16 Covers

Gijs Frieling’s Work of Art for Atlas

For centuries, printed books and magazines were the bearers of scientific knowledge. But books and magazines are more than texts and formulas. Visual representation in the form of illustrations and graphic design has long been a tradition in science and technology as well.

In recent decades, however, digital information carriers have slowly but surely replaced paper, analogue versions. Once upon a time the Main Building was recognizably the home of the central university library; today, books that are no longer in demand lead a hidden, Sleeping Beauty-like existence in the library warehouse deep in Atlas’s cellars.

But painted on a number of walls, scattered throughout the new Atlas, a selection of book and magazine covers from (roughly) the period 1950 to 2000 breathes new life into the physical manifestation of book and magazine.

From this period, artist Gijs Frieling selected a number of images that are typical of publications inspired by culture, science and technology in terms of their typography and visual language. The selection process was primarily guided by attractive design and characteristic aesthetics.

The selected images:

**Chemie**

This Czech textbook on Chemistry dates from 1966.
Das Elektron, Elektro und radiotechnische Monatshefte
Das Elektron, a popular Austrian magazine, was published from 1946 to 1977.

Forum
In the late 1950s, architecture magazine *Forum* was the mouthpiece of a committed generation of architects led, for some time, by Aldo van Eyck. The magazine was also known for its meticulous graphic design, by Jurriaan Schrofer.

Max Planck, *The Theory of Heat Radiation*
This reprint (1959) of the translation of physicist and Nobel Laureate Max Planck’s 1914 classic combines the theory of electromagnetic radiation with experimental results.

Robert M. Pirsig, *Zen and the Art of Motorcycle Maintenance*
In this popular cult book from 1974 a motorcycle trip through the USA serves as a steppingstone for the reflections of the author, who trained as a biochemist and philosopher, on the interaction between man and machine and on the relationship between Western and Eastern culture.
Michel Foucault, *Discipline and Punish: The Birth of the Prison*
English edition of French structuralist philosopher Michel Foucault's *Surveiller et punir* (1975), which examines developments in the Western legal system on the basis of the phenomena of the prison.

Rem Koolhaas, *Delirious New York*
The architect’s first book, from 1978, presents a retroactive manifesto for Manhattan that focuses on the sensations of life in the metropolis. Madelon Vriesendorp illustrates the theory with penetrating images including, on the cover, *Flagrant Délit*.

Douglas R. Hofstadter, *Gödel, Escher, Bach: An Eternal Golden Braid*
In this non-specialist 1979 cult book by American physicist and epistemologist Douglas Hofstadter, the author uses mathematics, logics, physics and art to address themes such as artificial intelligence and the meaning of *meaning*. 
Richard Feynman, *The Feynman Lectures on Physics*

*The Feynman Lectures on Physics* (1963) is a classic physics manual based on the lectures this Nobel Prize winner gave in the years 1961-1963 at the California Institute of Technology.

D.C. Ipsen, *Units, Dimensions and Dimensionless Numbers*

This classic mathematics manual from 1960 explains how physical phenomena can be converted into mathematical patterns.

Alvin Toffler, *Future Shock*

*Future Shock* is a popular book by futurist Alvin Toffler, dedicated to the psychological excitement that individuals and societies undergo as a result of drastic changes in their living conditions.

Charles M. Wisner et al., *Gravitation*
This classic physics manual from 1973 explains the ins and outs of Einstein’s theory of special relativity.

Giorgio Caviglia, *The Design of Heuristic Practice*
This dissertation from 2013, defended at the Politecnico di Milano, attempts to apply design competences to the humanities.

Alan C. Elliot, *IBM SPSS by Example*
The cryptic title of this book refers to the content of a 2006 study aimed at the application of statistical data to decision-making processes in various fields.

Gordon Cullen, *Townscape*
In *Townscape* (1959), Gordon Cullen depicts the city as a research domain that focusses on the influence of urban elements on human experience.
Noam Chomsky, *Media Control: The Spectacular Achievements of Propaganda*
In this 1991 study, linguist Noam Chomsky examines the political ambition to control public opinion from above, using communication or outright propaganda.