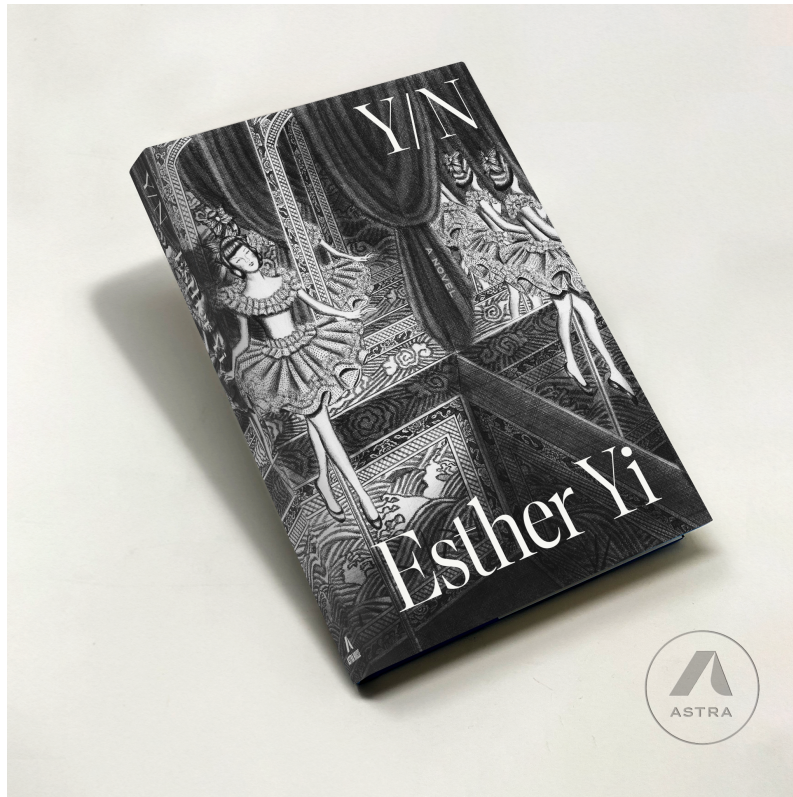


Y/N: A Novel by Esther Yi
ISBN: 9781662601538 | Publication Date: March 21, 2023



MEDIA HITS

REVIEWS

- Starred review from [Publishers Weekly](#) published on November 30, 2022; print December 19, 2022
 - [PW Daily](#) “Review of the Day” on December 5, 2022
- Favorable [Kirkus](#) review published on January 12, 2023
- Review on the [Wheretokim Blog](#) posted on January 30, 2023
- Review from the [Colorado State University Center For Literary Publishing](#)
- Favorable review on [Shelf Awareness](#) published on February 27, 2023
- Review in the [Harvard Crimson](#) published on March 10, 2023
- Starred review from [BookPage](#), running online week of pub and in print in the April 2023 issue
- Rave review in [The New York Times](#), published on March 14, 2023
- Necessary Fiction - Regan Mies reviewing
- BookPage - starred review
- Mekong Review - Tamar Herman reviewing

LISTS/ROUND-UPS

- [Publishers Weekly](#) “The On-Sale Calendar: March 2023” published on November 14, 2022
- [Publishers Weekly](#) “Top 10” in the “Spring 2023 Announcements: Literary Fiction” published on

December 2, 2023

- Arianna Rebolini's [Reading Habits](#) "2022 in reading" newsletter sent on December 31, 2022
- [Goodreads](#) "105 of the Buzziest Debut Novels of the New Year" published on January 2, 2023
- "31 Books We Can't Wait to Read in 2023" from [Vulture](#) published on January 3, 2023
- UK edition is featured in [Big Issue North](#) on January 5, 2023
- [The Millions](#) "Most Anticipated: The Great 2023 A Book Preview" published on January 9, 2023
- "65 Of The Best And Most Anticipated Books Of 2023" from [Elle.com](#) published on January 10, 2023
- [Literary Hub](#) roundup "Lit Hub's Most Anticipated Books of 2023" published on January 12, 2023
- "Winter 2023 Books Preview: 16 titles not to miss" from [Entertainment Weekly](#) published on January 13, 2023
 - Featured in [Yahoo! Entertainment](#)
- Publishers Lunch "Buzz Books" Highly Anticipated list on January 18, 2023
- [Cosmopolitan](#) list "The 15 Best Books of 2023 (So Far) You Should Pick Up on Your Next Bookstore Trip" published on January 20, 2023
 - Featured in [Yahoo! Life](#)
- "The Best Books of Winter 2023" from [Esquire](#) published on February 1, 2023
- [NYLON](#) roundup "March 2023's Must-Read Book Releases" published on February 24, 2023
- [Electric Literature](#) list "8 New Novels that Envision an Alternate Future" published on February 24, 2023
- [The Millions](#) "March Preview: The Millions Most Anticipated (This Month)" published on February 28, 2023
- [PopSugar](#) roundup "All the New Books Coming Out in March That You Need on Your 2023 Reading List" published on February 28, 2023
- [Chicago Review of Books](#) roundup "12 Must-Read Books of March 2023" published March 1, 2023
- [Debutiful](#) list of "can't-miss debut books you should read this March" published on March 1, 2023
- "Here Are the 14 New Books You Should Read in March" from [TIME](#) published on March 2, 2023
- [Ms. Magazine](#) list "March 2023 Reads for the Rest of Us" published on March 2, 2023
- [She Reads](#) list of the most anticipated books of spring, published on March 2, 2023
- [Philadelphia Inquirer](#) list of the best new books of March, published on March 3, 2023
- [All Arts](#) list of 6 new books to read in March, published on March 8, 2023

