

**SACHI, Society for Art & Cultural Heritage of India**

and **Bay Area Book Festival**

in partnership with the ***San Francisco Chronicle***

*present a stimulating discussion*



## *A Journey into the Life of Rumi*

at June 3 & 4, 2017  
Downtown Berkeley Festival  
Where Readers Meet Writers

### **Brad Gooch**

New York based author of Rumi's biography,  
*Rumi's Secret: The Life of the Sufi Poet of Love*

*In an Interview with writer*

### **Michael David Lukas**

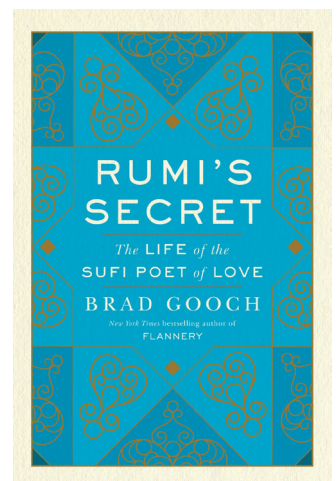
**Saturday, June 3, 2017**

1:30 PM - 2:45 PM

Berkeley City College Auditorium  
2050 Center Drive, Berkeley

Book signing information, Auditorium

For inquiries, contact [info@sachi.org](mailto:info@sachi.org)



## *A Journey into the Life of Rumi*

“Everyone is born once. I have been born many times,” wrote Rumi, the beloved Persian poet, whose words often draw comparisons to Shakespeare. But who was the person behind the poems? And why does a fairly obscure 13th-century mystic continue to captivate contemporary audiences? Brad Gooch, formidable biographer and bestselling author of *Smash Cut*, *Flannery*, and *City Poet*, brilliantly brings the legend to life, vividly coloring in Rumi's time and place—imagine trying to write erotic poetry under the seige of Genghis Khan—and reminding us that the power of poetry transcends time and place, much like Rumi himself.

## Bay Area Book Festival

Over the weekend of June 3rd and 4th, 2017, the third annual Bay Area Book Festival will fill downtown Berkeley with a literary extravaganza that offers pleasure to anyone who has ever loved a book.

Whether you're a fan of science fiction or history, of fiction or memoir, of poetry or food writing, of children's literature or science, experience one of the best book festivals right here in the Bay Area!

### For Festival details and tickets:

<https://www.baybookfest.org/>

### Priority Admission Ticket \$8

Guarantees your seat to a particular author session!

Be sure to arrive at least 10 minutes before the session's start time.

### General Admission Wristband \$15

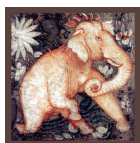
Roam the festival! With General Admission Wristband you can go to any event that interests you, anytime Saturday and Sunday.

### Brad Gooch

Brad Gooch is the author of the new biography *Rumi's Secret: The Life of the Sufi Poet of Love*. His work has been featured in numerous magazines including: the New Republic, the New Yorker, New York Magazine, the Paris Review, the Los Angeles Times Book Review, Art Forum, Harper's Bazaar, the Nation, and regularly on the Daily Beast. A Guggenheim fellow in Biography, he has received a National Endowment for the Humanities fellowship, and a Furthermore grant in publishing from the J.M. Kaplan Fund. His previous books include *Smash Cut: A Memoir of Howard & Art & the 70s and the 80s*, *Flannery: A Life of Flannery O'Connor*, a National Book Critics Circle Award Finalist, and a New York Times Notable Book of the Year, *City Poet: The Life and Times of Frank O'Hara*, and three novels, a collection of stories, and a collection of poems. A professor of English at William Paterson University, he earned his PhD at Columbia University, and lives in New York City.

### Michael David Lukas

Michael David Lukas has been a Fulbright Scholar in Turkey and is best known for his novel *The Oracle of Stamboul*, Translated into more than a dozen languages, *The Oracle of Stamboul*, his first novel, was a finalist for the California Book Award, the NCIBA Book of the Year Award, and the Harold U. Ribalow Prize. His second novel, *The Forty-Third Name of God*, is forthcoming from Spiegel & Grau. A graduate of Brown University and the University of Maryland, he is a recipient of scholarships from the National Endowment for the Arts, Montalvo Arts Center, New York State Summer Writers' Institute, Squaw Valley Community of Writers, and Elizabeth George Foundation. His writing has appeared in *The New York Times*, *Wall Street Journal*, *Slate*, *National Geographic Traveler*, and *Georgia Review*. He lives in Oakland.



SACHI

Society for Art & Cultural Heritage of India

[www.sachi.org](http://www.sachi.org)