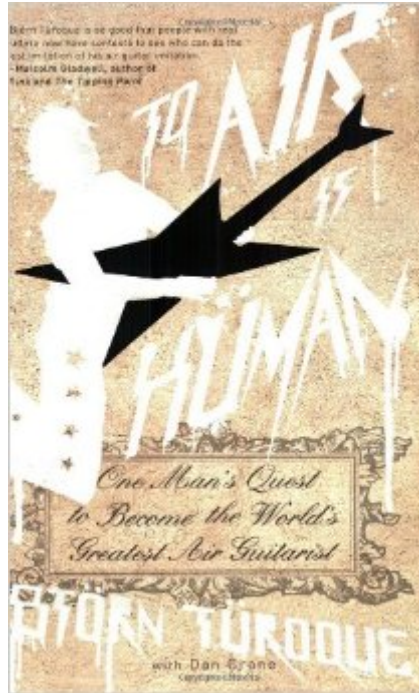


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To Air Is Human: One Man's Quest To Become The World's Greatest Air Guitarist



Synopsis

How an average musician put aside his "there" guitar and reinvented himself as Björn Turoque, the take-no-prisoners future of air guitar. The true story of how mildly successful guitarist and New York Times writer Dan Crane relinquished his instrument and became Björn Turoque (pronounced "b-yorn too-RAWK"), the second greatest air guitarist in the nation. This exploration of the international air guitar sub-culture addresses the issue of dedicating oneself to an invisible art in order to achieve the ultimate goal of "airness"-that is, when air guitar transcends the "real" art that it imitates and becomes an art form in and of itself.

Book Information

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Customer Reviews

I really loved this book. I fully expected it to be silly and funny, and it did not disappoint in that regard (I mean, c'mon, AIR GUITAR!!??). However, I didn't expect it to be such a well written, in depth, truly epic journey into the strange world of competitive air guitar; a story that drags the reader along shaking with laughter and olfactory horror (poop in a pizza box, anyone?) into an understanding of and sympathy for the crazed, beer addled, "ersatz" philosopher Bjorn Turoque. Why on earth would anyone give so much for air guitar greatness? Why air guitar? What the...? Mr. Crane answers all these questions with substance and humor, and dare I say humanity. He's a Holden Caulfield (!!) for the jaded, 30-something, unhappy hipsters searching for something more in life...who finds air guitar and a mission! Make air not war. He makes you believe.

Bjorn Turoque has only won an air guitar competition once (and I was there to witness it), but with

To Air Is Human, he proves that he is the #1 ambassador of air, at least in the U.S. Mr. Turoque/Crane/Retard masterfully and humorously takes us into the magical world of competitive air guitar--what it's like to have to explain to your girlfriend why an imaginary instrument must dominate your life, what it's like to compete in 10 competitions and come in second five times, what it's like to live out your rock-star fantasies, and best of all, what it's like to score with an "air groupie." Turoque explores the "beautiful" dynamic of air guitar in Finland, home to the Air Guitar World Championships, in which he has competed twice. The scenes in Finland focus on the unity of the human spirit--from the inspiring words of two-time former world champ Zac "The Magnet" Monroe to the air guitar competitions for the "differently abled." Turoque's quest in life and with this book is to introduce America, which should be the leader of air guitar rock-stardom, to this concept. Turoque, a true Nietzsche buff, analyzes air guitar with philosophy, pop-culture references, laugh-out-loud humor, and writing skills that have gotten his works published in the New York Times and the Los Angeles Times. This book might not inspire you to air guitar competitively, but you will laugh. And you will embrace the rock star that resides within. Two thumbs up--or better yet, double devil-horns way up with a C-Diddy-sized tongue sticking way out.

I was in a hurry to pick up some books for a transatlantic flight and I picked this book up, without much expectations. After all, how good could a book be about one man's quest to become the world champion in "air guitar" play? Then I started turning the pages...In "To Air Is Human: One Man's Quest To Become The World's Greatest Air Guitarist" (304 pages), author Dan Crane brings the improbable tale of how he decided on a whim to enter the 2003 NY regionals and subsequently the world championships, and what happened next. The book is "co-authored" by Crane's alter-ego, the air guitarist Bjorn Turoque (get it?). With tongue firmly planted in cheek, Crane tells of his encounters with (semi)celebrities like Carson Daly and others along his way to try and become the world champ. Most of the tales are quite funny, which is what kept me turning the pages. Some of his observations are so off-kilter (such as "Air guitar, I had learned, is about commitment. It's not unlike love, really") that I just couldn't stop smiling as I was reading. Many of the better moments in the book are about the many side-characters that pop up. In the end, this book was much better than I expected it. Of course, I had low expectations to begin with. But this book is funny and irreverent from begin to end. If you are in the mood for that, this book is for you.

Bjorn Turoque has given his audience a Roque solid, chAIRsmatic, and hilarious tale of his determination and perseverance to not only become the "World's Greatest Air Guitarist", but to also

emulate the true spirit and message of Air Guitar - World Peace. I'm eager to see Air Guitar and it's competitive circuit sweep the nation and hope that America will embrace it as the Finns have!

Bjorn Turoque and "To Air is Human" have done with air guitar what Al Gore and "An inconvenient Truth" have done with climate change. This book is quite difficult to put down, as it drills you to your seat: leaving you to wonder why you're not the one rocking on an invisible instrument.

I really enjoyed this book and found myself laughing out loud quite a few times, which is always a plus. This was a fast read, was smartly written and the language used was artful and painted a colorful picture of the world behind the strange curtain of air guitar. I am personally familiar with these competitions but think that this book would be entertaining if you've never dreamed such a thing existed.

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