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science, jokes and
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with the interplay
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limitless resources of
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Alan Fletcher's The Art
of Looking Sideways is
an absolutely
extraordinary and
inexhaustible "guide to

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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 (☐☐)

Publication. 10 years ago, The Art of Looking Sideways by Alan

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Fletcher was published,
a seminal book
contemplating the
differences between
pictures as words (and
vice versa), the pleasing
incongruities and
[serious science] behind
perception, process and
the imagination that fills
in the gaps. The
anniversary is being
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matter at Kemistry
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week.

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Sideways Book Online
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The art of looking sideways. by Alan Fletcher. Published by Phaidon Press. 534 pages, 2001 . The Art of Wet Paint. Reviewed by Tony Buchsbaum .

Designer Alan Fletcher's books, which one could understandably assume to be about design, are less about design than

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intellectual stimulation.
These big, beefy books
are gem-filled treatises
on thinking.

Review | Beware Wet Paint and The Art of Looking Sideways

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!

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(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
author is Alan Fletcher
who is a renowned
designer and art
director, and he
describes himself as a
'visual jackdaw '.

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The Blo ga zine

29/10/2013 Alan

Fletcher and the Art of
Looking Sideways Even
though the very nature
of their work implies
being committed to
wider public and its
understanding of the
world, it is rare to find

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designers of such depth,
wit and intelligence
whose work speaks
directly to the hearts and
minds of those
unfamiliar with design
practice.

Alan Fletcher and the
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compilation that will
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those who enjoy the
interplay between word

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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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A primer in visual
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intelligence and an exploration of the workings of the eye, the hand, the brain and the imagination is comprised of an inexhaustible mine of anecdotes, quotations, images, trivia, oddities, serious science, jokes and memories, all concerned with the limitless resources of the human mind.

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Describing himself as a visual jackdaw, designer Alan Fletcher has spent a lifetime collecting images, useless information, quotations and scraps. This work distills this collection into a quirky and entertaining feast for the eyes and the mind.

This book turns words

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Looking Sideways
into pictures, finds
poetry in rubbish, and
discovers the unlikely in
the commonplace. Alan
Fletcher stands ideas on
their heads to present a
kaleidoscope of
sketches, images,
doodles, and many other
twists and turns from his
unpredictable
imagination.

A monograph on the
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Looking
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international graphic
master and founder of
Pentagram Design.

A brilliant and poetic
exploration of the way
that we experience time
in our everyday lives.

Why does time seem so
short? How does
women's time differ
from men's? Why does
time seem to move
slowly in the

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countryside and quickly
in cities? How do
different cultures around
the world see time? In *A
Sideways Look at Time*,
Jay Griffiths takes
readers on an
extraordinary tour of
time as we have never
seen it before. With this
dazzling and defiant
work, Griffiths
introduces us to
dimensions of time that

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are largely forgotten in our modern lives. She presents an infectious argument for other, more magical times, the diverse cycles of nature, of folktale or carnival, when time is unlimited and on our side. This is a book for those who suspect that there's more to time than clocks.

Irresistible and provocative, A

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Sideways Look at Time
could change the way
we view time-forever.

A playful introduction to the alphabet, created by one of the most respected figures in graphic design, presents a series of brightly colored animals illustrating the letters of the alphabet.

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This book offers a rare chance to read what graphic designers feel about their education and profession. Fifty influential designers give the low-down about their student days and their professional lives. A piece of their college work is shown alongside an example of current work. Each designer also offers a

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key piece of advice and a warning, making this a must-read for anyone embarking on a career in design. The book looks at the process a designer goes through in finding their 'voice'.

Topics addressed include how ideas are researched and developed; design and other cultural influences, then and

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now; positive and negative aspects of working as a designer; motivations for becoming a designer; and whether it's really possible to teach design.

Contributors include Stefan Sagmeister, James Goggin, Karlssonwilker, Studio Dumbar, Cornel Windlin, Daniel Eatock, Spin, Hyperkit and

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Christian Küsters.

Sideways

Sophie Friedel explores the action of skateboarding in her book as a way to escape cycles of despair, not only in war torn environments and regions affected by poverty. The author critically reflects on her involvements of teaching skateboarding

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in Afghanistan within
the context of youth
empowerment and
peace work. By way of
personal experiences,
Friedel illustrates how
skateboarding can be
understood as an
elicitive approach to
peace work and conflict
transformation that
unfolds the
extraordinary human
potential inherent to all

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Why do some book covers instantly grab your attention, while others never get a second glance? Fusing word and image, as well as design thinking and literary criticism, this captivating investigation goes behind the scenes of the cover design process to answer this

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question and more.

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REVIEW As the

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at the edges of literature
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most of which are new
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how to run your
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an enterprising way,
with advice that will
prove useful long after
your first commission.

Building on the

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resources of the first
edition, this continues to
be the must-have guide

to practicing

professionally as an

illustrator. Featured

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Collins ... and many

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