



New Book Pays Tribute to Everything Austin with Bite-Sized Poetry and Beautiful Pictures

How do you capture the essence of Austin -- from its famous and funky landmarks to its legendary music scene and outdoor beauty -- in a book? *Haiku Austin*, with the perfect mix of vibrant photography and short, pithy poems, has done just that. Local writer and photographer Carlotta Eike Stankiewicz calls the book “a labor of love” that’s been 24 years in the making.

Carlotta moved to Austin from D.C. in 1992, and has been taking pictures and singing the praises of her adopted hometown ever since. An advertising creative director, her 25+ years of crafting punchy headlines and copy led her to choose the haiku format for the book. “Haiku are perfect for today’s time-starved, social media-loving world. The form works so well to make short, pointed observations that people can ‘get’ quickly.” The haiku, which follow the 17-syllable structure of 5-7-5 on three lines, often end with a playful twist.

anticipation

*Congress Ave watchers and bats
just hanging around*

fall comes to Austin

*everything but the trees
turns to burnt orange*

Haiku Austin is the first title from Haiku Empire Press, which Carlotta has formed with her longtime friend and advertising colleague, designer Anne Stevenson. The company will sell its books online at haikuAustin.com, along with other products such as notecards and t-shirts. Their second title, *Hill Country Haiku*, is already in the works. *Haiku Austin* will also be available at Austin bookstores and retailers starting in late May 2016.

ABOUT THE AUTHOR:

Carlotta Eike Stankiewicz is a writer, creative director, poet and entrepreneur. During her tenure at Austin’s GSD&M Advertising, she created award-winning integrated campaigns for national brands including John Deere, Zales, Hallmark, and Southwest Airlines. A member of the Board of Directors of the Writers’ League of Texas, Carlotta has spoken at The 3 Percent Conference, Listen to Your Mother/Austin and The One Page Salon. She captured first place in the 2003 O. Henry Pun-Off World Championships. She’s the proud mom of two mostly well-behaved teenagers, Kate and Ella.



Haiku Austin

by Carlotta Eike Stankiewicz
Softcover, 7” x 7”, 144 pp., \$17.95
ISBN 978-0-9974770-0-9
Release Date: May 20, 2016

CONTACT INFO

Carlotta Eike Stankiewicz
512.791.8310
Carlotta@haikuAustin.com