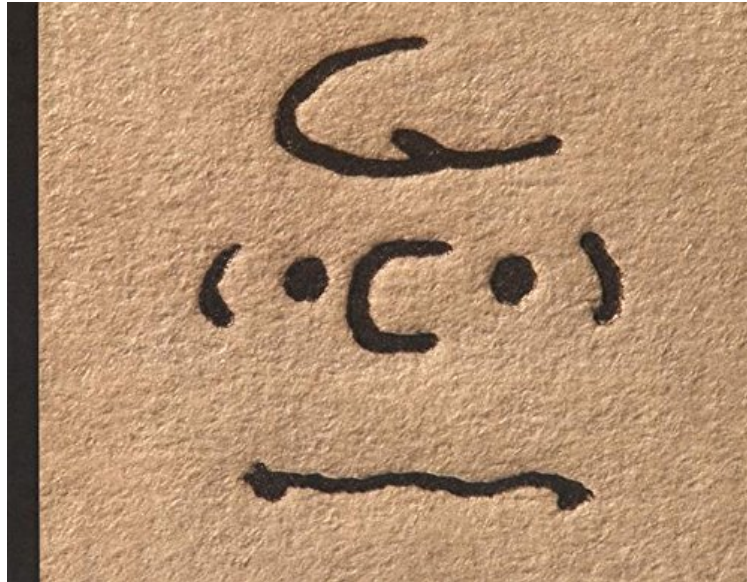


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# Only What's Necessary: Charles M. Schulz and the Art of Peanuts

*Chip Kidd*

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**Chip Kidd : Only What's Necessary: Charles M. Schulz and the Art of Peanuts** before purchasing it in order to gage whether or not it would be worth my time, and all praised Only What's Necessary: Charles M. Schulz and the Art of Peanuts:

15 of 16 people found the following review helpful. A PEANUTS Book For The AgesBy Neil ShapiroThis book is more than a showcase of the genius of Charles M. Schulz -- though it is certainly that. It is more in its' design than simply another of Chip Kidd's most wonderful book designs -- although it is that too. It is the melding of genius that raises this book to a level that is seldom seen in any sort of publishing. Two very thick, cardboard covers and spine, showcase by contrast the glossy high-production-value pages within. This unusual design immediately transforms this book's feel in your hands into a sort of tactile promise of greatness. It does not disappoint. With the cooperation of The Charles M. Schulz Museum and Research Center the book features dozens of examples of PEANUTS original art juxtaposed with the finished proof dailies, interwoven with colorful magazine covers, Viewmaster slides, game pieces, a lovely double-page spread of the paperback spines of the first series of books, bread labels and well, you name it. This is book that a fan of PEANUTS can randomly open to any single page and be entranced. The layout of all these different pieces is an outstanding example of how to visually meld such a potpourri of graphic riches into not just eye candy but an illustrative stream that carries the viewer along in a way that the idea behind the journey is what's traveled. In this case, the idea is to understand not just that PEANUTS was the funniest, most human, and finest strip ever published. Rather that it was, and is, and will be a cultural phenomenon that, as yet, has no equal.25 of 27 people found the following review helpful. Happiness is...this great new book about Peanuts.By Tom CappellettiThis is simply one of the best books ever for a true-blooded Peanuts connoisseur. Brilliant in both design and in content, it's a feast for your eyes and your mind. I'm a huge Peanuts fan, and I'm just stunned by the physical beauty of this book -- the photography, the layout and flow, and the writing by all involved. I feel like I was "behind the scenes" with all

these fascinating sketches, original art, wonderful stories, and stuff never seen before. I really felt like I was seeing the process, the how and why, the genius and humility of Charles Schulz. Prepare yourself for a visual delight with this in-depth journey into the work and the man behind Peanuts.ps: the book cover is simply perfect for this subject.6 of 6 people found the following review helpful. Chip Kidd's knack for Great Design makes this Peanuts Experience Stand out from all ...By JDSYou can't go wrong when it comes to Chip Kidd. This book gives you behind the scene originals that you don't even get to see at the Charles Schulz Museum. This makes up for IDW's poor attempt with the Peanuts Artist Edition. Chip Kidd's knack for Great Design makes this Peanuts Experience Stand out from all others, even the cover is embossed. By a long shot this is the best Peanuts Book on the market to date, well worth the price!

Charles M. Schulz (1922-2000) believed that the key to cartooning was to take out the extraneous details and leave in only what's necessary. For 50 years, from October 2, 1950, to February 13, 2000, Schulz wrote and illustrated Peanuts, the single most popular and influential comic strip in the world. In all, 17,897 strips were published, making it arguably the longest story ever told by one human being, according to Robert Thompson, professor of popular culture at Syracuse University. For *Only What's Necessary: Charles M. Schulz and the Art of Peanuts*, renowned designer Chip Kidd was granted unprecedented access to the extraordinary archives of the Charles M. Schulz Museum and Research Center in Santa Rosa, California. Reproducing the best of the Peanuts newspaper strip, all shot from the original art by award-winning photographer Geoff Spear, *Only What's Necessary* also features exclusive, rare, and unpublished original art and developmental work, much of which has never been seen before.

This glorious tome is equal parts museum and monument, a masterwork of curatorial rigor and an affectionate homage.