# Image result for bloomsbury diana logo

# Project Management Brief – Academic Production

## Basic Details

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| Title: **Neue Deutstche Welle** | |
| Subtitle: | |
| Series: Genre: A 33 1/3 Series | |
| Bloomsbury Production contact: | |
| Publication: | Requested finals date: 26 October 2023 |

## Contact Details

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| Copy-edit queries sent to: Authors/Editors listed above |
| Proofs to go to: Authors/Editors listed above and Bloomsbury Production contact |
| Any known unavailability: N/A |
| Confidential author/editor notes: N/A |

## Text Specifications

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| --- | --- |
| TPS:  Other: 5 x 7 3/4 | Text colour(s):  Further details (colours, etc.): N/A |
| Text design template:  If ‘Custom’, or any changes to text design specs:  Any further text design details/additional notes for typesetter: There are few diacritics; there is a lot of German language text. Please retain footnotes. | |
| Notes placement:  Further details: N/A | |
| Bibliography/References placement:  Further details: N/A | |
| Further Reading placement:  Further details: N/A | |
| Index: Yes  No  Compiled by:  Further details: N/A | |

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| Any missing material:  Specify:  Date due: N/A |

## Copy-Edit / Proofing

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| Project complexity:  If ‘Complex’: N/A |
| Level of copy-editing required:  Elaborate: |
| Specific notes for copy-editor: There are few diacritics; there is a lot of German language text.  Please note that the section titled "Ten Essential Tracks" should be written as such in the TOC, but as the heading at the beginning of the section should read "10 Essential Tracks." |
| House style to apply:  If ‘Other’/further details to note: Some quotations have British spellings; please retain spelling as it appears in quotations.  Additional styles: |
| Referencing style:  If ‘Other’/further details to note: Author uses short title system of citation - using numbered note cues that correspond with footnotes styled:  Christian Jäger, “Ripples on a Bath of Steel — The Two Stages of Neue Deutsche Welle (NDW),” in German Pop Music: A Companion, ed. Uwe Schütte, 131-150, (Berlin: De Gruyter, 2017).  Bibliography entries are styled as:  Hoffmann, Josef. “Das moderne Ich: Ich-Strukturen und neue Musik.” Sounds. September 1980.  Please retain footnotes. |

## Supplementary Information

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| Online resources: | If ticked, provide details: N/A |

## Artwork

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## XML and Metadata

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ISBNs:

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| Hardback: |  |
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| Edition description: Neue Deutsche Welle(NDW), or “German New Wave,” was made extraordinarily popular in the 1970s and 1980s by the likes of Nena's "99 Luftballoons" and Trio's "Da Da Da"—and then left as quickly as it came. Conventional wisdom among artists dictates that it’s better to burn out than fade away, but this doesn’t tell the full story of NDW—the reason for its rapid rise and fall, the historical context that necessitated the genre, and where the energy of the NDW movement went after its end.  The genre has international influences but still demonstrates a uniquely German desire to build a new, sanitized identity in the aftermath of World War II. Originally quite subversive and underground, NDW became exponentially more mainstream until it could no longer sustain itself creatively. And rather than disappearing, it helped give rise to the post-Cold War rave craze and is still an important touchstone in music history. |

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| *Author/editor name(s):* | *ID(s):* | *Biography/ies:* |
| **Claudia Lonkin** | 105007 | **Claudia Lonkin** is a historian of popular music and culture based in the United States. Her research focuses on global music trends in the 1970s and 1980s, examining congruences and points of contrast between scenes in Europe and the Americas. She has been published in the *Journal of Popular Music Studies*and *Punk & Post-Punk*. |
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