



Chris Turner's upcoming book, *Planet Simpson*, which is being published by Random House uses *The Simpsons* as a window on the pop culture at large, *Planet Simpson* will feature first-hand reportage and analysis of the Internet boom, the alternative-rock explosion, the triumph of ironic culture, the cultural origins of anti-globalization, and the impact of globetrotting (by dotcomers as well as backpackers) on the developing world. This is not a book about a TV show — rather, it's a book about how a TV show documented and defined an entire era.



## Chris Turner

*Journalist and Culture Commentator*

Chris Turner is an award-winning magazine journalist based in Toronto. His pop-culture and technology reporting and essays for *Shift Magazine* have earned him six National Magazine Awards in the last three years, including the President's Medal for General Excellence in 2001, an annual award recognizing the best overall feature story published in any Canadian magazine—the highest honor in Canadian magazine writing.

His *Shift* essay “The Simpsons Generation” (the genesis of this book) appeared in September 2002 to widespread acclaim, and was reprinted in newspapers across North America. He is also a regular contributor of culture and technology reporting to *Time*, *The Globe & Mail*, and *National Post Business*.

In an age of unprecedented transformation — in everything from geopolitics to telecommunications to fundamental social norms — *The Simpsons* alone has had the depth, intelligence, and scope to chart the links between the new world order's scattered fragments. From the rise and fall of the Internet to the re-emergence of protest politics, from Main Street, USA, to the South Pacific, *The Simpsons* has found the last word on seemingly every facet of our culture and every event of our time. Its wide cast of characters are a catalogue of our culture's archetypes, its settings and plots an encyclopedia of the shape of our age.

*Planet Simpson* will be the first detailed critical map of this universe and Chris Turner will be the first explorer to relate how this phenomenon concurrently describes and defines our culture. His speeches are funny, specific and incredibly educating. Let Chris take you beyond the surface of one of the defining symbols of our times.