EXCERPTS

- Featured excerpt in [The Paris Review](#) published online on June 15, 2022 and in the Summer 2022 print issue

INTERVIEWS

- Interview with [Publishers Weekly](#) published on December 16, 2022
- Esther is being interviewed on NPR All Things Considered on 3/20
- Esther is being interviewed on the Reading the Room podcast

BOOKSTORE HIGHLIGHTS

- Included in "[Powell's](#) 2023 Book Preview: The First Quarter" posted on January 6, 2023
- Featured in the [Powell's Books](#) blog post "Powell's 2023 Book Trend Forecast" published on January 11, 2023
- Included in [Loyalty Bookstore's](#) "Preorder BIPOC Books!" listicle

- Included in the [Tertulia](#) staff picks "12 New Books Coming in March" published in March 2, 2023

ARTICLES

- Included in the [Koreaboo](#) article "Are K-Pop Books The Next Hot Publishing Trend In 2023?" published on December 9, 2022
 - Shared by [Gossip Chimp](#)
- Electric Literature - Rachel Saywitz writing essay about *Y/N*

PRAISE FOR *Y/N*

"[A] wondrous and strange first novel . . . *Y/N* resists the junkiness of the internet . . . against which a well-formed novel like this counteracts, a blast of cleansing heat."

—**Alexandra Jacobs, *The New York Times***

"Bold, audacious, and stylish, Esther Yi is a marvelous writer who reminds me of Yoko Tawada and Marie NDiaye. Esther Yi takes our contemporary human culture, dismantles it, and makes it into something new. The clarity of her absurd vision is singular and important."

—**Patrick Cottrell, author of *Sorry to Disrupt the Peace***

"Crisp zeitgeist setups within a transnational now—Esther Yi's sharp, sculpted paragraphs beat with a hilarious demonheart that'll make you cry. I loved it."

—**Eugene Lim, author of *Search History***

"Sumptuous, precise, and full of pulsing, startling life, Yi captures with finesse the rhythms of internet voyeurism, the corporeality of parasocial desire, and the very heartbeat of contemporary longing."

—**Alexandra Kleeman, author of *Something New Under the Sun***

"Esther Yi's every paragraph is revelatory, unexpected, with an intense capacity to see the world anew, such that we are empowered again in the matter of astonishment. I admire her work so much."

—**Rick Moody, author of *Hotels of North America***

"Esther Yi's debut novel reads with decisive, alarming confidence, in a prose style that's both intellectually rigorous and playfully perverse. Yi has a preternatural sense for the ways we speak past each other, locked as we are in the whirlpools of our own devotion—*Y/N* reveals the unexpected places desire can lead us, if only we are willing to lose ourselves."

—**Larissa Pham, author of *Pop Song***

"[A] stunning debut . . . Strange, haunting, and undeniably beautiful, [*Y/N*] shines."

—***Publishers Weekly*, Starred Review**

"A surreal quest that seems tailor-made for the present moment . . . [*Y/N* is] a heady, immersive journey into musical fandom and cultural dislocation."

—***Kirkus Reviews***

"Yi . . . has earned comparisons to Elif Batuman, Thomas Pynchon, Yoko Tawada, and Marie NDiaye."

—***The Millions***

"[An] engrossing and destabilizing riff on fandom and mass media."

—**Celia Mattison, *Vulture***

"[A] clever debut . . . a true novel of the era."

—**Lauren Puckett-Pope, *Elle***

"[A] piercing, feverish, and frequently astonishing debut."

—**Leah Greenblatt, *Entertainment Weekly***

"A riveting and innovative tale about identity, fandom, and art."

