The Art of Looking Sideways by Alan Fletcher

Oh My Goodness This Is An Amazing Book!

Alan Fletchers 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, Fletchers 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 Aldrins 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 Gandhis 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

**Personal Review: The Art of Looking Sideways by Alan Fletcher**

Buying 'The Art of Looking Sideways' is one of those must-do things everybody talks about.

There is virtually no way to fully or accurately describe this book. A college professor first introduced me to it, and ever since I glimpsed a few pages from it, I knew I wanted to own a copy.

You can literally have it fall open on your lap, and start reading it at that point. Trying to read it in any sort of linear manner would be difficult and ultimately pointless, because, as the author describes, every page is a shard. It is a treasure trove for inspiration and will never fail to fascinate, amuse, entertain and captivate you.

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