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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.

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Publication. 10 years ago, The Art of Looking Sideways by Alan 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 celebrated in the exhibition Mind over matter at Kemistry Gallery opening this week.

[The Art of Looking Sideways - It's Nice That](#)

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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 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! (or, 5 ½ 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 author is Alan Fletcher who is a renowned designer and art director, and he describes himself as a 'visual jackdaw '.

[The Art of Looking Sideways - Everything2.com](#)

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

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[9780714834498: The Art of Looking Sideways - AbeBooks ...](#)

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 Art of Looking Sideways - Walmart.com - Walmart.com](#)

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[The Art of Looking Sideways \(DESIGN\): Amazon.co.uk ...](#)

The Art of Looking Sideways introduced me to far-reaching and obscure things such as Botswana 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.

[Shillington Book Club: The Art of Looking Sideways by Alan ...](#)

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