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# LoveStar: A Novel



## Synopsis

LoveStar, the enigmatic and obsessively driven founder of the LoveStar corporation, has unlocked the key to transmitting data via birdwaves, thus freeing mankind from wires and devices, and allowing consumerism, technology, and science to run rampant over all aspects of daily life. Cordless modern men and women are paid to howl advertisements at unsuspecting passers-by, REGRET machines eliminate doubt over roads not taken, soul mates are identified and brought together (while existing, unscientifically validated relationships are driven remorselessly asunder), and rocketing the dead into the sky becomes both a status symbol and a beautiful, cathartic show for those left behind. Indridi and Sigrid, two blissfully happy young lovers, have their perfect worlds threatened (along with Indridi's sanity) when they are oecalculated apart and are forced to go to extreme lengths to prove their love. Their journey ultimately puts them on a collision course with LoveStar, who is on his own mission to find what might become the last idea in the world. Steeped in influences ranging from Italo Calvino, Jorge Luis Borges, and Kurt Vonnegut to George Orwell, Douglas Adams, and Monty Python, Andri Snær Magnason has created a surreal yet uncomfortably familiar world, where the honey embrace of love does its utmost to survive amid relentless and overpowering controls.

## Book Information

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## Customer Reviews

I originally read the Icelandic version of this book by Magnason, being Icelandic and all that, and found it to be brilliant. Here, a distopic version of the future is put in a humorous context with the love of ones live being a calculated.. say technical fact and every single person being a walking advertisement, voluntarily and sometimes involuntarily if unlucky. The story follows two lovers living in this crazy future that one day are told that they have NOT been "calculated together" - they are not meant to be together - and their true partners are out there waiting for them, sad and lonely. Disbelieved and in love, they do everything they can to fight this calculated fact resulting in humorous scenarios and funerals in the skies.. I recommend this one to all that like the works of Douglas Adams.

I just finished this book yesterday, as a "random pick read" from my local library. I am very fortunate to have stumbled across it. If you enjoy 'science fiction' which is not so much about 'teleporting, laser cannons, and space travel' (i.e., based in 'extreme tech') but rather which takes current issues in society; teases them into a possible future 'what if...' carried to the Nth degree (somewhat absurdly, although how much so remains to be debated in this case) -- then you will love this book. The story reads incredibly well, is engaging, and succeeds at presenting a future which is both utterly horrific and entirely recognizable. It addresses a fairly wide range of themes spanning work and our place in society; society and its place in our lives; love; death; religion; advertising and media; communication and relationships; corporations, growth and 'progress'; and the overlap of all these themes in people and how they live their lives. Even if you don't particularly care for a book which has 'a lot to say' this is an excellent and enjoyable read that can be simply taken for an entertaining and engaging story if that is all you feel like :-)

Some have compared Magnason's style to that of Vonnegut, which is apt. This is a cautionary tale, well-written and prophetic to some degree. If you enjoyed *Brave New World* or *1984*, then you'll probably enjoy this novel. If that's not your bag, then you might want to try something else.

I think this may be one of my favorite novels! The plot is incredibly clever and incredibly prescient, given that it was originally written close to 15 years ago. *Lovestar* is all at once funny, heartbreaking, and terrifying. Absolutely a must-read!

I was curious to see how well the book would translate into English and was pleasantly surprised. The story is great and many of the ideas and concepts are wild. Considering how Facebook and Twitter have evolved lately many of the things in the book are hitting almost too close to reality. Great read for fans of sci-phi and fantasy.

Read this book on the recommendation of an Icelandic friend and I am SO GLAD I did. It took me a few attempts to be able to describe this book to friends as I was reading it, but it was impossible not to talk about. It's a beautiful story about a crazy future that feels all-too-possible at times. **HIGHLY RECOMMENDED.**

Love Star was a hilarious read! All of a sudden the main character is screaming at people just because he has unwillingly been programmed to do so. This is, of course, to sell products. What, I ask myself? What is going on? And then as I read further it all becomes clearer to me, although I did find it confusing in places. But then the author's humor would kick in and I'd be laughing all over again. Of course, selling products is not the only thing the author writes about. But I'll let you determine what is going on as it is well worth the read. It's funny to read and you do get a giggle out of it. It's a wonderful take on commercialism and how ludicrous people can be. It is also a lovely love story. Kind of like Romeo and Juliet in a weird way. Two people who are in some ways opposites, fall in love and people all around them are trying to break them up. Sad, lovely, humorous, fun and in general, a really good read. It's almost haunting in the way I remember it. I read Love Star a number of months ago but didn't write a review. I just thought of it now and it's interesting how many details I've remembered about it. It deserves five stars and it'll be a great read for anyone wanting to veer off into unknown territory.

It's was full of interesting inventions....the best one is howlers...ad companies pay to tap into your speech center and make you review an ad when people in there target group are near. Sad ending but something good always comes after. I enjoyed it a lot.

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