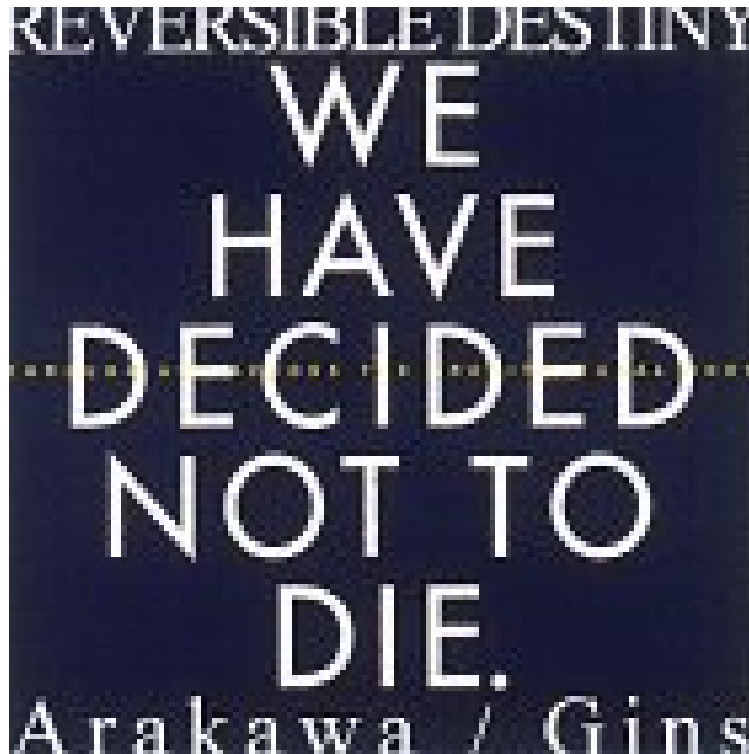


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Reversible Destiny: Arakawa/Gins

George Lakoff, Mark Taylor

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6 of 6 people found the following review helpful. Amazing. There is nothing like it anywhere. By A Customer These people are ahead of their time - if you had a chance to catch the Guggenheim retrospective of the same name, you know what I am talking about. In 50 years, more people will know about Arakawa and Gins than right now, but why wait? We need to change the direction of humanity NOW! This book goes through the vast output of Arakawa and Madeline Gins, from Arakawa's thought-provoking conceptual paintings from the 60's, to their more current philosophies about the body and architectural surround. The pictures are colorful and vivid, every page is different and exciting. Their newer computer renderings of beautiful organic housing projects will blow you away. When you open a book like this in a room full of people, everyone will gather around you to get a look! When something is different than the norm but still maintains logic and beauty, it naturally attracts people. Get this book before it becomes a collector's item.

Over the last three decades, the artists Arakawa (b 1936) and Madeline Gins (b 1941) have created a body of work which includes "The Mechanism of Meaning", a cycle of 83 mixed-media paintings begun in 1963 and completed, for the most part, by 1973. The piece covers a variety of issues, including the nature of perception, how human beings function as persons, and the essential oneness of body and mind. Developed with the co-operation of the two artists

and published on the occasion of an exhibition held at the Guggenheim Museum, New York, this illustrated volume includes essays by writers from many disciplines, "The Mechanism of Meaning" in its entirety, proposals for architectural constructions, designs for "reversible-destiny" houses and cities, and concepts underlying reversible-destiny architecture.