

PRESS KIT

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THE INVISIBLE EYE

A novel by Sparrow Hall

Genre: Paranormal Conspiracy Thriller

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ONE-LINE DESCRIPTION

A woman with a psychic gift searches for the truth behind her parents' deaths, only to unravel a deeper mystery that challenges the very nature of reality.

SYNOPSIS

Catherine Harper has a rare gift: the ability to enter a person's past lives in the blink of an eye.

Plagued by visions and the deepest secrets of total strangers, Catherine has spent her life haunted by a gift she never asked for. When classified documents surface among her late father's belongings, she finds herself drawn into a mystery that could finally explain the reason behind her psychic torment—and the tragic deaths of her parents.

As she follows a trail of cryptic clues, Catherine is thrust into a hidden world where past lives collide with present danger, and nothing is as it seems. To unlock the truth, she must confront the darkness buried in her own soul—and a secret that could rewrite everything we know about reality.

Set between the raw pulse of New York City's fashion scene and the charged stillness of upstate New York, *The Invisible Eye* unfolds through hidden histories, encrypted clues, and environments humming with spiritual resonance. A fast-paced, atmospheric thriller, it explores mystic knowledge, consciousness, and the unseen forces that shape our lives—blending metaphysical intrigue with psychological suspense as it unravels the very nature of reality.

ABOUT THE AUTHOR

Sparrow Hall is a writer and producer whose work blends literary fiction, music, video, and curated online content into immersive storytelling experiences. His debut novel, *The Invisible Eye*, is the result of over a decade of research into paranormal phenomena, quantum mechanics, and spirituality—examining our evolving relationship with the unknown.

Outside the publishing world, Hall serves as a creative director and brand strategist working with a variety of organizations and institutions, including Apple, Google, and The New York Times. His work often explores the unseen forces—memory, intuition, and belief—that shape how we live and engage with the world.

He is a graduate of Bennington College and lives in upstate New York.

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AMSTERDAM, NY SPOTLIGHT

Part of *The Invisible Eye* unfolds in **Amsterdam, New York**, a once-thriving industrial city reimagined here as a site of quiet revolution. Catherine's investigation leads her to PANTHR, a Black-owned innovation lab built inside the ruins of the historic Coleco toy and video game factory. It's a vision of future potential rising from the ashes of disinvestment—rooted in community, consciousness, and reclaiming a narrative. The novel honors Amsterdam's real history while offering a speculative path forward—one rooted in power, legacy, and reinvention.

COMPS & INFLUENCES

- *The Leftovers* (HBO)

- *Black Mirror* (Netflix)
- *The OA* (Netflix)
- *Annihilation* by Jeff VanderMeer
- *Never Let Me Go* by Kazuo Ishiguro
- *Mulholland Drive* (film by David Lynch)
- *Don't Look Now* (film by Nicolas Roeg)

For fans of cult classics like **Don't Look Now**, the eerie consciousness puzzles of **The OA**, and the metaphysical noir of **Mulholland Drive**, *The Invisible Eye* delivers a layered, psychic thriller that blurs the boundary between perception and reality.

PRAISE

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"A thrilling first novel—at once a page-turning thriller and meditation on life's most enduring mysteries. Hall approaches his story with inquisitiveness, heart, a true artist's eye for detail and insight, and at times, a laugh-out-loud sense of humor. I can't wait to see where The Invisible Eye series goes next." – Nathan Parker, writer of ***Moon*** and ***Equals***

"The Invisible Eye is a rare gem: cinematic in scope, emotionally precise, and driven by voices so true you feel like you're eavesdropping on actual life. Hall has an extraordinary talent for writing women, capturing a spirit of intelligent, creative, effortlessly cool femininity that feels both timeless and urgently needed now. A brilliant, engrossing novel that feels like stepping into a film you never want to end."
– Early Reader

"Sparrow Hall weaves together a tale based in reality, but steeped in lore. It's a story about intuition and "gifts", but also a story of finding connection and community when you feel like an outsider. I hope there are many more books in this series because I was so sad to have it end. I NEED MORE." – Keri Setaro, podcaster, ***Momtourage***

"When I wasn't actively devouring this book, I was rabbit hole fact checking the details of the plot. And everything kept checking out! I can't stop thinking about Cat and where her digging will lead us." – Early Reader

