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# Views



## Synopsis

The first two volumes chronicling the unique art and design of Roger Dean met with huge critical and popular success. *Views* (1975) went straight to number one in the Sunday Times bestseller list and went on to sell over a million copies. *Magnetic Storm* (1984) sold over 650,000 copies. These new editions, reworked to accompany the publication of the third book in the trilogy, *Dragon's Dream*, showcase the instantly recognizable work of Roger Dean. *Views* showcases the first seven years of Roger Dean's work after his graduation from the Royal College of Art in 1968. It includes paintings and graphics; branding such as the Yes typography and the first Virgin Records logo; groundbreaking stage sets; and album art including iconic early Yes covers such as the award-winning *Tales From Topographic Oceans*. The new edition streamlines the original square format and retains the combination of concept sketches and brilliantly displayed finished work. Featuring a new foreword, revised typography, and graphic openers and identifying icons, *Views* showcases and celebrates the art that defined an era.

## Book Information

Paperback: 156 pages

Publisher: Pomegranate (February 1993)

Language: English

ISBN-10: 1566404487

ISBN-13: 978-1566404488

Product Dimensions: 0.5 x 11.5 x 11.5 inches

Shipping Weight: 2.1 pounds

Average Customer Review: 4.2 out of 5 stars 24 customer reviews

Best Sellers Rank: #819,820 in Books (See Top 100 in Books) #242 in Books > Arts & Photography > Other Media > Conceptual #565 in Books > Arts & Photography > Architecture > Criticism #1528 in Books > Biographies & Memoirs > Arts & Literature > Artists, Architects & Photographers

## Customer Reviews

Roger Dean is internationally acclaimed as an artist and designer whose evocative and visionary images created a new genre. Made popular through the medium of album covers and posters, his work has sold in excess of 100 million copies. Roger became widely known in the 1970s for his album cover designs for Yes—including the classic logo now in the Victoria & Albert Museum in London—and a poll of Rolling Stone readers selected five of his designs in the top twenty best

album covers of all time.

Dean started a minor revolution in publishing with this book, sized to sit on the same shelf as your records (like CDs but bigger, double sided and a lot more ritual involved in the consuming of the contents because you could see the cover inserts and read the notes without a microscope. Ask your mom). I had a mate who bought this in the first edition and I loved to pore over it when I visited. For years it was only available as a paperback. Now it is back in all its glory. Mostly. The rather bad news is that the artwork in this edition (at least in my copy though I believe this is a factor for the entire run) is grainy and much too dark in places. None of the clean-up so evident in the calendar versions of those artworks duplicated in this book and the SurrealScapes calendars has been done. Which is a shame and I'm pulling off a star. I get why it is the case, and the publisher was very kind in responding to my questions on the matter, but it is a shame. Young people should take a look at this book to see why their parents are so glum at the demise of the 12"x12" format (that could so often be a 12"x24" treat for the eyes). You didn't just listen to music in those days, you immersed yourself in the album, artwork and all. And King of the Hill when it came to cover art was (and is in my opinion) Roger Dean.

My well-thumbed copy from the '70s was beginning to disintegrate. When first published, this was truly a ground-breaking work of art. Now, with hard cover on high-quality paper and ultra-high resolution printing, this will be an heirloom. I know my kids will be fighting over it when they split the inheritance. For anyone who loves graphic design, modern art techniques and media, and multi-media conceptual art, this is a must. Roger Dean is a pioneer, individualist, innovator, inventor. His work in music album cover art, concert set design, architectural cityscapes, and science fiction are all at the leading edge of modern art. And the colors ... just wow. This will be one of the most cherished books in my library, and at this price, it's a bargain.

I remember finding a copy of this book in the library at high school, and was immediately impressed with Roger's commitment to his art. He's famous for his graphic work - and yes, his album covers! - but he has also worked in furniture design and architecture; the amount of care and thought in the design of the houses shown in this book is ahead of its time (and it's a shame that they are unlikely to be built any time soon)! This book covers roughly the first decade of his career, when he created most of his iconic early work. He created the original labels and logo work for Virgin, for instance, and there are many examples of his album covers for Yes. Each project is accompanied by

well-written essays that cover the development process, and there are many alternate sketches and ideas included for the completionists. This book, and the subsequent books that covered the next stages of his life, are worthy additions to the library of any artist.

Decent collection of Roger Dean's works. Read it in the 70s, still elicit a wow now. All these are pre-computer graphic era, may look simple now, but it was quite eye opening then. Still is.

Although in many ways outdated, Roger Dean's style and technique is still instructive. I got this as a reference for my own paintings.

Just a great book to have on your coffee table.

This large format book contains a large amount of material and examples of a fine artist. Its strength is its variety.

Simply- beautiful, like I've seen it first in 1978 in Prague in a unique book in our country . It was very hard to find it here ...Over the time, I bought all "Master's" completes done by Sir Roger Dean. I'm mainly adored by Alphonse Mucha and touched with "Art Nouveau". The essences from Yes I'm holding in my mind over forty years . Asia, Uriah Heep ... but the first I mentioned plays the main role. Sir Roger Dean has influenced my life like Mucha had. I'd really appreciate any of his possible exhibition in our country, but - I'm afraid, it is not possible. Many next ideas and VIEWS, Sir Roger Dean, fly with dragons and bring us the visions of floating islands . They will meet and get together sometime ...I wish You to reach some success with the idea of floating islands vs. John Cameron in Avatar. You brought it in 1970's , didn't you? From the Czech Republic, simply Jan (unfortunately not Jon like the "angel" Anderson and unbelievable "next son" Mr. Davison)

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