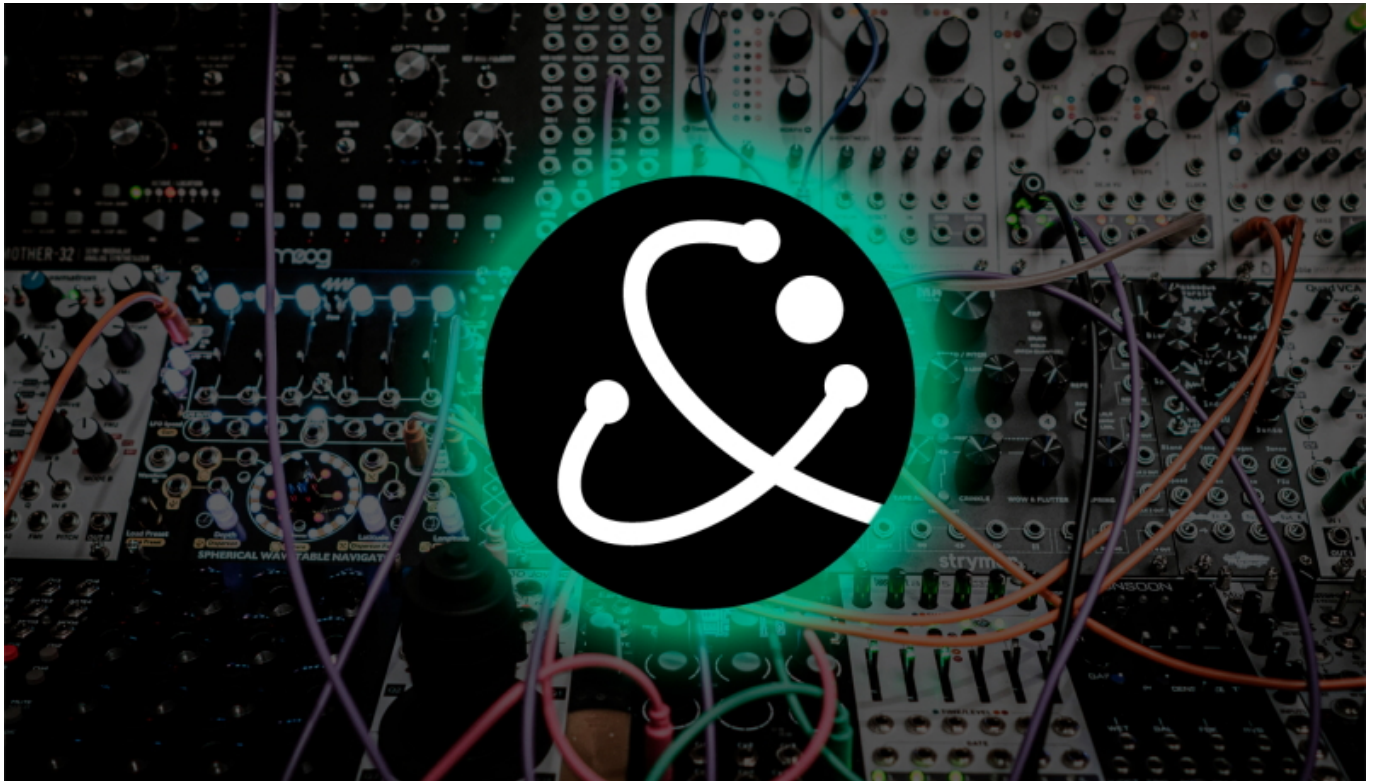


Bjooks launches PATCH & TWEAK Club



Building on its renowned hardcover, electronic instrument-related book titles, Bjooks has announced the launch of its latest endeavor: The PATCH & TWEAK Club. It is a new online platform for electronic music and synth enthusiasts that promises to inform, educate, and inspire members through an ever-expanding, dynamic content platform. The new platform offers a similarly rich experience as Bjooks' famous book titles, which include PUSH TURN MOVE, SYNTH GEMS, PEDAL CRUSH, PATCH & TWEAK, and more - except in a dynamic and portable digital form featuring weekly content additions for those seeking to build inspiration or hone their synth craft.

"The PATCH & TWEAK Club is an ad-free, online haven for electronic musicians and sound explorers - a space I've long envisioned, created to continue the mission we began with the hardcover books: to celebrate the culture of electronic music and synthesis, and empower creative expression," said Kim Bjørn, founder of Bjooks. "At its core, this club is about community - a place to explore, learn, and share ideas around the art and craft of electronic music."

From a content perspective, readers can expect a treasure trove of information and thoughtful insight on modular gear, vintage keyboards, pedals, software, and hybrid setups, as well as a mix of in-depth articles, artist and maker interviews, podcasts, short-form documentaries, and practical resources like creative patch tips and sound design tutorials. The platform is structured around a 'Core' and 'Pro' tier model - 'Core' users can access an enormous amount of existing content including

PUSH TURN MOVE, PATCH & TWEAK, PATCH & TWEAK with Moog, PATCH & TWEAK with KORG, PEDAL CRUSH, SYNTH GEMS 1, and INSPIRE THE MUSIC. All of these titles have been made fully searchable and can be accessed via any online device - whether you are at home, in the studio, or on the road.

The Pro tier includes everything in Core, plus dynamic weekly content to expand creative practices, while deeply grounding users' understanding of synthesis. This includes creative patch tips and modular tutorials, in-depth articles on sound design and electronic instruments, exclusive interviews with artists and gear makers, regular podcast episodes, and short video documentaries. The Pro tier also includes an active discussion board, as well as video walkthroughs of specific patches and techniques.

For a limited time, Bjooks is discounting the Core tier membership by 50 percent. Also, it is free to read the PUSH TURN MOVE eBook, even if you are a free member of the site.

www.patchandtweak.com