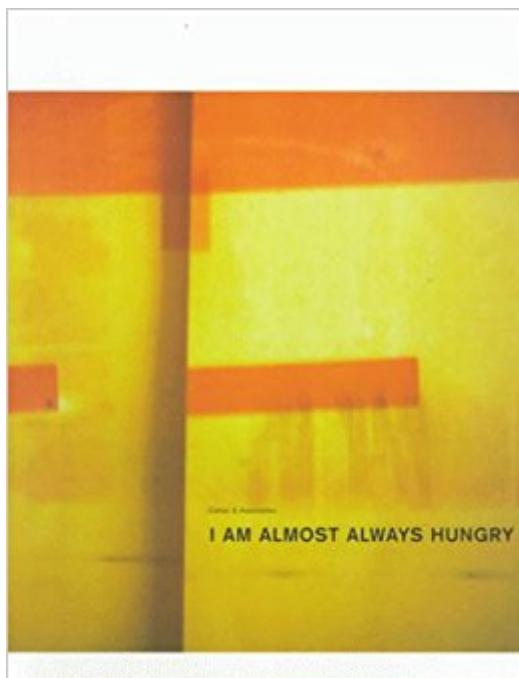


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# I Am Almost Always Hungry: A Publication



## Synopsis

Legendary Harper's Bazaar art director Alexey Brodovitch had a favorite saying: "Why to eat bacon and eggs every day?" The designers at San Francisco-based design firm Cahan & Associates, in their hunger for fresh ideas, find inspiration in the most unexpected places, such as an oddly sculptural piece of discarded metal in the alley near their office, or a conversation with an elaborately tattooed bicycle messenger. From these eclectic ingredients the office serves up in-your-face graphics that are exceptional for their visceral impact yet still convey the strategic thinking behind each piece. The firm's working methods, involving extensive exploration, collaborations, and play, are documented in this monograph through interviews with found Bill Cahan, clients, and vendors; writings by colleagues; photo essays; proposals to clients that were accepted and rejected; and finished pieces, providing a portrait of a firm for whom process is just as important as product.

## Book Information

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## Customer Reviews

"This is a handsome, full-color, over-sized book... Fascinating reading, and not just for the design-fixated. Anyone with an interest in the gestation of an idea - any idea - from fleeting thought to fully articulated expression ought to check out I AM ALMOST ALWAYS HUNGRY." -- V Magazine

Cahan & Associates was founded in 1984 and works on projects ranging from packaging and annual reports to posters, websites, and corporate identity programs, with clients including

Coca-Cola, Sun Microsystems, and the U.S. Postal Service. They have received

This is epic and so perfect so easy to understand

Just wanted to add a counterpoint to some of the negative reviews. If you flip through this book, then the variety of sections look like a paper swatch promotions. But if you actually read through it, then they become an integral part of the thought process. It's pretty clever, and very well thought out.

The ability to be an award winning graphic design firm and continue to put out great work for his clients makes Cahan & Associates almost mythical. 'I Am Almost Always Hungry' allows you to feel like you are behind the scenes of some chaotic but highly sophisticated dinner party with founder Bill Cahan leading you through his entrees of work. With the designers being the project's chef and Cahan being the maitre d', this is definitely one meal that you never know how it will turn out. This book has no exact recipes but instead a view at thinking outside the box for success in today's copycat world. Besides showing some of the best design work in the world, Cahan's team seem to have a deep feeling for simplifying complex information and maximizing the identity of their clients: this is the concept that underpins the work of Cahan & Associates. As I finished this visual masterpiece over a cappuccino, I just had to laugh to myself on just how Cahan and company get away with this kind of work.

Pure genius. This design house's work transcends the merely informative...It approaches high art. The most stunning examples are the works for bio-tech firms which bring out the "soul" of these very esoteric groups by relating the scientific with the human, the pain with the patient, the successes with the tribulations...often on a single page with only a word and a picture or two. An ability to lock in a word with an image into a tight presentation makes their design a high form of conceptual art (with feeling, mind you) rivaling that of any "fine" artist/group from Bruce Nauman to the Situationists. If you want to see what "mere" graphic design can achieve, get this book before you buy yet another one about the "new typographers".

I found the book to be extremely enlightening. Really getting into the process and the approach of the firm was awesome. Not the most eye catching book but for content, it was phenomenal. Preaching concept, communication and being open-minded, the book really reinforces those strong

ideas in graphic design. It's definitely not for everyone, but I strongly recommend it to designers who strive to do great work that has a purpose and communicates.

...If you want inspiration get DesignAgent or SoakWaskRinseSpin. I'm not sure what these guys were thinking. It has twelve pages of code, about 30 pages of one word written in different colors. There is hardly any real design. Just a waste of paper. It's not even artsy in a good way. Sorry to be so harsh. But it's not even a good coffee table book.

By itself, this book has no soul, but it's worth buying to appropriate from. Perhaps the point of the book is that the firm works best in tandem with the client; without a client, there is no dynamism. But, for the beauty of the images, the quality of its printing, its many papers and series, the book should be cut up, glued together and offered as the collaboration Cahan etc. thrive on.

I ordered this book and promptly returned it. Normally, I am a fan of Cahan's work, but this was nothing like the clean, intuitive style I have grown accustomed to seeing from his office. And, that is not to say change is not good. It just so happens, this one isn't.

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