

Presenting. . .

## William Gurstelle, P.E. Author, Technology Expert, Writer



William Gurstelle, P.E., is an award winning writer, licensed engineer, best-selling author, inveterate tinkerer, and professional speaker.

William Gurstelle has sold nearly 250,000 books, making him the most widely read author of "how-to" science books in the world. He is a contributing editor for Make Magazine and a frequent contributor to Wired Magazine.

Bill's talks explore the most radical technology on earth, and the innovation and creativity they engender. He's written about, as well as built, high-velocity air cannons, large gravity-powered catapults, warrior robots, pulsejets, and flamethrowers.

He has been cited as an expert by The New York Times, Newsweek, USA Today, Time Out NY, Make, and scores of other newspapers and magazines. His radio credits include numerous National Public Radio interviews, Westwood One, American Public Media, and Radio Canada. National television appearances have included The History Channel, G4, Tech TV, and CNN.

Crown Books of Random House will publish Bill's fifth book, Whoosh, Boom Splat, in 2007. His other books include Backyard Ballistics, The Art of the Catapult, Building Bots, and Adventures from the Technology Underground.

*The Most Widely Read Author of  
How-To Science Books in the World*

### Topics and Talks

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Powerful Technology, Powerful Presentations



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[www.WilliamGurstelle.com](http://www.WilliamGurstelle.com)

Or call toll free: 1-866-907-1559

## Media Notices for William Gurstelle

### National Print

- Newsweek Magazine: "Tom Swift wanna-bes are devouring William Gurstelle's Backyard Ballistics which has sold more than 160,000 copies..."
- Make Magazine: "Gurstelle introduces us to fascinating people and the places they gather... He helps us see these technophiles as they see themselves."
- USA Today: "Gurstelle is a professional engineer whose books tackle the mechanics of potato cannons and catapults...He enjoys explaining the simple principles behind complex machines."
- The New York Sunday Times: Regarding Backyard Ballistics "A book that features simple and safe pyrotechnic experiments...A tinkerer's delight"
- Time Out New York: "William Gurstelle is the Felix Grucci of potato projects."

### National Radio

NPR: Weekend Edition with Scott Simon  
 NPR: The Kojo Nnamdi Show  
 NPR: To the Best of our Knowledge  
 NPR: Weekend America  
 NPR: TechNation with Dr. Moira Gunn  
 Westwood One: America in the Morning  
 Radio Canada: Basic Black  
 Radio Canada: Currents

### National Television

History Channel: Man, Moment, Machine  
 Tech TV: Screen Savers  
 G4: Attack of the Show  
 CNN/FN

### Blogs and Podcasts

BoingBoing  
 Instapundit  
 Make: Blog  
 Retrothings  
 This Week in Science

### Newspapers

Baltimore Sun  
 New York Post  
 Chicago Tribune  
 Minneapolis Star Tribune  
 New Jersey Post Courier  
 Dallas Morning News  
 Cleveland Plain Dealer  
 St. Paul Pioneer Press  
 Oklahoma City Oklahoman  
 St. Louis Post Dispatch  
 Boston Herald





Bill talks about **machines**

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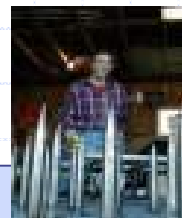
#### PRESENTATION DESCRIPTION

Whether you've read his articles in *Wired* or *Make* magazines, pored over his five popular technology books, or heard him on radio and television, William Gurstelle vividly brings his expeditions of technological discovery to life through lecture, slides, and video.

Bill describes his experiences in the exciting world known as the Technology Underground. His presentations blend technology, history, and examples of inspired creativity gleaned from his two year expedition through the Technology Underground.

Participants learn new approaches toward innovation and creativity, as well as develop a better understanding of their relationship with technology.

He talks about **people**



But most of all, Bill talks about

**ideas**

