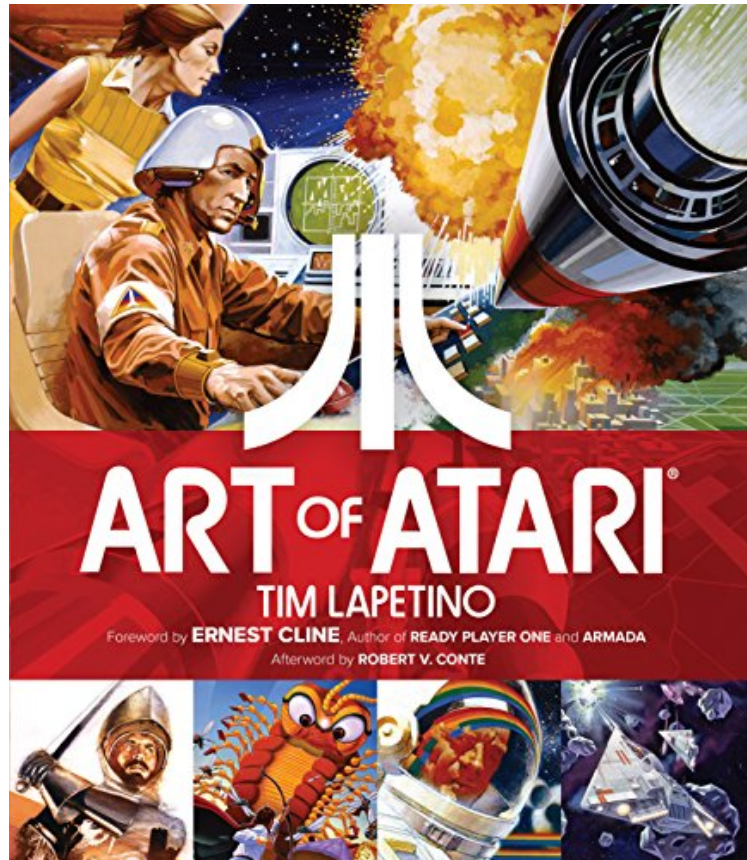


## Art Of Atari

*Tim Lapetino*

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**Tim Lapetino : Art Of Atari** before purchasing it in order to gage whether or not it would be worth my time, and all praised Art Of Atari:

35 of 35 people found the following review helpful. Probably the best coffee table book I have ever seen. By prints-to-go This book deserves 10 stars!!! Just got it today after I pre-ordered it and I really wasn't expecting too much...boy was I wrong. It's not just Atari cover art but some pretty detailed information from the artist on some of the covers. Images of unused covers along with pencil and color studies done by the artists on some of the covers. Fantastic...I mean fantastic scans of the art. I mean I could go on but if you love art it's a must...if you love Atari it's a must. The perfect coffee table book and one I won't be putting down for a while. Oh, Also there is also small bios on the artist and a quick history of the Atari consoles with some industrial design art of the models. This is how you do a Art of book! Major props to Tim Lapetino on putting this together. 15 of 16 people found the following review helpful. An excellent book stuffed with many photos, pictures, and descriptions. By ASPExcellent book. This book is stuffed with many photos, pictures, and descriptions. There is a History section with photos of the people that worked at Atari. There is a section containing many games, the artwork used for the covers and also a screenshot of the gameplay. The screenshot is small and it would have been nicer to have the screenshot be double the size. There are photos of the consoles, and descriptions about them. The book measures 11.25" H x 10" W x 1.125" D. It's a hardcover book. The binding seems to

be strong and sturdy and seems like it will last over the years. I've attached several photos with sample pages from the book. The book contains 351 pages. 6 of 6 people found the following review helpful. This is truly a fantastic book, and an amazing value for the treasures ...