—**Laura Zornosa, *TIME***

"A few months ago, my boyfriend dropped *The Paris Review* into my lap and said, 'You have to read this story.' I'm not always good at following through with these recommendations, so he proceeded to stand there until I did. And, reader, I loved it. The story in question was 'Moon' by Esther Yi . . . When Esther Yi paints a picture, she does it with bright, bold brushstrokes . . . Please take this blurb as me dropping this story/upcoming book in front of you with similar urgency."

—**Katie Yee, *Literary Hub***

"*Y/N* is an utterly brilliant, shining, and mesmerizing debut that will make you rethink everything you know about fandom, celebrity, and parasocial relationships."

—**Tamara Fuentes, *Cosmopolitan***

"This debut novel, a Kafkaesque fever dream about fandom and obsession, arrives right on time . . .

Haunting yet playful, immersive yet unreal, *Y/N* is a brilliant dissection of consumption in all its forms—how we consume art, and how it consumes us."

—**Adrienne Westefeld, *Esquire***

"[A] bracing and brilliant debut . . . [*Y/N* is] a funny, surreal, and rousing search for the unattainable that reaches beautiful heights of absurdity, paranoia, and existential panic."

—**Colin Winnette, *Electric Lit***

"In her hypnotic debut novel, *Y/N*, Esther Yi shrewdly manages both to expose and celebrate the effects of South Korean pop-culture domination . . . Yi is an inventive writer, eschewing labels, genres and, most certainly, expectations."

—**Terry Hong, *Shelf Awareness***

"Filled with longing, Yi captures the style of Elif Batuman and the absurdism of Thomas Pynchon to create a fascinating and complicated depiction of how we create and assert our identity."

—**Michael Welch, *Chicago Review of Books***

"Esther Yi's debut is absurdly funny, brilliantly surreal and wildly unique. It speaks to 21st century technosocietal conundrums of celebrity obsession, loneliness, voyeurism, media and consumption."

—**Karla J. Strand, *Ms. Magazine***

"Surreal and stylish. Yi delivers an absurd, but also grounded, expose on internet obsession. It's almost like the book-version of *Ingrid Goes West*. You'll belly laugh, cringe, cry, and at the end of the day connect with Yi's main character."

—**Adam Vitcavage, *Debutiful***

"Yi's absurd, hypnotic, and very funny novel is about obsession, sublimation, and weird as hell fanfiction about Moon, a boy from the book's BTS stand-in. Very much Being John Malkovich energy."

—Arianna Rebolini, *Reading Habits*

"What a wonderful journey Esther Yi took me on. Reading this book feels like following a fantasy that most people would hide deep within themselves rather than pursue . . . There is so much more to this book than the obsession with an idol from a K-Pop boyband. This is one of the more unique books to look out for in 2023!"

—WheretoKim Blog

"Perhaps never before has there been a book I had to read more. I love literary fiction. I love 'sad girl' literary fiction especially. I love fan culture. I love kpop. I think I love this book . . . Esther Yi writes sentences the way I like to read sentences: clipped, pointed, acerbic, honest, and delightfully funny. *Y/N* captivated me. It's an absurd and surreal exploration of the transcendent rise that comes with singular obsession and identity-through-devotion alongside the uneasy and uncomfortable fall that follows."

—Sarah R., *Bookseller at Powell's*

"An acerbic and exacting look at parasocial relationships and the solipsism of obsession."

—Kelsey Ford, *Bookseller at Powell's*

"How is this a debut novel? *Y/N* by Esther Yi is a masterclass in literary surrealism. It stands out as an alarmingly earnest declaration of the limits of human connection against our real-world backdrop of rising celebrity obsession, as the main character seeks to track and tree a K-pop idol whom she is convinced she loves in only the most unique way. (Just imagine if this had come out during BTS's 2021 hiatus and later dissolution.) Despite long treks into surrealist territory, Yi doesn't allow the audience to be removed from the narrative by including reader-insert fanfiction that invokes the absurdity of fan culture. This book alchemized something in me—whether that's a fear of all of the possible vectors of human intimacy, or a desire to stalk the impossible goal of universality in art, I'll only know for sure after a second (and third and fourth) read."

—Wulfe Wulfemeyer, *Bookseller at Raven Bookstore*

"*Y/N* is a one-of-a-kind journey through the world of fandom obsession and self-destruction. The Korean-American woman narrator lives in Berlin and does not care about K-Pop idols until she sees Moon dance. When he retires, she decides that she must leave the familiar to find Moon in Seoul and express the all-encompassing connection she feels to him, encountering absurd characters on the way. *Y/N* digs deep at the desire for connection and the loneliness of losing yourself. Yi's writing is humorous, philosophical, and unafraid. It is a feat in 200 pages."

