



For Immediate Release

Faber and Touch Press Create iPad Edition of T. S. Eliot's *The Waste Land*

The Waste Land for iPad is now available worldwide from the App Store



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LONDON– June 7, 2011–Faber and Touch Press today announced a new digital edition of T. S. Eliot's *The Waste Land* for iPad is now available on the App Store. *The Waste Land* for iPad brings alive the most revolutionary poem of the last hundred years, illuminated by a wealth of interactive features. The title's groundbreaking design carefully respects the typography and integrity of the original poem, yet offers spectacular new ways to explore *The Waste Land's* significance and influence.

"No writer is more closely associated with Faber than T. S. Eliot and it is a privilege to work on any new edition of *The Waste Land*," said Henry Volans, Head of Faber Digital. "We are delighted to partner with Touch Press for this marriage of literature and the revolutionary iPad. *The Waste Land* App is a flagship project in Faber's mission to re-imagine poetry for the digital age."

"*The Waste Land* for iPad attempts to do for this defining poem of the 20th-century what The Elements has done for the periodic table – bring a profoundly important subject to the attention of a new digital audience and make it come alive in their hands," said Max Whitby, co-founder and CEO of Touch Press.

Features of the app include:

- A powerful filmed performance of the entire poem by Fiona Shaw, synchronized to the text.
- Complete audio readings of the poem, also synchronized to the text, by T. S. Eliot himself, Alec Guinness, Ted Hughes, and Viggo Mortensen.
- Comprehensive interactive notes to guide the user through the poem's many references.
- Over 35 expert video perspectives on the poem, filmed in partnership with BBC Arena, including contributions from Seamus Heaney and Jeanette Winterson.
- Original manuscript pages revealing how the poem took shape under Ezra Pound's editing.
- An overview tool to reveal the complete structure of the verse and allow rapid navigation.

The Waste Land for iPad is available for \$13.99 (£7.99) from the App Store on iPad or at www.itunes.com/appstore/.

For more information please visit www.faber.co.uk and touchpress.com

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