By Eric Etkin

This is truly a fantastic book, and an amazing value for the treasures it contains. After making a recent pilgrimage to the American Classic Arcade Museum, I've had a renewed interest in arcade and vintage console machines. People forget just how ground-breaking and influential Atari's game and industrial design was over a generation of kids. This was a company unrestrained by finance, precedent, or expectations. At Atari, everything was on the table, and the misfires are as intriguing as the successes. In an era where most homes didn't have or hadn't even heard of a "personal computer," where *Neuromancer* and *The Matrix* were years or decades away, computers and video games had a magical lure about them. These were the Mysteries of the 21st century. This was the time of *Tron*, pre-internet, pre-Pixar, pre-cell phone, pre-Warcraft, when new digital technology was materializing almost faster than we could figure out what it meant or how to use it. Atari games (and their contemporaries) were a social and imagination-firing activity — the world of the game was only partly on the screen. The genius of the appeal was how these games kept firing your imagination long after you unplugged and were engaged in a completely different activity. The skill of Atari's art and design personnel made this magic happen. *Art of Atari* captures these memories perfectly, treating them with respect, framing them, curating them. This book is a trove of information from the era, containing not just well-known stuff like the E.T. debacle (debunked, by the way in these pages), but going into interesting trivia even 80's junkies like me only have a passing knowledge of. Graphic art? Fine Art? Industrial design? Even fonts (yes — the freakin' box fonts!) are all represented here, in spades. This book is a boon of pre-Illustrator, pre-Photoshop, old-school analog art and methods. It's invaluable as a time capsule, educational resource, and nostalgia device. My only quibble — if it can be called one — is the underrepresentation of Atari's vast number of arcade machines. By covering all things Atari, this book admirably covers a breadth of detail, but it does so by sacrificing scrutiny of Atari's design and social influence outside the home. Perhaps for another book..? A similar treatment of the "arcade era" is long overdue. But all in all — Well worth the wait. The reign of Atari is long past, but I hope this renews an interest in the art itself — many of these iconic cover pieces (*Asteroids*, *Vanguard*, *Star Raiders*, *Missile Command*, I could go on and on) deserve reproduction release.

ATARI is one of the most recognized names in the world. Since its formation in 1972, the company pioneered hundreds of iconic titles including *Asteroids*, *Centipede* and *Missile Command*. In addition to hundreds of games created for arcades, home video systems, and computers, original artwork was specially commissioned to enhance the Atari experience, further enticing children and adults to embrace and enjoy the new era of electronic entertainment. *ART OF ATARI* is the first official collection of such artwork. Sourced from museums and private collections worldwide, this book spans over 40 years of the company's unique illustrations used in packaging, advertisements, catalogs, and more! *ART OF ATARI* includes behind-the-scenes details on how dozens of games featured within were conceived of, illustrated, approved (or rejected), and brought to life. Whether you're a fan, collector, enthusiast, or new to the world of video games, this book offers the most complete collection of ATARI artwork ever produced! Includes a special Foreword by New York Times bestseller Ernest Cline, author of *Armada* and *Ready Player One*, soon to be a motion picture directed by Steven Spielberg: "For me, revisiting the beautiful artwork presented in this book is almost as good as taking a trip in Doc Brown's time machine back to that halcyon era at the dawn of the digital age. But be warned, viewing these images may leave you with an overwhelming desire to revisit the ancient pixelated battlefields they each depict as well." -- from the Foreword by Ernest Cline. "Having worked in the entertainment field as a consultant in Pop Culture, I have seen with my own eyes the destruction of original assets in favor of digital conversions to save corporations time and money on long-term storage. Therefore, I naturally assumed the original Atari artwork fell prey to similar disposal or theft or had simply been forgotten about all together. Thanks to *ART OF ATARI*, not any more!" -- from the Afterword by Robert V. Conte.

About the Author

Tim Lapetino has been a fan of Atari art since childhood. An award-winning Creative Director and graphic designer, his design and branding work has been published in more than a dozen books and magazines. He co-authored the design inspiration book *Damn Good: Top Designers Discuss Their All-Time Favorite Projects*, and has written for *HOW*, *Geek Monthly*, *RETRO*, and other publications. He is the founder and Executive Director of the Museum of Video Game Art (MOVA), and is dedicated to chronicling the intersection of design and pop culture. He resides in Chicago with his wife and two kids.