**Bjooks and Moogseum to Hold Special Book Launch Events for   
*The Minimoog Book* in Asheville, NC This Saturday, September 14**

*Author JoE Silva, musician Erik Norlander, Bjooks Founder Kim Bjørn and Michelle Moog-Koussa of the Bob Moog Foundation will all be on hand for exclusive launch event to be held this weekend*

**Asheville, NC, September 11, 2024 — Danish publisher Bjooks and The Bob Moog Foundation are excited to present the premiere of The Minimoog Book, a highly anticipated new release from Bjooks celebrating the deep history and impact of the Minimoog - the world’s most iconic analog synthesizer.**

Written by esteemed music historian and journalist JoE Silva, The Minimoog Book is the definitive history of the Minimoog, featuring exquisite, detailed photography - much of it brand new - along with schematics, historical promotional materials, engineering interviews, illustrated sound patches, and over 70 artist features.

What: Exclusive launch events for The Minimoog Book

Who: Bjooks and The Bob Moog Foundation

Where: Moogseum, 56 Broadway Street Asheville, NC

When: Saturday, September 14th: 3:00 p.m. to 5:00 p.m. (open book signing) and 7:00 p.m. and 8:30 p.m. (discussion, performances and signing - tickets required)

**Event details**

Author JoE Silva will be on hand to sign copies of The Minimoog Book at the Moogseum Store between 3:00 p,m. to 5:00 p.m., with free and open access to the public. Given the limited book quantities, early arrival is recommended, although attendees are welcome anytime within the two-hour window.

The ticketed 7:00 p.m. and 8:30 p.m. sessions will feature insights from JoE Silva, publisher Kim Bjørn, and Michelle Moog-Koussa, daughter of Bob Moog and executive director of the Bob Moog Foundation - each of whom will discuss the making of The Minimoog Book and Bob Moog’s enduring legacy. JoE Silva will also sign books during these sessions.

Keyboardist, composer, and synthesist Erik Norlander will be on hand to perform, showcasing several Minimoog patches featured in the book. Known for his expertise in progressive rock and Moog synthesizers, Norlander’s performances promise to be a highlight.

**Tickets and reservations**

Tickets are required for the 7:00 p.m. and 8:30 p.m. sessions, including the talks, performance, and signing. Space is limited, so reserve early. For tickets, book reservations, and full event details, visit <https://bit.ly/MinimoogBookSigning>.

Unable to Attend? You can still purchase The Minimoog Book directly from <https://bjooks.com/theminimoogbook> or explore the entire Bjooks catalog at <https://bjooks.com>.

**About The Minimoog Book**  
Perfect as a coffee table centerpiece and a keepsake for lovers of synthesizers, music history, and art, The Minimoog Book is a must-have for anyone passionate about timeless books and music. Inside, readers will find exclusive interviews with legendary musicians like Keith Emerson, Rick Wakeman, Chick Corea, Tony Visconti (David Bowie), George Duke, Bernie Worrell, Devo, Kraftwerk, Air, J Dilla, Gary Numan, and many more. The book also highlights today’s top multi-instrumentalists and songwriters, including Greg Kurstin (Adele), Yumiko Ohno (Buffalo Daughter), Mac DeMarco, and others.

**About Bjooks:**

Founded by Kim Bjørn, Bjooks is renowned for producing visually stunning and insightful books on music technology. Previous titles include PUSH TURN MOVE, PATCH & TWEAK, and PEDAL CRUSH, aiming to inspire and document the world of music creation.

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