—Nikita, *Bookseller at Raven Bookstore*

"Esther Yi's debut novel gives fanfiction, and stan culture more broadly, the piercing, unhinged analytic treatment it deserves . . . *Y/N* takes readers on a surreal, self-reflexive adventure that blurs and ultimately dissolves the borders between reality and fiction, self and other, and admiration and fetishization . . . Yi speaks to some of the most pressing ideas in today's culture with wit and grace . . . *Y/N* is one of the most daring novels of the year. Yi has set a new standard for internet-influenced literature by showing that online and literary narratives exist hand in hand, creating the world with every word." —Eric A. Ponce, *BookPage* (starred review)

"[A] witty, worldly romp into a subculture of boy bands, fanfic, and online parasocial relationships."

—Patrick Rapa, *Philadelphia Inquirer*

"Y/N is at its best when it doesn't try to do too much . . . At times, the novel employs austerity in moments of description, reminiscent of Katie Kitamura's *Intimacies*."

—Chase Melton, *Harvard Crimson*

"Ironically, this book feels like a cult classic. A book about obsession that quickly gains just that from its readers. The dreamlike quality and blending of reality and fiction combines with the depth and wandering of each character's soul. No one is more lost than the nameless main character. But that is what makes her so perfect and necessary. She speaks to all of us in her quest for the object of her obsession with fervent devotion. Her infatuation is so human and yet if this book were a person, they would have such a distance in their eyes. Completely generic yet haunting enough I know I'll be re-reading this book many times. I'll come back again and again only to fall more in love. Its crushing loneliness and raw honesty spoke to me in a way few books ever have."

—Grace Hasson, *Bookseller at Politics and Prose*

"A Korean American living in Berlin follows her K-pop-obsessed heart to Seoul in search of her idol? Good for her! I love this for her, and for me, because I know I'm going to burn through every page of what will surely be a surreal and absurd journey."

—Erica Landau, *Tertulia*

TOUR

Y/N BOOK TOUR ESTHER YI




March 21, 7:30 PM EST • In Person
Greenlight Bookstore | Brooklyn, NY
Book Launch: Esther Yi presents Y/N
In conversation with Eugene Lim

March 24, 7:30 PM EST • In Person
Riffraff Bookstore | Providence, RI
In conversation with Julia Brennan

March 29, 7:00 PM PST • In Person
Elliott Bay Book Company | Seattle, WA

March 27, 7:00 PM PST • In Person
Skylight Books | Los Angeles, CA

MARCH 2023



[Greenlight Bookstore](#)

Book Launch: Esther Yi presents Y/N
In conversation with Eugene Lim
Tuesday, March 21, 2023
7:30 pm ET
Brooklyn, NY

[Riffraff Bookstore](#)

In conversation with Julia Brennan
Friday, March 24, 2023
7:00 pm ET
Providence, RI

[Skylight Books](#)

Monday, March 27, 2023
7:00 pm PT
Los Angeles, CA

[Elliott Bay Book Company](#)

Wednesday, March 29, 2023
7:00 pm PT
Seattle, WA

- Mentioned in the *International Examiner* on [February 4](#) and [March 1](#), 2023

[Toronto Public Library](#)

Wednesday, April 26, 2023

12pm EST

Virtual

AWARDS SUBMITTED

Asian/Pacific American Award for Literature

The Center for Fiction 2023 First Novel Prize

MARKETING

ASTRA NEWSLETTERS

- Indie Next campaign sent on December 15, 2022
 - [Y/N by Esther Yi for IndieNext](#)
- Spring 2023 preview sent on January 6, 2023
 - [Happy 2023 from Astra House!](#)
- Bookseller push sent on January 23, 2023
 - [Literary fiction meets K-pop in this "true novel of the era"](#)

INSTAGRAM

- Social posts
 - [Quote cards](#)
- Targeted Ads

TIK TOK

- Posts

FACEBOOK

- Targeted Ads

AMAZON

- [A+ Content](#)
- Targeted Ads

HIGHLIGHTS

- Excerpt of "Moon" highlighted in *The Paris Review* [Instagram](#) post (1,553+ likes) on June 29, 2022

SWAG PACKAGE

- Y/N valentine card
- Black origami rose
- Sweetheart candies

INFLUENCER POSTS

TIKTOK

- [Fictionalfates](#) - 19.7k Followers

INSTAGRAM

- [Bookish and cookish](#) - 11.7k Followers
- [Tertulia](#) - 5.5k Followers (Chosen as a staff pick)