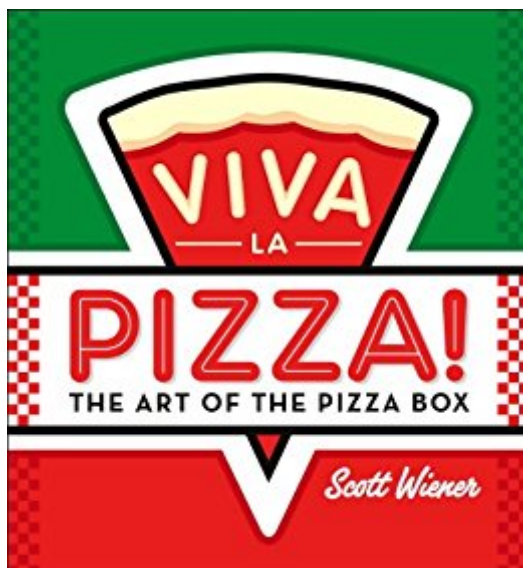


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# Viva La Pizza!: The Art Of The Pizza Box Box (.)



## Synopsis

œNew Yorkers are particular about pizza, and no one has a more well-formed opinion than Scott Wiener. • "NewsdayOne of the world's foremost pizza experts presents more than 100 weird and wild pizza box designs Since the origins of to-go pizza, pizzerias and pizza chains have taken great pride in covering take-out boxes with captivating designs. They've also wrestled with the best way to manufacture a box that can keep a pizza looking and tasting great.

Here, the world's expert on pizza boxes presents more than one hundred weird and wild box designs and explores the curious history of the pizza box. Included are international designs, corporate designs, and dozens of quirky images from mom-and-pop pizzerias. Where does all this art come from? Scott Wiener has been collecting and cataloging pizza boxes for more than five years. In Viva la Pizza!, Wiener traces design trends over the past four decades and profiles some of the world's most prolific box designers and manufacturers. The result is a captivating overview of pizza culture and a new way to look at one of the world's favorite foods.From the Hardcover edition.

## Book Information

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## Customer Reviews

This is the book for anyone who likes art, history, pizza, boxes, pizza boxes, or just plain fun stuff. Scott's been collecting interesting pizza boxes for years (his collection has set records and been displayed in museums!), and now this book lets readers sit down and take a look at the cool graphics and uniquely creative ideas that some pizzerias have used to stand out in a sea of brown cardboard. You'll never look at your neighborhood pizza box the same again.

Glad I watched 'CBS Sunday Morning' recently and caught the interview with Scott Wiener. What an entertaining read-this book may be 'Small' in size, but it's 'X-Large' in content. I've always loved the graphic arts- especially when the boxes they're printed on contain man's favorite food! (And women's too.) Buy this book! But beware-if you read it in the afternoon, you'll be phoning for a pizza delivery that very night!

A smart, informative and very readable book, with good illustrations and photos. It offers an interesting look at how pizza became one of America's favorite foods, and how pizza boxes can portray culture and desires. The section on international pizza boxes is especially fun. It shows how Americans think of pizza as an Italian dish, but in other parts of the world it is seen as American, like at "McBurger's Pizza" in Kazakhstan! A fun book for history buffs, casual readers or just plain pizza lovers.

This is a work of art on works of art. I love the way this book framed the "Pizza Box" experience. How interesting and fascinating that a thing we never consider yet are so consistently and frequently experiencing is so worth considering. I will never look at a box of pizza the same way.

This book is delicious! Scott Weiner's enthusiasm about pizza is just as evident in this book as it is in his pizza tours. Great designs and learned tons about the art of the pizza box. Go take his NYC pizza tour if you get a chance. You and your stomach won't regret it!

Fascinating look at the history of pizza boxes. The stories behind the boxes were fascinating, and we especially enjoyed the section that focused on international pizza boxes.

The photos were beautiful and the narrative was very interesting. Who ever thought that there would be a book about pizza boxes, an item we throw in the garbage?

Not what I expected. I really wanted to know more about the photos.

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