

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**

### **From reader reviews:**

#### **Maurice Miller:**

Have you spare time for the day? What do you do when you have far more or little spare time? Yep, you can choose the suitable activity intended for spend your time. Any person spent their spare time to take a stroll, shopping, or went to the particular Mall. How about open or read a book eligible The Art of Looking Sideways? Maybe it is being best activity for you. You already know beside you can spend your time along with your favorite's book, you can cleverer than before. Do you agree with it has the opinion or you have various other opinion?

#### **Steven Anderson:**

This book untitled The Art of Looking Sideways to be one of several books which best seller in this year, that is because when you read this guide you can get a lot of benefit on it. You will easily to buy this book in the book shop or you can order it by way of online. The publisher on this book sells the e-book too. It makes you quickly to read this book, because you can read this book in your Cell phone. So there is no reason to you personally to past this e-book from your list.

#### **John Dame:**

Reading can called brain hangout, why? Because when you are reading a book specially book entitled The Art of Looking Sideways the mind will drift away trough every dimension, wandering in most aspect that maybe unidentified for but surely can become your mind friends. Imaging each word written in a guide then become one contact form conclusion and explanation in which maybe you never get just before. The The Art of Looking Sideways giving you yet another experience more than blown away the mind but also giving you useful details for your better life on this era. So now let us demonstrate the relaxing pattern the following is your body and mind will likely be pleased when you are finished looking at it, like winning an activity. Do you want to try this extraordinary shelling out spare time activity?

#### **Gary Wells:**

The book untitled The Art of Looking Sideways contain a lot of information on it. The writer explains the girl idea with easy approach. The language is very clear to see all the people, so do not really worry, you can easy to read the idea. The book was authored by famous author. The author will take you in the new era of literary works. You can easily read this book because you can please read on your smart phone, or program, so you can read the book with anywhere and anytime. In a situation you wish to purchase the e-book, you can available their official web-site and also order it. Have a nice read.

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