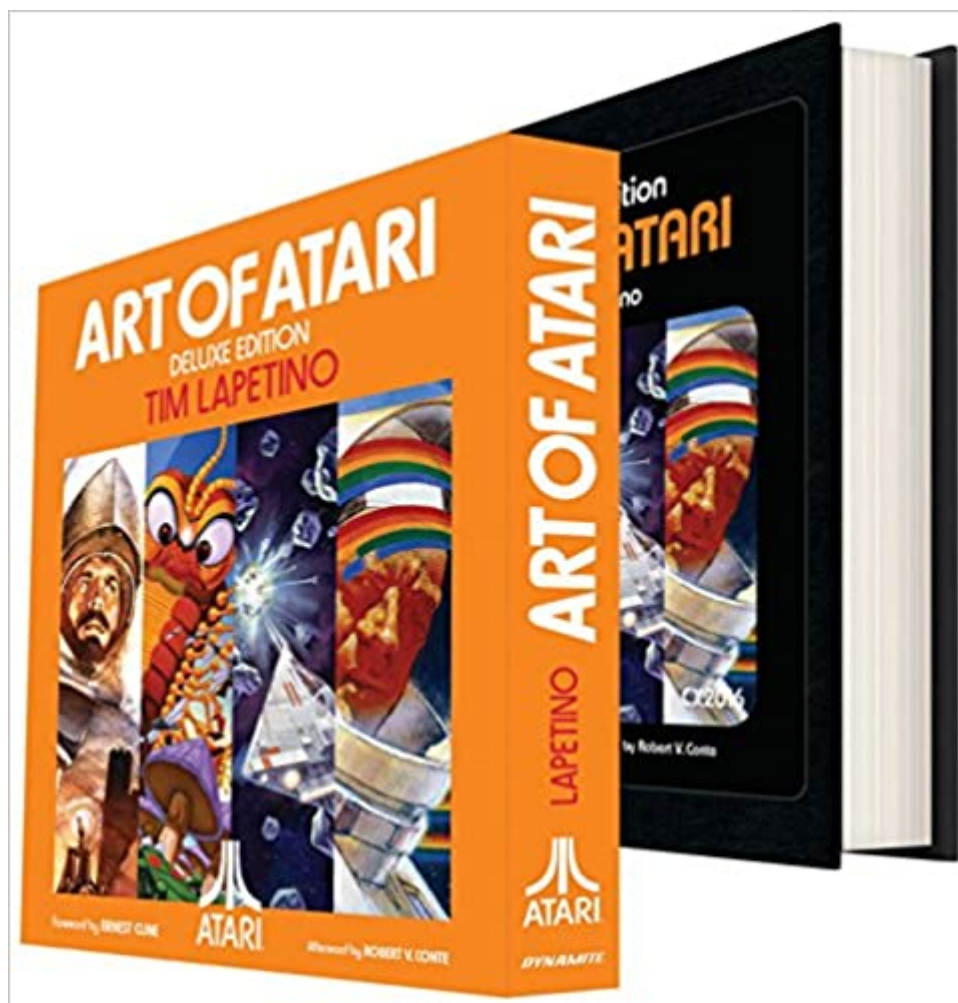


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# ART OF ATARI Limited Deluxe Edition



## Synopsis

ART OF ATARI™ represents the most comprehensive retrospective to date, a whopping 350+ pages that provides insightful history and high-resolution scanned artwork culled from hundreds of production/concept illustrations, photographs, video game packaging, and groundbreaking advertisements from the height of Atari's innovation and popularity. Now, for the hardcore enthusiast, Dynamite Entertainment proudly pulls out all the stops with this gorgeous™ ART OF ATARI™ Deluxe Edition, allowing them to relive the classic era of gaming with our Deluxe Edition special features:\*

- \* A sturdy Deluxe Edition slipcase, perfectly capturing the design of vintage game packaging!
- \* A unique, leather-bound Deluxe Edition "Game Cartridge" cover design!
- \* An Atari Vault Steam Key, allowing fans to relive the Golden Age of Gaming with 100 of the most popular iconic games (including™ Asteroids™, Centipede™,™ Missile Command™, and many more), now with online multiplayer capability!
- \* A frameable Limited Edition Print featuring brand-new artwork by original Atari artist Cliff Spohn!

