



# Art of McSweeney's

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## Art of McSweeney's McSweeney's Publishing

A novel with each cover hand-illustrated by the author. Literary journals bound by magnets, or designed to look like junk mail. The sharp wit, gorgeous design, and playful why not invention of independent literary publisher McSweeney's have earned it a large and loyal following and made its journals, books, *The Believer* magazine, and *Wholphin* DVDs collectible favorites of readers and graphic designers alike. Created by the *McSweeney's* staff to commemorate their 11th (or 12th) anniversary, this book showcases their award-winning art and design across all the company's activities. It features hundreds of images, interviews with collaborators such as Chris Ware and Michael Chabon, and dozens of insights into *McSweeney's* quirky creative process and the visual experience of reading.

## Art of McSweeney's Details

Date : Published June 23rd 2010 by Chronicle Books (first published June 1st 2010)

ISBN : 9780811866231

Author : McSweeney's Publishing

Format : Hardcover 264 pages

Genre : Art, Design, Nonfiction

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# From Reader Review Art of McSweeney's for online ebook

## Mary Peterson says

Gorgeous. Insightful. Inspiring. Full of process and shop-talk details you never hear about even in the glossy design mags. Highly recommended for anyone interested in design.

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## Russ Ryan says

A literary coffeetable book that showcases the painstakingly-detailed book jackets and production processes from one of today's most innovative publishers.

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## E. Chris says

This is a great book for fans of McSweeney's, publishers, writers, book designers, or people who just love to delve into the creative process. This book will help inspire creativity- be it literary or design.

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## GoldGato says

McSweeney's is a San Francisco-based publishing house that creates, shall we say, unique publications. Their approach is very independent with a deep pride in the printed book.

*It should be noted that no one at McSweeney's has any formal training in book design or production. Pretty much everyone in our small company was first a volunteer or intern, and everyone considers themselves a perpetual student of the craft.*

This book explores the various covers of the McSweeney books, some of which are (that word again) unique. In an age when the cheapest paper and materials are used, Dave Eggers and his crew aim for boxes, leatherette casewraps, and foil stamping, inspired by the colourful bookcovers from the earlier days of the nineteenth century.

I would recommend this book for anyone interested in learning about publishing, not just the art but also the words. Each McSweeney's publication is detailed by the initial idea, the process, the mistakes, and the final result. Illuminating.

Amidst this cornucopia of artwork is the story of the Immortal Fly, who decides to fly into the mouth of an

unaware human in order to end his despair of watching his friends and family die, leaving him lonely and despairing.

Whimsical is as Whimsical does.

Book Season = Year Round (keep the mouth closed)

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## **Eric says**

I've always been fascinated and inspired by the McSweeney's publications, and this book's oral history format is wonderfully entertaining and illuminating. What could have been just a glorified picture book is also a compelling historical narrative that makes me want to go back to the actual issues and discover all the little details and literature I missed.

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## **Black Elephants says**

Like most designs books, this is beautifully put together and really shows the interesting ways that *McSweeney's* visually approaches its layouts and covers. However, as a read, it's not very gripping. Stay for the pictures. Glaze over the words.

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## **Wes says**

scrappy and idealistic. the book interests me most from the biz angle. I only have one MCSW, but I'm aware and obsessed with Dave's works.

they make things happen from nothing: sharing the obscure faces of writing with the world. it's inspiring to see a small team so focused on a passion dive into publishing. each issue, each cover, each set of stories are amazingly unique. things are not skimped if they obstruct the goal. if more ink is needed for the design to work, more will be bought and used.

I also connected with it because dave is a designer, and they value the design heavily, not because it's something they're snooty about, but because it's inherently tied to each piece. their collaboration is also inspiring. encouraging interns ideas yet holding a high, universal standard.

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## **Betsy says**

Ok, so I PERUSED this book, but it is hefty and lovely, and I will peruse and peruse as the moments strike.

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### **Adam says**

This book is an oral history of the first 11 years of McSweeney's. It's fascinating and funny, somewhat inspiring. There are also a lot of remaindered copies around so you should be able to find it very cheap. The book opens with Eggers' four-page email to get writers to submit to the first issue. In that email he makes a comment, seemingly a joke, "If we're not careful, we might make publishing history!" And they did, right? In the last fifteen years, McSweeney's has again and again made a case for physical, beautiful books while other publishers move as fast as they can towards digital.

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### **Diane says**

stuck true to it's title and is mostly about the design and making of books. And McSweeney's has made some really interesting ones. Inspirational for designers and print managers. Even includes a list of printing costs! :-)

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### **Melanie Richards says**

Definitely a coffee table book, but the most inspiring making-of book I've ever read. McSweeney's has a scrappy history, and its people work hard and try to make stuff they actually think is interesting! Seems pretty standard but I honestly think most people don't push their personal work nearly as far as it can go.

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### **Christopher says**

I love love love McSweeney's and have since almost the beginning! This is a great oral history.

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### **Brian says**

Love books? Buy this book.

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### **James says**

McSweeney's is a strange literary zine with extremely bizarre articles and graphics. An interesting skim, but not a keeper.

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## **Tishon says**

This was hands down the best design book I've purchased in years. So inspirational. I read it cover to cover and I think I might read it again. It's not so much the art, which obviously is phenomenal, it's the anecdotal commentary that make it indispensable. I particularly enjoyed the publishing tips. Get this book.

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