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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, anecdote s, scraps & useless information.

### **The Art of Looking Sideways - Everything2.com**

His book, The art of looking sideways showcases a period of intensely personal work since 1992. It is a testament to fluid thinking, ceaseless curiosity, wonder and his perceptive design skills. Referred to as a bible by fellow graphic designers, a mammoth discourse on visual thinking at over 1000 pages it is a constant source of inspiration to not just designers but all readers.

### **Alan Fletcher. The art of looking sideways. | Henoir**

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 intellectual stimulation.

### **Review | Beware Wet Paint and The Art of Looking Sideways**

'Art of Looking Sideways': A treatise on visual thinking Art can be anything and everything...so thinks artist Bose Krishnamachari, who sees it in everything, including fashion, design and architecture. Curiously, this is the guiding principle that navigates 'The Art of Looking Sideways'.

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