## Book Information

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## Customer Reviews

Tim Lapetino is a writer and award-winning creative director/graphic designer. His design and branding work has been published in more than a dozen books and magazines, and for nearly 20 years he has helped organizations and companies tell compelling stories through design and writing.™ He wrote the upcoming design history book, Art of Atari, and co-authored the design inspiration book Damn Good: Top Designers Discuss Their All-Time Favorite Projects. He has also written for HOW, Geek Monthly, RETRO, and other publications. He is the founder and Executive

Director of the Museum of Video Game Art (MOVA), and is dedicated to writing and working at the intersection of design and pop culture. He resides in Chicago with his wife and two kids.

Very high quality printing, paper/page feel (this book is heavy), excellent pictures, etc.. Great information about Atari, the amazing art, and the people that worked there! This book brings back loads of memories from playing games with my family and friends. If you're a fan of Atari, or like 70s/80s artwork, or video games in general, get this, you won't be disappointed. Like others, I almost purchased the regular addition... very pleased I spent the extra \$\$ to get the limited edition, as the features are well worth it (leather binding, slip case, the additional frameable art).

If you are like me and enjoy looking at Atari box or cartridge art, then this book is for you. The book is beautifully constructed. The deluxe edition includes a slip case that pays homage to the cartridge boxes, leather binding and over 300 pages of amazing artwork and drawings. This is a must-have for any Atari enthusiast.

I had an instant geek moment when I pulled the book out of the hardcover case and felt the texture that matches the classic Atari games. The book is fantastic! Unfortunately the access to the classic Atari games via code is not available on Mac, but I feel this book is worth the extra cash if you're a true Atari fan!

Great book!! If you grew up with Atari and still love it today, this a must have for your collection. You have to search the book for the Atari Vault code. I found mine between pages 92-93.

If you'd buy the games and keep the boxes neatly on a shelf in color order, this book is for you!

Just an incredible book, filled with history and obviously tons of the artwork from the era. Deluxe edition actually has the look of a cartridge and comes with a code to get 100 Atari games from Steam (pretty much the same games on the compilations out now for the XBox One and PS4). Definetely worth buying!

Some of my greatest childhood memories are thanks to Atari. All my friends seemed to have one, my grandma bought one to keep us grandkids entertained, and the hours upon hours of gaming that I enjoyed. And that's just the Atari 2600. Which is why I decided to purchase this Deluxe edition,

which I understand is now out of print according to . This book is a testament to the 2600. Everything is first class all the way here, with each turn of the page an artistic explosion of memories. To sink another \$80 for an Atari-related product after all these years seemed almost second nature to a guy like me who had the privilege of growing up in such a great era. The only downside is that the upper corners of the protective sleeve were a bit dented due to poor packaging, with the book itself having a small dent in one of the corners as well. For the money, I'd prefer to not have dents but I don't think I can get another one. At either rate, I'm still giving 5 stars because I am thrilled with this book. Definitely for addicts like me.

Like many small children of the era my first exposure to what now is known as the Atari 2600 was the box artwork. Seeing "Adventure" , "Space War", "Casio", "Space Invaders" on the wall at my local Toys-R-US they just popped. An early memory of mine is of opening my Indy 500 on X-Mas 1980. Playing it for hours with a buddy then staring at the box/box art before going to sleep. The book is nicely done. I do like how the boxes warts and all are presented, after all that is the stuff of our memories. As modern made [cheaply] in China books go this Deluxe Edition outer box and inner book appear to have been designed with maximum nostalgia in mind - something that they very much succeeded in doing. Thanks to the author and his crew for this treasure. Hoping there is a Vol 2 featuring Intellivision some day. Highly recommended!

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