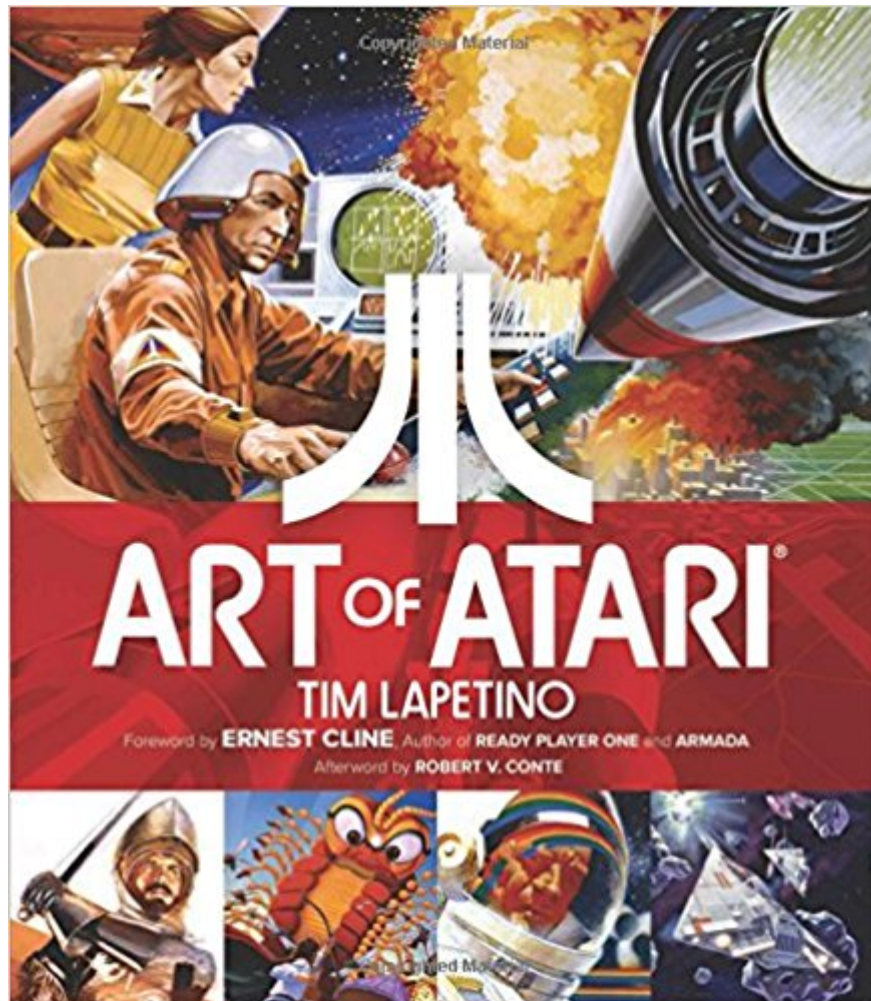




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Art Of Atari



Synopsis

ATARI is one of the most recognized names in the world. Since its formation in 1972, the company pioneered hundreds of iconic titles including Asteroids, Centipede and Missile Command. In addition to hundreds of games created for arcades, home video systems, and computers, original artwork was specially commissioned to enhance the Atari experience, further enticing children and adults to embrace and enjoy the new era of electronic entertainment. ART OF ATARI is the first official collection of such artwork. Sourced from museums and private collections worldwide, this book spans over 40 years of the company's unique illustrations used in packaging, advertisements, catalogs, and more! ART OF ATARI includes behind-the-scenes details on how dozens of games featured within were conceived of, illustrated, approved (or rejected), and brought to life. Whether you're a fan, collector, enthusiast, or new to the world of video games, this book offers the most complete collection of ATARI artwork ever produced! Includes a special Foreword by New York Times bestseller Ernest Cline, author of Armada and Ready Player One, soon to be a motion picture directed by Steven Spielberg: "For me, revisiting the beautiful artwork presented in this book is almost as good as taking a trip in Doc Brown's time machine back to that halcyon era at the dawn of the digital age. But be warned, viewing these images may leave you with an overwhelming desire to revisit the ancient pixelated battlefields they each depict as well." -- from the Foreword by Ernest Cline. "Having worked in the entertainment field as a consultant in Pop Culture, I have seen with my own eyes the destruction of original assets in favor of digital conversions to save corporations time and money on long-term storage. Therefore, I naturally assumed the original Atari artwork fell prey to similar disposal or theft or had simply been forgotten about all together. Thanks to ART OF ATARI, not any more!" -- from the Afterword by Robert V. Conte

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Customer Reviews

Tim Lapetino has been a fan of Atari art since childhood. An award-winning Creative Director and graphic designer, his design and branding work has been published in more than a dozen books and magazines. He co-authored the design inspiration book *Damn Good: Top Designers Discuss Their All-Time Favorite Projects*, and has written for *HOW*, *Geek Monthly*, *RETRO*, and other publications. He is the founder and Executive Director of the Museum of Video Game Art (MOVA), and is dedicated to chronicling the intersection of design and pop culture. He resides in Chicago with his wife and two kids.

