

The Art Of Looking Sideways Alan Fletcher



The Art Of Looking Sideways

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.

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The Art of Looking Sideways - phaidon.com

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 of word and image, who relish the odd and the unexpected, and who don't like to take the visual world -- or themselves -- too seriously.

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The Art of Looking Sideways Book - By Alan Fletcher

The Art of Looking Sideways. The late, very great graphic designer could draw literally, rationally and metaphorically on the history of all humanised communication to excellent effect, one such quote from Goethe used by Fletcher states quite appropriately: "He who cannot draw on three thousand years is living from hand to mouth."

The Art of Looking Sideways | It's Nice That

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The Art of Looking Sideways : Alan Fletcher : 9780714834498

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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. The book was conceived, written and designed by Alan Fletcher.

The Art of Looking Sideways | Alan Fletcher

Overview. ". 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...

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The Art of Looking Sideways #ShillingtonBookClub. The Art of Looking Sideways introduced me to far-reaching and obscure things such as Botswanan basket weaving, Dazzle Camouflage and a beautiful an old Italian custom of letter writing in two directions on the same side of paper, to save paper because it was an expensive and precious commodity.

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The Art of Looking Sideways - Alan Fletcher - Google Books

Amazon.com Review. 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...

The Art of Looking Sideways Reviews & Ratings - Amazon.in

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The Art of Looking Sideways: Amazon.co.uk: Alan Fletcher: 9780714834498: Books

The Art of Looking Sideways is this amazing, and amazingly heavy book. I put it on my scales and it appears to weigh 2.5 kilograms! (or, 5 & a half lb). It's this 533 page monstrosity filled with one man's lifetime collection of images, ideas, bizarre facts, anecdotes, scraps & useless information.

The Art of Looking Sideways - Everything2.com

The Art of Looking Sideways by Alan Fletcher . 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.

The Art of Looking Sideways - in the Designers Bookshelf

Fletcher also wrote several books about graphic design and visual thinking, most notably The Art of Looking Sideways (2001), which had taken him 18 years to finish. An exhibition of his life's work was displayed at the Design Museum in London between 11 November 2006 until 18 February 2007, alongside the posthumous publication of a book ...

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