

The Art of Looking Sideways



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著者:Alan Fletcher

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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:

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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

设计

design

艺术

平面设计

Art

平面

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评论

超級有趣且好看的一本書，雜七雜八什麼都有，每一頁都能帶給你很多靈感

真本书很罕见 迄今为止我就见过一个私人有一本 再其次就是清华图书馆

用在中央图书馆短暂的一个小时翻完这本书，回来在Amazon上看到要300多块。。。各种想买。。=。=

圖書館

沒666-999好看

If I had to live in an island and I could only bring one book, this would be it.

有趣 火花

charming

太有意思的一本书 每一页之间都节奏韵感十足 photobook portfolio应该这样

是本有趣的书，就是偶尔的小错误（尤其是涉及东方的东西时）让人难受。算是通俗读物吧

又一本老师借我的书。巨厚不过图多。just for inspiration.

字体老师认识作者。他花了二十年时间做出的这本书

牛B闪闪放光彩的大师作品。这么厚这么多英文，字我是看不完了。

恩，也去找来啃下原版吧。

很漂亮，设计的很棒的书

哪里可以买到，在设计+生活中看到介绍这本书，很想看！

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书评

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