This book deserves 10 stars!!! Just got it today after I pre-ordered it and I really wasn't expecting too much...boy was I wrong. It's not just Atari cover art but some pretty detailed information from the artist on some of the covers. Images of unused covers along with pencil and color studies done by the artists on some of the covers. Fantastic...I mean fantastic scans of the art. I mean I could go on but if you love art it's a must...if you love Atari it's a must. The perfect coffee table book and one I won't be putting down for a while. Oh, Also there is also small bios on the artist and a quick history of the Atari consoles with some industrial design art of the models. This is how you do an Art of book! Major props to Tim Lapetino on putting this together.

Excellent book. This book is stuffed with many photos, pictures, and descriptions. There is a History section with photos of the people that worked at Atari. There is a section containing many games, the artwork used for the covers and also a screenshot of the gameplay. The screenshot is small and it would have been nicer to have the screenshot be double the size. There are photos of the consoles, and descriptions about them. The book measures 11.25" H x 10" W x 1.125" D. It's a hardcover book. The binding seems to be strong and sturdy and seems like it will last over the years. I've attached several photos with sample pages from the book. The book contains 351 pages.

This is truly a fantastic book, and an amazing value for the treasures it contains. After making a recent pilgrimage to the American Classic Arcade Museum, I've had a renewed interest in

arcade and vintage console machines. People forget just how ground-breaking and influential Atari's game and industrial design was over a generation of kids. This was a company unrestrained by finance, precedent, or expectations. At Atari, everything was on the table, and the misfires are as intriguing as the successes. In an era where most homes didn't have or hadn't even heard of a personal computer, where Neuromancer and The Matrix were years or decades away, computers and video games had a magical lure about them. These were The Mysteries of the 21st century. This was the time of Tron, pre-internet, pre-Pixar, pre-cell phone, pre-Warcraft, when new digital technology was materializing almost faster than we could figure out what it meant or how to use it. Atari games (and their contemporaries) were a social and imagination-firing activity – the world of the game was only partly on the screen. The genius of the appeal was how these games kept firing your imagination long after you unplugged and were engaged in a completely different activity. The skill of Atari's art and design personnel made this magic happen. Art of Atari captures these memories perfectly, treating them with respect, framing them, curating them. This book is a trove of information from the era, containing not just well-known stuff like the E.T. debacle (debunked, by the way in these pages), but going into interesting trivia even 80's junkies like me only have a passing knowledge of. Graphic art? Fine Art? Industrial design? Even fonts (yes – the freakin' box fonts!) are all represented here, in spades. This book is a boon of pre-Illustrator, pre-Photoshop, old-school analog art and methods. It's invaluable as a time capsule, educational resource, and nostalgia device. My only quibble – if it can be called one – is the underrepresentation of Atari's vast number of arcade machines. By covering all things Atari, this book admirably covers a breadth of detail, but it does so by sacrificing scrutiny of Atari's design and social influence outside the home. Perhaps for another book..? A similar treatment of the arcade era is long overdue. But all in all – Well worth the wait. The reign of Atari is long past, but I hope this renews an interest in the art itself – many of these iconic cover pieces (Asteroids, Vanguard, Star Raiders, Missile Command, I could go on and on) deserve reproduction release.

Those of us old enough to have started gaming on the Atari 2600 remember that those graphics tended to be somewhat...underwhelming. Playing classic games like Adventure, Combat, Circus Atari and Superman it helped if your imagination could fill in the blanks, and nothing helped that process along like the packaging your game came in. The art on the boxes and instruction manuals laid the foundation for the worlds that the Atari's processor could never actually display on

screen. I've been saying for years that I'd love a collection of that art in a book and I'm thrilled that someone finally did it. Anyone who spent the late 70s hooked on these games should love seeing the high quality reproductions of the art and learning some history about the talented folks who made them all happen. If you're one of us early Gen-Xers this book is for you.

I had a lot of anticipation for the Art Of Atari art book, as I have vivid memories of some of the fantastic artwork they used. At a time where most games had little to no graphical beauty and even less narrative, it was the artwork that provided the visuals and story. And what artwork it is! Let me say right off the bat this book DELIVERS. It's a big, well-made, and stuffed with not only amazing art but unused concepts, artist profiles, and the backstory to some of the most famous gaming artwork ever made. I was very impressed with the sections devoted to individual artists, as that's something we rarely get in a video game art book outside of a few famous names. Most of these creators are probably next to unknown to the general public, but they had a hand in generating some of the best known and loved gaming artwork in the industry. From Centipede to Missile Command, you get to see not only the publicly released and known images but the process that led to them. I'm also a big fan of seeing the production materials, such as print ads or shirts, and there is plenty of that to be found here. Even the physical design of the consoles is covered! All in all, this is an essential volume for anyone who enjoys video game art, and even more so because it's such a deep look into some of the definitive works of the era. This is among the best of the video game art books out there, worth every penny.

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