

The second edition of this popular and endearing guide to Portland

# This Is Portland (2nd Edition)

The City You've Heard You Should Like

By Alexander Barrett & Andrew Dickson

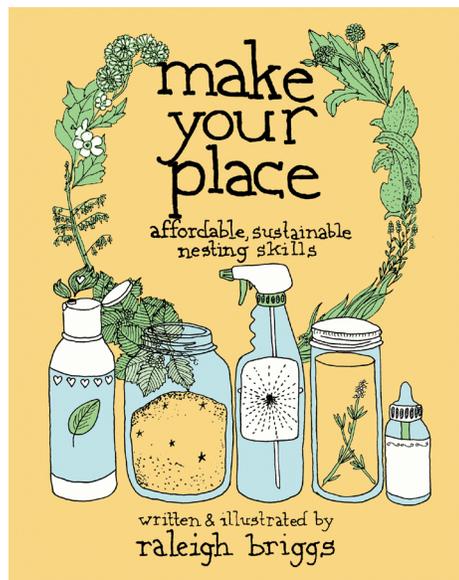
Praise for previous edition:

“Barrett’s witty tribute *This is Portland* is composed of micro-essays on what keeps Portland weird (and great), from \$3 movies and backyard chickens to tattoos and tater tots. Another Powell’s bestseller, this Portland primer is must-read material for visitors and residents alike.” —*Travel Portland*

“If you’re a newcomer to Portland, it’s the letter home you’re too busy to write yourself. If you’re an old-time resident, it’s a look into what those green-haired, skinny-jeaned young people are up to.” —Kristin Belz, *Portland Monthly Magazine*

“This book he offers great little insights into such things as rain, Portland’s nicknames, food carts, bands, Portland drivers, strip clubs, tattoos, tater tots, snow, bikes, beer and much more. Really, you should just read it.” —Mikel Kelly, *Portland Tribune*

“Barrett’s funny little explanations make me think I should like Portland even more than I already did.” —Rose Petralia, *Ink19*



*This is Portland* is a first-hand look at a city that people can’t seem to stop talking about. It’s a guidebook of sorts, but not to restaurants and sightseeing. Instead, Alexander Barrett is your friendly guide to the quirky characters and atmosphere of Portland, Oregon and how fun, beautiful, and ridiculous it can be. With its approachable, often hilarious tone, this book is perfect for anyone who wants to learn more about bikes, beards, beers, rain, and everything else important about the city you’ve heard you should like.

SUBJECT: Travel Guide / Humor / Cultural Studies

PUBLICATION: **August 14, 2018**

PRICE: **\$7.95**

ISBN: 978-1-62106-401-5

FORMAT: Paperback, 96 pages, 5.25x6.75”

CARTON QTY:

ART: B&W/Color illustrations throughout

### Marketing Notes

1. Roughly 25,000 copies sold of 1st edition
2. First edition has been a consistent bestseller at Powell’s Books in Portland, Oregon
3. A charming guidebook/gift book that captures the quiriness of Portland, which appeals to first-time visitors and residents alike

### Comparative Titles

- *The Zimester’s Guide to Portland: A Low/No Budget Guide to The Rose City* Shawn Granton 9781621067382 (Microcosm) \$7.95, 2016
- *Walking Portland: 30 Tours of Stumptown’s Funky Neighborhoods, Historic Landmarks, Park Trails, Farmers Markets, and Brewpubs* Becky Ohlsen 9780899976815 (Wilderness Press) \$18.95, 2013
- *Portlandness: A Cultural Atlas* David Banis, Hunter Shobe 9781632170002 (Sasquatch Books) \$24.95, 2015



**Alexander Barrett** is the writer and illustrator who is constantly baffled by the human experience. From his home in Shanghai, he uses ink and words to try to make sense of it all. He is rarely successful, but his work has appeared all over the internet, the streets, and the TVs of North America and Asia.

A small, innovative publishing house, **Microcosm Publishing** specializes in work designed to make the reader feel good about being alive, take an active role in bettering their life, and impact the world around them. Microcosm has developed a reputation for teaching self-empowerment, showing hidden histories, and fostering creativity through challenging conventional publishing wisdom with books and zines about DIY skills, food, politics, and art.

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