

Faber and Touchpress launch groundbreaking app Arcadia to explore the future of digital reading after e-books.

20 August 2015, £2.99 available on the App Store.

'The finest pure storyteller working in popular fiction.' Malcolm Gladwell

Bestselling novelist Iain Pears has conceived his new work *Arcadia* unlike any before it, to be read as an app, written using specially-commissioned software and developed for readers by Touchpress and Faber, the partners behind multi-award-winning apps including *The Waste Land* and *Shakespeare's Sonnets* for iPad. It is released today as a free app with in-app purchase on the App Store for iPhone and iPad, prior to the novel's UK hardback publication on 3 September 2015.

The *Arcadia* app at a glance:

- Presents all the possible ways Iain Pears could have told the story, with a choice of ten character strands
- Readers can approach it as a series of traditional linear stories, or can switch rapidly between tales and worlds
- As master of their own journey, readers can read or leave out sections as they choose
- The entire story is mapped visually, with each reader's map becoming a unique representation of their journey
- Different ways of reading create different relationships between the characters, and a different understanding of how stories can be told.

Henry Volans, Director of Faber Digital, comments: 'More than anything we've seen, *Arcadia* is a natively digital novel – in how it is written, edited and read. It brilliantly showcases Iain Pears' storytelling genius.'

Theodore Gray, Chief Creative Officer of Touchpress, comments: 'Some stories are meant to be read from start to finish, which is good, because ordinary books or even ebooks really only lend themselves well to that kind of reading. But what about stories that are inherently folded in on themselves, with branches and threads that defy linear presentation? Iain Pears has written such a story in *Arcadia*, and we have created for it a uniquely beautiful reading device, an app that allows you to explore the text up and down and in directions that have no names.'

Links: www.arcadiatheapp.com www.touchpress.com www.faber.co.uk

For further information about the novel contact Kate McQuaid, Publicity & Campaigns Manager, on kate.mcquaid@faber.co.uk / 020 7927 3886, or Henry Volans, Director of Faber Digital, on henry.volans@faber.co.uk / 020 7927 3835

For more about Touchpress, please contact: Tom Williams, Marketing Producer, on tom.williams@touchpress.com