



LOUISIANA STATE UNIVERSITY PRESS

3990 West Lakeshore Drive  
Baton Rouge, LA 70808-4684  
(225) 578-8282  
[www.lsupress.org](http://www.lsupress.org)

# BOOK NEWS

## FOR IMMEDIATE RELEASE

**Contact:** Erin Rolfs

[225.578.8282/erolfs@lsu.edu](mailto:erolfs@lsu.edu)

### Spotlight on Bourbon Street

*LSU Press to publish Richard Campanella's history of the best-known street in New Orleans*

**Baton Rouge**—New Orleans is a city of many storied streets, but only one conjures up as much unbridled passion as it does fervent hatred, simultaneously polarizing the public while drawing millions of visitors a year. A fascinating investigation into the mile-long urban space that is Bourbon Street, **Richard Campanella's *Bourbon Street: A History*** spans from the street's inception during the colonial period, through three tumultuous centuries, arriving at the world-famous entertainment strip that is both celebrated and reviled.

Clearly written and carefully researched, Campanella's book interweaves world events—from the Louisiana Purchase to World War II to Hurricane Katrina—with local and national characters, ranging from presidents to , to explain how Bourbon Street became an intriguing and singular artifact, uniquely informative of both New Orleans's history and American society.

While offering a captivating historical-geographical panorama of Bourbon Street, Campanella also presents a contemporary microview of the area, describing the population, architecture, and local economy, and how Bourbon Street operates on a typical night. The fate of these few blocks in the French Quarter is played out on a larger stage, however, as the brands that the Bourbon Street merchants and the city of New Orleans strive to promote clash with and complement each other.

An epic narrative detailing the influence of politics, money, race, sex, organized crime, and tourism, *Bourbon Street: A History* ultimately demonstrates that one of the most well-known addresses in North America is more than the epicenter of Mardi Gras: it serves as a battleground for a fundamental dispute over cultural authenticity and commodification

Richard Campanella, a geographer with the Tulane School of Architecture, is the author of seven books about New Orleans, including *Bienville's Dilemma* and *Geographies of New Orleans*. A two-time winner of the Louisiana Endowment for the Humanities Book of the Year Award, Campanella has also received the Williams Prize for Louisiana History and the Monroe Fellowship from Tulane's New Orleans Center for the Gulf South.

March 2014

416 pages, 6⅞ x 9¼, 33 halftones, 6 charts, 7 maps

978-0-8071-5505-9 / Cloth \$35.00, ebook available

New Orleans / U.S. History

###