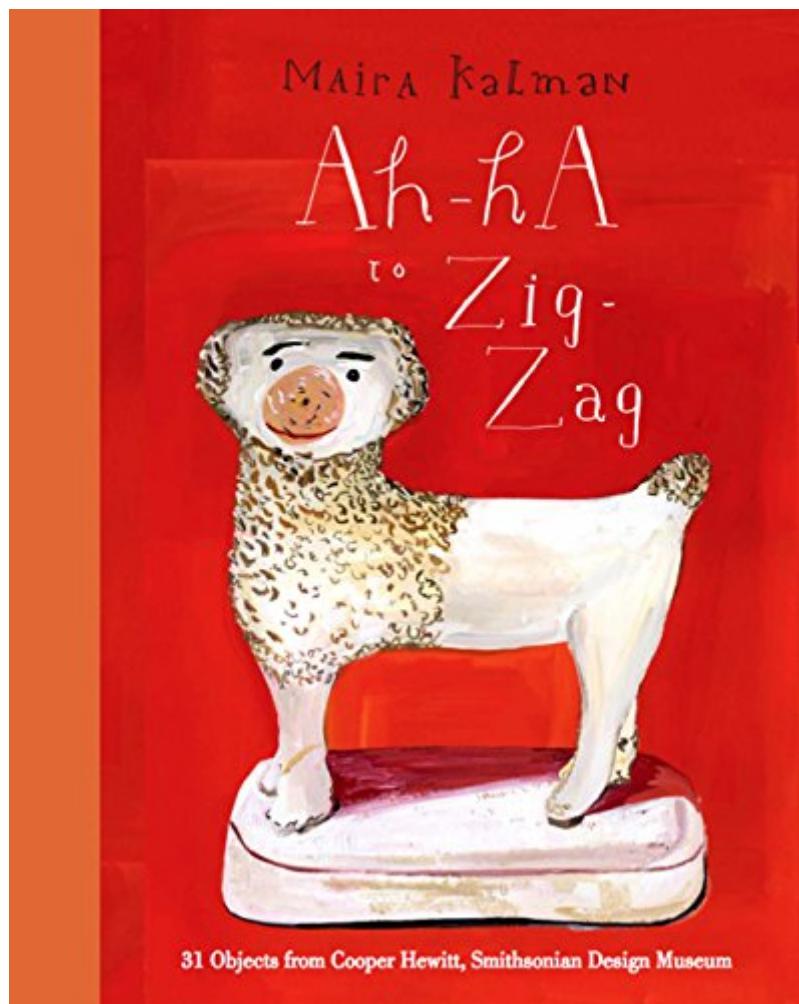


The book was found

# Ah-Ha To Zig-Zag



## Synopsis

Maira Kalman's exuberant illustrations and humorous commentary bring design history to life in this inspired ABC book that celebrates thirty-one objects from the Cooper Hewitt, in time for its long-awaited reopening. "A. Ah-ha! There you Are." begins Maira Kalman's joyfully illustrated romp through the treasures of Cooper Hewitt's design collection. With her signature wit and warm humor, Kalman's ABC book introduces children and adults to the myriad ways design touches our lives. Posing the question "If you were starting a museum, what would you put in your collection?", Kalman encourages the reader to put pen to paper and send in personal letters—an intimate, interactive gesture to top off her unique tour of the world of design. Objects ranging from a thirteenth-century silk thinking cap to 1889 tin slippers with bows, all the way to Gerrit Rietveld's Zig-Zag chair are brought to colorful life. Kalman's hand-lettered text is whimsical and universal in turns, drawing lessons as easily from a worn old boot as a masterpiece of midcentury modernism. Irresistibly, we are led to agree, "Everything is design."

## Book Information

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## Customer Reviews

You can never go wrong with Maira Kalman - but for the kids, this is a super treat. Beautiful art and unique - unexpectedly unique (even as a fan of hers) - content for each of the A-B-Cs. Do yourself a favor - keep it on your list for gifts for the younger set. The rest of the family will love it, too.

I bought this for my 2 1/2 year old. He loves this book. We have been reading it at bedtime for months and he never gets bored of it. The back of the book lists each artifact's origin and actual photo and he loves going to that page after we read the story. The illustrations are creative as is the writing. I can't wait to read more books by this author.

Purchased for an adult child of mine who loves design.

Love the book, can't wait to give it to my Grandson.

My kids adore this book and have even memorized the words to most of it. I enjoy that it is not the same-old ABC's I'm so tired of hearing.

Terrific book for kids and, so called, adults as well. You gotta love it! Try all of Ms Kalman's books!

Grandchildren laughing and giggling and learning at the same time. I must buy another copy so as to have one for myself.

Love the story and great quality printing.

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Ah-Ha to Zig-Zag ZAG: The Number-One Strategy of High Performance Brands ZAG: The #1 Strategy of High-Performance Brands (One-Off)

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