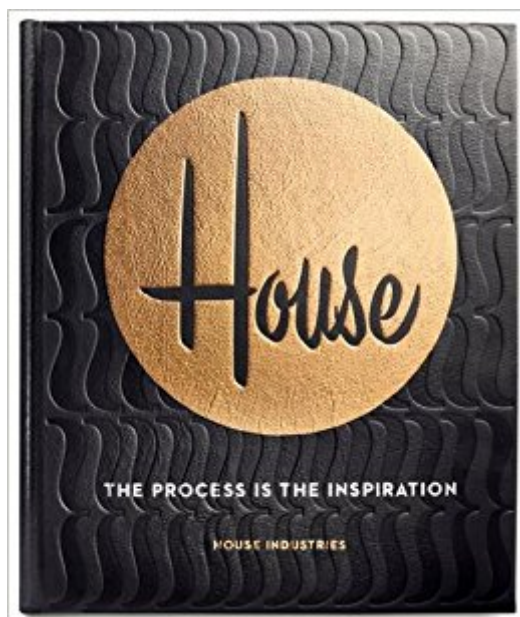


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# House Industries: The Process Is The Inspiration



## Synopsis

A standard-bearer of American design since 1993, House Industries answers the burning question, "Where do you find inspiration?" with this illustrative collection of helpful lessons, stories, and case studies that demonstrate how to transform obsessive curiosity into personally satisfying and successful work. Presented in House Industries' honest, authentic, and often irreverent style, and covering topics ranging from fonts and fashion to ceramics and space technology, this beautifully useful 400-page volume offers a personal perspective on the origin of ideas for creative people in any field. Most important, this book shows that there's no sense in waiting for inspiration because inspiration is already waiting for you.

## Book Information

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## Customer Reviews

"House Industries display elite talent and craft in their design, illustration, and production, but the real magic is that they are alchemists. If you get that alchemy means taking non-precious metals and turning them into gold and platinum, then you'll understand it when I say that House turns numerous less-than-elite sources of inspiration into pure visual gold and platinum. It is easy for artists and designers to be precious, cryptic, and mysterious while peddling themselves as speakers of a language too smart for the rest of us to understand. However, it takes real courage to do what House Industries does: speak a common, if not universal, language but in such an elevated, powerful, and elegant way, that it reminds us how exhilarating it is to see a mastery of both the dominant and sub-cultural visual vernacular." —Shepard Fairey". . . The studies behind many of House Industries' projects stress the importance of collaboration and trial and error — really

proving to readers that the process *is* the inspiration. This book is a necessary read for fans of House Industries'™ distinctively retro style and for any creatives with boundless imagination."

"Communication Arts" I can think of few books that are a better buy than House Industries'™ *The Process of Inspiration*. . . *Â* a delightful collection of eye candy that is also chock-full of great stories and optimistic insight into how to bring joy, creativity and fulfillment into your career and life. . . *Â* Guaranteed it will be worth the investment."

"Fonts.com". . . massive and overflowing, with so many years of amazing work that it sent me into a design-induced seizure followed by a visual coma that I'm just now recovering from. The book is an incredible document of both how crazy and brilliant House Industries is."

"Charles S. Anderson, Charles S. Anderson Design and CSA Archive" From a type foundry it has become a wellspring of generational typographic attitudes, styles, movements, schools, a melting pot of old and new, revived and invented. . . Known for their typographic stagecraft and promotional ingenuity, House *Â* now has *Â* a book that tells their *Â* story."

"Steven Heller, Print Magazine" Praise for House Industries: "If there were any place I wish I worked that I don't, it's House. They're artists; their work is extraordinary."

"J. J. Abrams" What I love about House Industries is that they search through corners of culture for something valuable that you'd never thought of before, then raise it to a higher artistic level. It's a very difficult thing to do."

"Shepard Fairey" [House] makes all the best typefaces."

"David Lee Roth" Design is a willingness to surrender to a journey. You often hear about *â* design driven *â* • companies but most of them that want to license the Eames name are thinking of it as an acquisition for their collection of brands. Every once in a while you encounter a company like House Industries who is willing to go on that journey and grow our brand as well as theirs."

"Eames Demetrios" I've been a fan of House Industries over twenty years. Even though we're buds, there's still a lot of mystery behind that mountain of incredible work. Until now. 400 pages that let the secrets out? Jackpot! Been waiting a long time for this one. Heavily, heavily recommended by the DDC."

"Aaron James Draplin

Known throughout the world for its eclectic font collections and far-reaching creative exploits, House Industries has been a standard bearer for American graphic design for 25 years. House's™ work is in the permanent collection of the Smithsonian's™ Cooper-Hewitt National Design Museum and will be the subject of a major exhibition at the Henry Ford Museum in the summer of 2017.

The thing's hollow- it goes on forever *Â* " and *Â* " oh my God! *Â* " it's full of stars!

House is clearly passionate about typography and it shows throughout.

Decent read, great photos, well designed (of course). A must for the designer and typographer library.

Recomendo!

This book is beautiful! It's full color heavy weight pages. The cover is embossed. Almost all of the white pages have a shimmery white jacquard design printed on them. It's awesome to look and and the information in the book in inspiring. If you love fonts and graphic arts you have to get this. I also love the books by Ivan Castro and Jessica Hische and love both of them.

Fantastic history of the hipsters behind the terrific House Industries graphic design firm. The content of the book is incredible, but of course the design is great as well. If you're a fan of their work, you'll love it. If you're a fan of typography and/or graphic design, you'll love it.

This book is absolutely beautiful, and a wonderful source of inspiration! The print quality is top-notch, and every single page is beautiful. Their use of spot gloss is perfect and awe-inspiring. I'm not a design expert, but I am certainly a design enthusiast and I will cherish this inspiring book for years to come. I would definitely recommend for those looking to add to their inspiration resources!

House industries is amazing, they are generous and make kick ass work which includes this book, in both form and content. Insightful for someone pursuing a business in letters, inspiring for letterers, designers, product designers and pretty much any kind of designer there is.

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