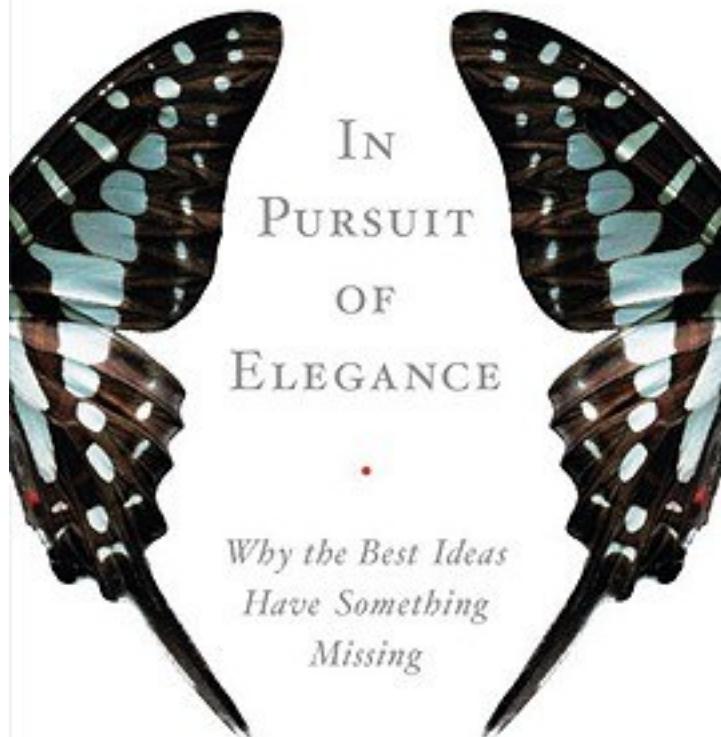


In Pursuit of Elegance



MATTHEW E. MAY

FOREWORD BY GUY KAWASAKI

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What made The Sopranos finale one of the most talked about events in television history? Why is Sudoku so addictive and the iPhone so darned irresistible? What do Jackson Pollock and Lance Armstrong have in common with theoretical physicists and Buddhist monks? The answer is elegance. Matthew May explores why certain events, products, and people capture our imaginations and our loyalty. Defining elegance as the elusive combination of unusual simplicity and surprising power, he pinpoints the four key elements that characterize it: seduction, subtraction, symmetry, and sustainability, illustrating why what's not there often matters more than what is. He also sheds light on the need for elegance in design, engineering, physics, art, urban planning, sports, and work.

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