

FOR IMMEDIATE RELEASE

Contact: Bradford Nordeen
Mobile: 661.904.8139
Email: b@bradfordnordeen.com
Web: www.free4fags.com

FEVER PITCH

a New Book Regarding

VICTORIA AND DAVID BECKHAM
WHITNEY HOUSTON
KYLIE MINOGUE
GRACE JONES
DIANA ROSS

NEW BOOK BY LOS ANGELES WRITER EXPLORES POP ICONS AND FAN CULTURE WITH READING AND LAUNCH AT PERES PROJECTS.

Launch Details:
Reading and Performances
Thurs Aug 7, 6:00–9:00pm



PERES PROJECTS

BERLIN | LOS ANGELES

969 Chung King Rd.,
Los Angeles, CA 90012

With the refreshing candor of a self-proclaimed fan, *FEVER PITCH* assesses pop culture and the icons who inspire such cultish adoration. Using psychoanalysis, post-colonial theory, film theory and pop culture jargon, Bradford Nordeen explores the psychological impulses and sense of community engendered by Victoria and David Beckham, Whitney Houston, Kylie Minogue, Grace Jones and Diana Ross.

Nordeen examines his exhaustive replay of Houston's 'I Will Always Love You' and analyzes the tune's structure, its dependence on *The Bodyguard* narrative and its stoic emotionality. Grace Jones traipses "from reverence to rape in a single note," while the Posh and Becks issue of *W* is likely their "highest moment of command over the American pop market." Kylie Minogue "encircles herself with emblems of gayness, but these are merely visual muddles, transgresses that she might rise above."

FEVER PITCH arose from Nordeen's activity in the online world of Film Criticism and Blogging. Having developed the website Being Boring as an online contribution to contemporary film criticism he was then hired to develop the Film compendium to the social networking site Flukiest. Since early 2007, Nordeen has been on staff at X-TRA – a Contemporary Art Quarterly designed to promote and provoke intelligent discourse about contemporary visual art in Los Angeles and beyond. Schooled in Art and Cultural Theory at the California Institute of the Arts, Nordeen brings this training to the unlikely, Pop culture subjects of FEVER PITCH. He will continue this work with Richard Dyer and Ginette Vincendeau this fall when he relocates to resume his studies at King's College London.

FEVER PITCH is fully illustrated and designed by internationally exhibited media artist Deric Carner. Carner is a ceaseless nomad and an obsessive pirate of all signs and symbols. He is graduate of the Piet Zwart Institute in Rotterdam, NL; awarded an MA from Plymouth University, UK (2005); BA from the University of California at Santa Cruz (1998). He currently resides in San Francisco.

The launch of FEVER PITCH will take place from 6-9p.m. August 7th at Peres Projects (969 Chung King Rd., Los Angeles).

Book Information:

Title: FEVER PITCH

Author: Bradford Nordeen

Format: Perfect Bound

Publication Date: August 2008

Price: \$12.00

Available from: Lulu press



For more information or to set up an interview with Bradford Nordeen, please call 661.904.8139 or email b [at] bradfordnordeen [dot] com.