



## Roy G. Biv: An Exceedingly Surprising Book About Colour

By Jude Stewart

Bloomsbury Publishing PLC. Hardback. Book Condition: new. BRAND NEW, Roy G. Biv: An Exceedingly Surprising Book About Colour, Jude Stewart, Why is the sky blue? Why is pink for girls and blue for boys? Why do prisoners wear orange? And why can one colour have so many opposite meanings? If lobsters are a red emblem of privilege how is it that a red flag can also be the banner of Communism? Jude Stewart, a design expert and writer, digs into this rich subject with gusto, telling her favourite stories about colour as she discovers what it can really mean. Each chapter is devoted to a colour, opening with an infographic map that links such unlikely pairings as fox-hunting and flamingos. From there on in, you're plunged into a kaleidoscopic tour of the universe that encompasses everything from wildflowers to Japanese warriors. The links between them reveal hidden realities that you never would have suspected. Roy G. Biv is a reference and inspiration for everyone, with sidebars and graphics galore. The aim is simple: to tantalise and inform, and to make you think about colour in a completely new way.



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