Igoe (co-creator of the Arduino microcontroller and beloved NYU/TISCH professor)

For more information:

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Borg Like Me & Other Tales of Art, Eros, and Embedded Systems

Gareth Branwyn

List Price: \$29.95

Paperback: 296 pages

Publisher: Sparks of Fire Press (Sept 2, 2014)

ISBN-10: 0692233237, ISBN-13: 978-0692233238

Product Dimensions: 9 x 6 x 0.7 inches , Shipping Weight: 1.1 pounds

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