

# The Art of Looking Sideways

Words and pictures on how to make twinkles  
in the eye and colours agree in the dark. Thoughts  
on mindscaping, moonlighting and daydreams.  
Have you seen a purple cow? When less can be  
more than enough. **The art of looking sideways.**  
To gaze is to think. Are you left-eyed? Living out  
loud. Buy junk, sell antiques. The Golden Mean.  
Standing ideas on their heads. To look is to listen.  
Insights on the mind's eye. Every status has its  
symbol. 'Do androids dream of electric sheep?'  
Why feel blue? Triumphs of imagination such  
as the person you love is 72.8 % water. Do not  
adjust your mind, there's a fault in reality. Teach  
yourself ignorance. The belly-button problem.

PHAIDON

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著者:Alan Fletcher

出版者:Phaidon Press

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Describing himself as a "visual jackdaw", master designer Alan Fletcher has spent a lifetime collecting images, useless information, quotations and scraps that take his fancy. This work distils this collection into a quirky and entertaining feast for the eyes and the mind. Loosely arranged in 72 "chapters", the book explores the workings of the eye, the hand and the brain.

## 作者介绍:

### 目录: 【review】

#### Amazon.com Review

Alan Fletcher's *The Art of Looking Sideways* is an absolutely extraordinary and inexhaustible "guide to visual awareness," a virtually indescribable concoction of anecdotes, quotes, images, and bizarre facts that offers a wonderfully twisted vision of the chaos of modern life. Fletcher is a renowned designer and art director, and the joy of *The Art of Looking Sideways* lies in its beautiful design. Loosely arranged in 72 chapters with titles like "Colour," "Noise," "Chance," "Camouflage," and "Handedness," Fletcher's book, which he describes as "a journey without a destination," is "a collection of shards" that captures the sensory overload of a world that simply contains too much information. In one typical section, entitled "Civilization," the reader encounters six Polish flags designed to represent the world, a photograph of an anthropomorphic handbag, Buzz Aldrin's boot print on the moon, drawings of Stone Age pebbles, a painting of "Ireland--as seen from Wales," and a dizzying array of quotations and snippets of information, including the wise words of Marcus Aurelius, Stephen Jay, and Gandhi's comment, "Western civilization? I think it would be a good idea." Fletcher's mastery of design mixes type, space, fonts, alphabets, color, and layout combined with a "jackdaw" eye for the strange and profound to produce a stunning book that cannot be read, but only experienced. --Jerry Brotton,

#### Amazon.co.uk

#### From Library Journal

This vast collection of assorted visual and verbal content is loosely strung together by the common thread of whatever captures the attention of celebrated designer Fletcher best known for his founding roles in the English design firm Fletcher Forbes Gill and the internationally recognized design group Pentagram. A table of contents (with headings such as "Learning," "Noise," and "Imagination") provides a loose structure for what is an otherwise unfettered stream-of-consciousness outpouring. In the author's own words, the book is "a journey without a destination." The book is tailor-made for those with short attention spans, since any given thought or narrative rarely runs for more than a spread. A worthy companion to other large, contemporary, designer-orchestrated explorations of visual culture, such as Bruce Mau's *Life Style* (Phaidon, 2000) or John Maeda's *Maeda @ Media* (Rizzoli, 2000), this book will delight anyone who enjoys unexpected visual and verbal play, cultural and historical observations and insights, and staggering amounts of trivia and anecdotes. Best suited for larger public libraries or libraries with extensive liberal arts, fine arts, or art history sections. Phil Hamlett, Turner & Associates, San Francisco

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## 标签

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评论

超级有趣且好看的一本书，杂七杂八什么都有，每一頁都能帶給你很多靈感

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书评

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