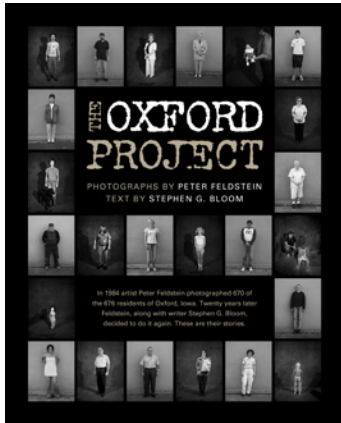


# Alex Award-winning **THE OXFORD PROJECT** is finally in trade paperback at \$29.95

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At \$50 it was the most expensive book ever to receive an Alex, but too expensive for reading groups around the country to adopt it. Now we hope it will become the foundation for a reading program through your library. Perhaps, it will even grow into a project where students or neighbors or family members interview and photograph each other—a little like a visual StoryCorps.\*

◀ The cover of the new paperback edition of *The Oxford Project*.

"What a marvelous way to get at 'who we are' as people. This powerful confessional book draws its strength from the truth that so-called ordinary people, not those with bold-faced names, are actually the heroes of our American drama."

—Ken Burns, Award-winning documentary filmmaker

## WHY?

*The Oxford Project* is about community. It's about your neighbors. It's about getting to know them. In hardcover, it has already inspired people everywhere to engage with one another more deeply, providing opportunities for exhibition, theatrical performances, and interactive projects.

## A LITTLE HISTORY

*The Oxford Project* began in 1984 when artist Peter Feldstein set out to photograph every single resident of his town, Oxford, Iowa (population 676). He converted an abandoned storefront on Main Street into a makeshift studio and posted fliers inviting people to stop by. At first they trickled in slowly, but eventually nearly all of Oxford stood before his lens. Twenty years later, with writer Stephen G. Bloom by his side conducting interviews, Feldstein went in search of the same Oxford residents he had originally photographed two decades earlier. What emerged was a living composite of a quintessential American community, told through the words and images of its residents—then and now.

## EXHIBITION

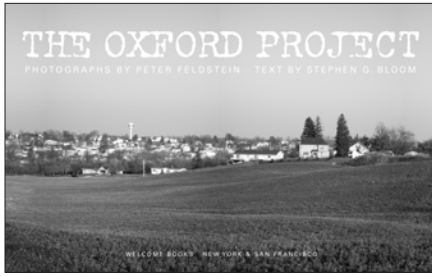
Before it became a book, *The Oxford Project* hung at the Des Moines Art Center and after at Kansas City's Belger Art Center, where before-and-after portraits flanked the poignant words of each Oxford resident. The "haunting *Oxford Project* triptychs—like altarpieces with the past and present as their wings—compel us to meditate on life," said Des Moines Curator Amy Worthen.

► Exhibition at Belger Art Center, Kansas City, MO, Winter 2009.



"*The Oxford Project* is an extraordinary undertaking and a fascinating book. These magnificent and poignant photos and oral histories make for a can't-put-it-down read, and prove that the stories we find all around us are the most interesting and important of all. You'll be awed by the poetry in the words, dreams and faces of Oxford, Iowa."

—Dave Isay, Founder of StoryCorps and 2003 MacArthur Fellow



▲ Pages from *The Oxford Project*.

## BOOK

The hardcover was published in September of 2008, and became an instant sensation. It won the Alex Award; it earned acclaim from *The New York Times*, *The Washington Post*, *Library Journal*, and *The Guardian*, among many others. In **September of 2010** it will be available in trade paperback—less expensive, more portable, and retaining all the drama for which it received such outstanding praise.



## PERFORMANCE

The memories, dreams, failures, and secrets that the people of Oxford revealed to Bloom also became scripts for live performances in nearby Iowa City, in Berkeley, California; Milwaukee; and at New York City's American Place Theatre.

◀ Creators Stephen G. Bloom and Peter Feldstein with editor Katrina Fried at The American Place Theatre. New York, NY, May 31, 2009.

"A mosaic of a small town, of hopes and dreams, of triumphs and tragedies, of life and death...The story in Oxford really isn't about Oxford, Iowa. It's about any small town in the United States—anywhere in the world."

—Wayne Drash, CNN.com

## EDUCATION

Equal parts art, American history, cultural anthropology, and human narrative, *The Oxford Project* is at once personal and universal, and the opportunities it creates are limitless.

Isn't it time to look at this book and use it to galvanize your own community?

▶ A teacher and students discuss *The Oxford Project* at the Prairie Lights Bookstore. Iowa City, IA, Fall 2009.



"...A cause for celebration...What we have in this spellbinding and ambitious and eccentric volume is *Our Town* and *Spoon River Anthology* updated and revived. We also have journalism, in words and in images, at its heart-stopping best and its most poignant."

—Pulitzer Prize-winner Madeline Blais, Harvard University's *Nieman Reports*

\* \* \* \* \*

## THE OXFORD PROJECT

Photographed by Peter Feldstein. Written by Stephen G. Bloom.

256 pages \* More than 200 duotone photographs \* 8 1/2" x 10 5/8" \* **\$29.95** (\$34.00 CAN) \* ISBN: 978-1-59962-087-9

Published by Welcome Books. Distributed by Random House.

More of everything at: [www.welcomebooks.com/oxfordproject](http://www.welcomebooks.com/oxfordproject)

**\*INTERESTED? Please email Emily Green at [emily@welcomebooks.com](mailto:emily@welcomebooks.com)**