

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 bally-button problem.

The Art of Looking Sideways

By Alan Fletcher

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The Art of Looking Sideways By Alan Fletcher

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The Art of Looking Sideways is a primer in visual intelligence, an exploration of the workings of the eye, the hand, the brain and the imagination. It is an inexhaustible mine of anecdotes, quotations, images, curious facts and useless information, oddities, serious science, jokes and memories, all concerned with the interplay between the verbal and the visual, and the limitless resources of the human mind. Loosely arranged in 72 chapters, all this material is presented in a wonderfully inventive series of pages that are themselves masterly demonstrations of the expressive use of type, space, color and imagery.

This book does not set out to teach lessons, but it is full of wisdom and insight collected from all over the world. Describing himself as a visual jackdaw, master designer Alan Fletcher has distilled a lifetime of experience and reflection into a brilliantly witty and inimitable exploration of such subjects as perception, color, pattern, proportion, paradox, illusion, language, alphabets, words, letters, ideas, creativity, culture, style, aesthetics and value.

The Art of Looking Sideways is the ultimate guide to visual awareness, a magical compilation that will entertain and inspire all those who enjoy the interplay between word and image, and who relish the odd and the unexpected.

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Editorial 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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Review

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"The design book of the century may have already been written." – **Design Week**

"Alan Fletcher's book challenges both dogma and habit by questioning how we see things, how we read things and how we understand things." – **Royal College of Art, London**

"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." – **Library Journal**

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Users Review

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Cindy Martin:

Why don't make it to become your habit? Right now, try to prepare your time to do the important act, like looking for your favorite e-book and reading a e-book. Beside you can solve your trouble; you can add your knowledge by the guide entitled The Art of Looking Sideways. Try to make book The Art of Looking Sideways as your close friend. It means that it can being your friend when you really feel alone and beside that of course make you smarter than in the past. Yeah, it is very fortunated for you. The book makes you more confidence because you can know anything by the book. So , let's make new experience and knowledge with this book.

Carol Sage:

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Stuart Perez:

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