

## IDEO Eyes Open: New York

*Fred Dust, IDEO*

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**Fred Dust, IDEO : IDEO Eyes Open: New York** before purchasing it in order to gage whether or not it would be worth my time, and all praised IDEO Eyes Open: New York:

0 of 2 people found the following review helpful. A very slim volumeBy brandanistaI picked this up because it was IDEO, but was disappointed. It's very slight on info about America's greatest city. I was hoping for one better than Richard Saul Wurman's ACCESS guides -- still the best design-savvy city guides for the design savvy.0 of 0 people found the following review helpful. Great book; use a different adhesive for the price stickerBy CBThis book is a fun way to see NYC in a different way. Many special places you'll never find in a standard tour book. The prose is engaging, the photos awesome. However, I cannot tell you how long it took me to scrape off that @#@\* price sticker on the back. Yah, sure so just leave it on, right? Well, the cover is sorta your map to these places; ergo, the sticker must go. Oy vey, what a mess, thus 4 stars versus 3 as I am still scraping away the goo.4 of 4 people found the following review helpful. A savvy, sophisticated NY palBy S. TomlinsonNot just an unusually thoughtful collection of places you'll want to eat, shop, and play. IDEO's keen observations and photos spark curiosity about how our improvisations and adaptations shape public space. A hip crash course in the cultural anthropology of modern NY.

Trust one of the most inventive companies in the world to come up with an entirely fresh take on travel books. IDEO, the world-renowned design and innovation firm, shifts the attention of the traveler and everyday observer from mere sightseeing toward lookingreally lookingat their surroundings. City by city, each book reveals authentic discoveriesat every turn. Culled from the experiences and observations of IDEO's designers, cultural anthropologists, and architects,

this volume delves into the social, architectural, and epicurean scenes of New York. Insightful, easy-to-use, packed with photographs, and presented in a convenient on-the-go format, IDEO Eyes Open rekindles curiosity and invites visitors and residents to see these cities with fresh eyes.

**About the Author** Fred Dust is the global design lead for IDEO's Smart Space practice. He lives in San Francisco. IDEO uses first-hand observations to inform and inspire the design of delightful and useful products, services, and environments.