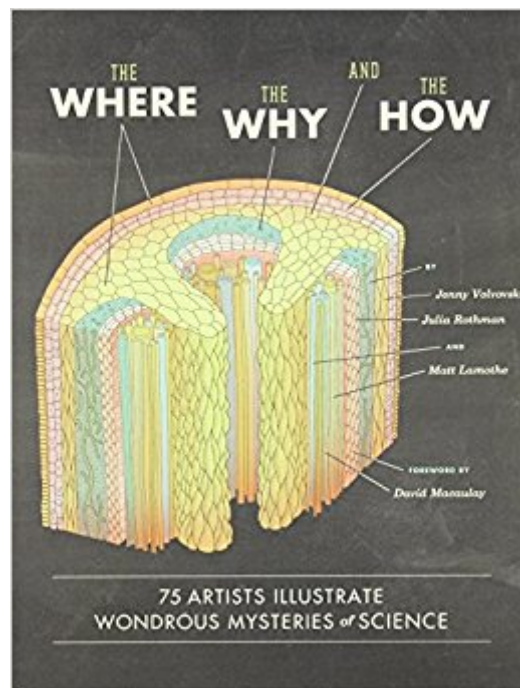




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# The Where, The Why, And The How: 75 Artists Illustrate Wondrous Mysteries Of Science



## Synopsis

A science book like no other, *The Where, the Why, and the How* turns loose 75 of today's hottest artists onto life's vast questions, from how we got here to where we are going. Inside these pages some of the biggest (and smallest) mysteries of the natural world are explained in essays by real working scientists, which are then illustrated by artists given free rein to be as literal or as imaginative as they like. The result is a celebration of the wonder that inspires every new discovery. Featuring work by such contemporary luminaries as Lisa Congdon, Jen Corace, Neil Farber, Susie Ghahremani, Jeremyville, and many more, this is a work of scientific and artistic exploration to pique the interest of both the intellectually and imaginatively curious.

## Book Information

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## Customer Reviews

"The Where, The Why, and The How" is the authors' attempt to revel in those "mysteries that can't be entirely explained in a few mouse clicks." Volvovski and her coauthors selected 75 not quite answerable questions--from "Where did life come from?" to "Why do cats purr?" to "How does gravity work?"--and let artists and scientists loose on them. The artists created whimsical illustrations, and the scientists responded with thoughtful essays." - Smithsonian.com "Far from the brassy computer renderings of cosmic events, for instance, in these pages you'll see star births described in pen and ink, antimatter realized in collage, and a hand-painted black hole." - Discover Magazine A New York Times Bestseller in Science and Non-Fiction E-books! "The result is scientific, yet with tongue planted firmly in cheek." Why do we blush? includes a discussion of blood vessels and the sympathetic nervous system, along with a drawing of a naked man with his

internal organs exposed (you'd blush too)." - Cassandra Willyard, WNYC's Studio 360"75 contemporary artists such as Jacob Magraw, Jen Corace, and Patrick Kyle were commissioned to create the book's original artwork, leading to a huge variety of visual styles throughout. Some illustrations are, like the front cover pictured above, akin to those of a beautified textbook, but the most are simply works of art; literal, metaphorical, or satiric imagery to accompany the text." -The Verge"A party for your left brain and your right brain." -- Boing Boing"This highly browsable volume puts a new lens to the long-time relationship between art and science.... Each entry admirably articulates a complex topic in concise and engaging ways.... Volvovski, Rothman, and Lamothe offer a stunning collection that reimagines scientific wonder and that is an eloquent argument for slow living in an age of immediate access." -- Science"The result is scientific, yet with tongue planted firmly in cheek. Why do we blush? includes a discussion of blood vessels and the sympathetic nervous system, along with a drawing of a naked man with his internal organs exposed (you'd blush too)." - Studio 360 Blog"The genius of the book is its brevity and wit, and the room it leaves for imagination." - TheAtlantic.com"Promises to pick you up at the front cover, delight and fascinate you in a flurry of eye poppers, and drop you off better informed 168 pages later." -- Discovermagazine.com"Like a science book published by The New Yorker. Images range from 1980s textbooks homages to dinosaur watercolors to Escherian mind-benders to straight-up trippy, surrealist work that would be at home on an album cover." -- FastCoDesign"If you're looking for fun facts illustrated by some amusing imagery, it does the job well." - Steven Heller, The New York Times"As a lover of the intersection of art and science, I find myself more excited about The Where, the Why, and the How: 75 Artists Illustrate Wondrous Mysteries of Science than I've been about a book in ages. In this gem, as intellectually stimulating as it is visually stunning, creative trifecta Julia Rothman, Jenny Volvovski and Matt Lamothe invite some of today's most celebrated artists to create scientific illustrations and charts to accompany short essays about the most fascinating unanswered questions on the minds of contemporary scientists." -- Brain Pickings

Jenny Volvovski, Julia Rothman, and Matt Lamothe are partners in ALSO, a design firm based in Chicago and New York that has won numerous awards. Julia is author of the popular blog Book By Its Cover. David Macaulay is an award-winning author and illustrator whose books have been translated into dozens of languages.

