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## Poker Face

### The Rise and Rise of Lady Gaga

by Maureen Callahan

**The first biography of the ever-changing, always surprising musical phenomenon: Lady Gaga**

Lady Gaga is a once-in-a-decade artist, and the rare instant celebrity whose appearance can become a cultural event. No other music star of the last decade combines the talents Lady Gaga possesses: she's a genuine singer, composer, songwriter, designer, and performance artist, who uses technology and social media to shape her art and career. In the space of fifteen months, she has become a demographic-smashing pop icon with global reach and impact.

Not since Madonna's breakout success in the mid-eighties has the world witnessed the advent of a pop-culture provocateur who mixes high-and-low culture, the avant-garde with the accessible, "downtown" authenticity with the sheen of glamorous artifice. She has quickly formed a symbiotic relationship with her rabid fan base who have taken to dressing as she does, imitating her hair and make-up in tribute. Gaga, too, is a cultural shape-shifter, allowing her fans to project their needs, wants, confusions, and desires onto her.

This is a must-read for Gaga fans, who, devoted as they are, know next to nothing about who she is and how she got that way, as well as for anyone who has heard Lady Gaga on television and the radio and is curious...

#### Marketing Campaign

- National broadcast campaign
- Radio interviews
- Outreach to entertainment, music, and gossip websites
- Online marketing

#### Author Bio

**MAUREEN CALLAHAN** has worked as an editor and writer at the *New York Post* for seven years, covering everything from the subcultures of the Lower East Side to local and national politics. Before that, she worked as a writer for MTV, *Sassy*, *New York* magazine, and *Spin*, where she won an ASCAP-Deems Taylor Award for co-authoring "Don't Drink the Brown Water," a lengthy expose of what led to the Woodstock riots of 1999; that piece was also selected for inclusion in DaCapo's "Best Music Writing 2000." Last year, she was nominated for a Pulitzer by the *New York Post* for her work at the paper. She lives in New York.