

## PROPOSAL TO PUBLISH

### *To Be Nothing*, by Benedicte Maurseth in English

A new publishing house specializing in music books, *Terra Nova Press*, is being started in New York. David Rothenberg, a philosopher and musician with a long association with Norway, is the publisher, Evan Eisenberg is editor-in-chief. Our books will be distributed by the MIT Press, with which David Rothenberg has a long association.

Our first book will be a memoir by guitarist and composer Elliott Sharp, called *IrRational Music*. This will come out in the spring of 2019.

The second book we intend to publish is Benedicte Maurseth's *To Be Nothing*, a remarkable memoir about the Hardanger fiddle and Maurseth's relationship with her teacher, the great musician Knut Hamre. It is an unusual and accessible work—poetic, personal, in-depth and of interest to musicians and also the general public. It needs to be known outside of Norway.

It should come out in Fall 2019 in time for the Frankfurt Book Fair, at which Norway is a featured country.

Bruce Thomson will translate from Nynorsk, and we received a grant from NORLA to cover 50% of the translation cost, to be paid upon publication. David Rothenberg is musician, writer, and philosopher with a long association with Norway (He wrote *Gjør det vondt å tenke?* A book-length interview with Arne Næss). He also records on the ECM label, and has performed together with Benedicte Maurseth in Berlin and Paris.

There are so few books in English about the Hardanger fiddle, and about any music there are few books as beautifully written as this one. It is exactly the kind of unusual and important title we want to be publishing.

We also believe there will be a reasonable market for this book in English in Norway for those interested in Norwegian folk music not as a fixed tradition to be documented, but as a living, breathing contemporary art form.

Maurseth is becoming increasingly well-known internationally, she records on the prestigious ECM label, and as music sales on CDs are declining in the age of endless free streaming, there is a need for new and innovative musical products to be sold at shows and elsewhere. This book is exactly the kind of music object that is increasing in importance, and we are confident there will be real interest in it.

Our present plan is to print 1500 copies of the book. The books will be printed in color by Tallinn Book Printers in Estonia, known for their high quality and reasonable prices. 500 copies will stay in Norway to be distributed to places where there is interest in folk music and literature in translation, and 1000 copies will be sent to MIT Press warehouses in London and Rhode Island for international distribution.