“Hall’s talent for inhabiting his characters deeply, imagining his scenes with exquisite detail, and weaving together the seemingly disparate—from the observable to the metaphysical to the paranormal—are the basis for exploring the haunting reality of our protagonist, Catherine, and veering with her into limitless unknowns.” – Early Reader

*“Fasten your seatbelt—you’re in for a ride like none you’ve ever experienced.” – Joseph Teller Klemperer, author of **The Tenth Case***

POTENTIAL INTERVIEW TOPICS

Psychic Phenomena & Metaphysics

- The science and folklore behind past lives, reincarnation, and “soul memory”—and how it shaped the novel
- How trauma and psychic sensitivity are connected in mystical and scientific traditions
- The pineal gland, astral projection, and ancient theories of perception
- What it’s like to write fiction rooted in metaphysical truths that many people quietly believe

Psychology & Identity

- The fine line between psychic ability and psychological dissociation
- Writing a female character haunted by unseen forces—as a male author
- How dissociation, grief, and intuition shaped Catherine’s arc
- Consciousness as a terrain: who owns our thoughts, and can they be manipulated?

Conspiracy, Surveillance & Hidden Knowledge

- The real-life government programs that inspired *The Invisible Eye*
- MKULTRA, psychic spies, and the forgotten history of mind experimentation
- Fiction as a lens for talking about surveillance, suppression, and control
- Why stories about secrecy are more relevant now than ever

Fashion, Aesthetic & Scene

- Alexander McQueen plays a key role in the story—not just visually, but emotionally and psychically. What is it about McQueen’s work that aligns so deeply with your novel’s themes?

- The vibe of the book feels very insider—set in the orbit of galleries, archives, underground fashion, and cosmopolitan friendships. How did your own cultural background or creative circle shape the world of the novel?
- How do you see intuition and style working together? Can the way someone dresses reveal who they were in a past life—or who they're becoming?
- Balancing cool, edge, and esoterica in a genre-bending narrative

Place, History & Speculative Reinvention

- Reimagining Amsterdam, NY as a site of innovation, quiet revolution, and Black excellence
- The use of real places (The Catskills, Fire Island, NYC) as portals for speculative storytelling
- Writing in and about upstate New York: ghosts, ruins, and possibility
- What it means to “rewrite history” through fiction—without erasing the truth
- Turning post-industrial America into a metaphysical battleground

Writing & Publishing

- The creative freedom and challenges of self-publishing in 2025
- Building a thriller that blends genre, literary voice, and cultural theory
- Writing for readers who live at the edge of mainstream—intuitive, curious, seekers
- How *The Invisible Eye* came to be: from concept to final page

MUSIC & SOUNDTRACK

The Invisible Eye isn't just a novel—it's a sonic experience. Drawing from author Sparrow Hall's background as a DJ, the book is infused with the rhythms, moods, and emotional arcs of a deeply curated musical palette. Music played a vital role in the creative process, influencing the story's tone, tempo, and atmosphere. So central was sound to the world of the novel that Hall created a special section in the book titled Soundscape, giving acknowledgment to the artists who shaped its emotional landscape—something rarely done in fiction.

Suggested Interview Questions:

- Your background as a DJ clearly influenced the book's atmosphere. Can you talk about how music helped shape *The Invisible Eye*—both in tone and in structure?
- You included a Soundscape section in the book to thank musicians who inspired you. Why did you decide to do that, and how did you curate the artists featured?

- Which specific artists or songs do you associate with certain scenes or characters in the book?
- How do you think sound and music can deepen a reader's experience of a story, even in a medium that's entirely visual and linguistic?
- Was there a moment in writing where music unlocked something you hadn't expected or couldn't reach through words alone?
- How has your history in nightlife and DJ culture influenced your approach to storytelling—not just in this novel, but in your creative practice overall?

Featured Artists in the Soundscape Section (excerpt):

A few of the artists acknowledged for their emotional and atmospheric impact include:

Anohni and the Johnsons, Banks, Black Marble, The Blaze, Circlesquare, Cold Cave, The Cure, Lana Del Rey, Depeche Mode, Florence and the Machine, Gidge, Godford, Interpol, Kendrick Lamar, New Order, ODESZA, Radiohead, Real Lies, Siouxsie and the Banshees, Stay+, SWIM, Underworld, The xx, Zola Jesus.

LINKS & ASSETS

- **Book Website:** sparrowhall.com
- **Book & Cover Images:** [View images](#)
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