A lot of fun, terrific illustrations. Nice hardbound book that I hope will be in our family for a long time. If you'd like to see some more examples of the illustrations (all of which are full-page, color), I

recommend checking out the review at the blog "Book by it's Cover".

If you love science and you love art, you will find this book as irresistible as we do. The authors invited seventy-five artists to make illustrations based on questions posed to fifty scientists. Each two-page spread features the scientist's question and answer on one side and an artist's interpretation on the other. The questions are ones most of us all wonder about: What existed before the Big Bang? What is the origin of the moon? Why do we blush? How do migrating animals find their way back home? What did dinosaurs eat? How much of human behavior is predetermined? How do squirrels remember where they bury their nuts? Why do we hiccup? Why are humans and chimps so different if they have nearly identical DNA? Even if there is no definitive answer (and sometimes there is not), you still get a pretty good explanation, and a summary of the state of the knowledge about the question at the present time. Most of the entries are succinct, clear, and understandable to the lay person, written by an array of contributors including physicists, aerospace engineers, biologists, research librarians, and quite a few professors. The illustrations are outstanding. Sometimes you may not quite "get" them until you read the accompanying science piece, and then their cleverness impresses you all the more. The artists chosen by the compilers are from a mix of backgrounds, and include comic artists as well as fine artists. Most of the pictures are ones I wish I had on my walls. At the end of the book, there are helpful indexes of not only of the questions explored, but of the names of contributing scientists and artists. This book will provide endless stimulation, both intellectually and visually. The authors said their goal was to bring back a sense of wonder in the age of Google and Wikipedia, and they have certainly succeeded.

"The Why, the Where, and the How" is interesting, if you can understand it. I found this book portraying the wondrous mysteries of science was frequently beyond my ability to comprehend. Subjects like "What is antimatter?" and "What happens to time as you approach the speed of light?" carry a language of their own and almost require a physics background to make much sense. Also, "theories" is the operative word for many of these mini-chapters. The confession that scientists' conclusions might be accurate dots these pages, especially those pages dealing with quantum mechanics. In spite of difficulties in the reading material, some chapters are very interesting. For example, the section on whales' songs was fascinating, and I wished it had been longer. As well, the interactive table of contents and index were very helpful in locating specific topics. The artists'™

illustrations are also interesting, although the Kindle format can't do justice to them. Bottom line: The concept of this book is good, but sometimes the actualities of scientific dialogue can get in the way for ordinary readers.

Great Coffee Table Book, it's a fun 'intro to topic' book but like just about any textbook has a few errors so I wouldn't suggest for heavy learning purposes, but on the flip side they make the subject matter fun for novices (children, etc.)

If you are a curious person, then you'll love the book! While you can use and view this on a e-paper Kindle (i.e., black and white), it really comes alive on color screens (Kindle app on your tablet, Kindle Reader on your PC, Kindle color tablets, etc.) It is beautifully illustrated with sound scientific explanations behind the illustrations, making it a wonderful read. I wish grade school science texts were written like this...there might be more scientists now.

Love the illustrations so much. The articles are brief enough to allow a causal read for anyone dropping by for only a moment. I confess, I bought it with the intention of slicing out favorite images and framing them, but once I had the handsome volume in hand, I couldn't bear the thought. And generally, I have few qualms about cannibalizing books for their art. Lovely, informative, and worth the purchase.

Don't judge a book by its cover. Because if you do you'll look at this book and, much like I did, expect the illustrations to be more explanatory, much like you'd see in science textbooks. However, the artwork is more like what you'd see hanging in a coffee house. The artists seem to have done more artistic interpretations of the concepts. Some of the work is very nice, but much of it is mediocre. That's unfortunate because the actual information from a bevy of scientists is very accessible to the layperson. If only the art had aided that accessibility!

This book's explanations of natural phenomena--ranging from the cosmic to the microscopic--offer a unique exploration of the world around/within us. Those presented by scientists are articulate, accessible, and at times even funny. They are rooted in observation and focused research. The interpretations shared by artists are likewise based on dedicated study, but their artistic freedom allows them to present their subjects in rich, personal, and often beautiful ways. Overall a beautiful book (inside and out--the cover and binding are very high quality). A great gift.

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