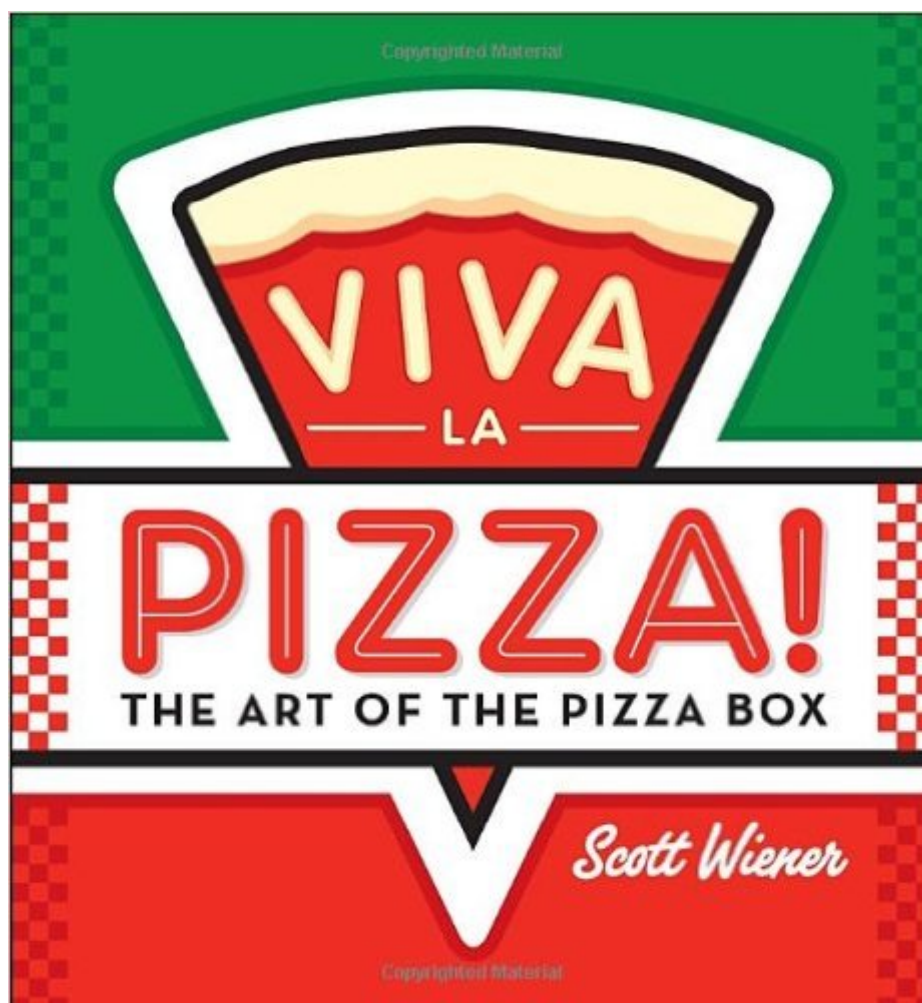


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Viva La Pizza!: The Art Of The Pizza Box



Synopsis

“New Yorkers are particular about pizza, and no one has a more well-formed opinion than Scott Wiener.” —*Newsday* One of the world’s foremost pizza experts presents more than 100 weird and wild pizza box designs. Since the origins of to-go pizza, pizzerias and pizza chains have taken great pride in covering take-out boxes with captivating designs. They’ve also wrestled with the best way to manufacture a box that can keep a pizza looking and tasting great.

Here, the world’s expert on pizza boxes presents more than one hundred weird and wild box designs and explores the curious history of the pizza box. Included are international designs, corporate designs, and dozens of quirky images from mom-and-pop pizzerias. Where does all this art come from? Scott Wiener has been collecting and cataloging pizza boxes for more than five years. In *Viva la Pizza!*, Wiener traces design trends over the past four decades and profiles some of the world’s most prolific box designers and manufacturers. The result is a captivating overview of pizza culture and a new way to look at one of the world’s favorite foods.

Book Information

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Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (18 customer reviews)

Best Sellers Rank: #766,355 in Books (See Top 100 in Books) #53 in [Books > Crafts, Hobbies & Home > Antiques & Collectibles > Paper Ephemera & Cards > Paper Ephemera](#) #106 in [Books > Cookbooks, Food & Wine > Baking > Pizza](#) #107 in [Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design](#)

Customer Reviews

Pizza lovers - graphic designers - artists, look no further for a fascinating look at an overlooked art form, and classic part of our eating lifestyle, the pizza box. Read about the pizza box artistry that creates George Clooney look-alikes as a pizza chef, the classic happy chef, and an international look at pizza box amazingness. Scott Wiener is a NYC staple as Scott of Scott’s Pizza Tours, and

brings such a joy and genuine love to this book, sharing details he has found and researched over the years as a pizza expert and pizza box collector. A must buy!!

Glad I watched 'CBS Sunday Morning' recently and caught the interview with Scott Wiener. What an entertaining read-this book may be 'Small' in size, but it's 'X-Large' in content. I've always loved the graphic arts- especially when the boxes they're printed on contain man's favorite food! (And women's too.) Buy this book! But beware-if you read it in the afternoon, you'll be phoning for a pizza delivery that very night!

This is the book for anyone who likes art, history, pizza, boxes, pizza boxes, or just plain fun stuff. Scott's been collecting interesting pizza boxes for years (his collection has set records and been displayed in museums!), and now this book lets readers sit down and take a look at the cool graphics and uniquely creative ideas that some pizzerias have used to stand out in a sea of brown cardboard. You'll never look at your neighborhood pizza box the same again.

This book is delicious! Scott Weiner's enthusiasm about pizza is just as evident in this book as it is in his pizza tours. Great designs and learned tons about the art of the pizza box. Go take his NYC pizza tour if you get a chance. You and your stomach won't regret it!

This is a work of art on works of art. I love the way this book framed the "Pizza Box" experience. How interesting and fascinating that a thing we never consider yet are so consistently and frequently experiencing is so worth considering. I will never look at a box of pizza the same way.

If you thought an entire book about pizza boxes would get repetitive, you are mistaken. This is a fun read that will leave you ten thousand times more informed than anyone else you know about the art and science behind pizza boxes.

A smart, informative and very readable book, with good illustrations and photos. It offers an interesting look at how pizza became one of America's favorite foods, and how pizza boxes can portray culture and desires. The section on international pizza boxes is especially fun. It shows how Americans think of pizza as an Italian dish, but in other parts of the world it is seen as American, like at "McBurger's Pizza" in Kazakhstan! A fun book for history buffs, casual readers or just plain pizza lovers.

"There's no better feeling in the world than a warm pizza box on your lap." If this quote from Kevin James makes you feel all warm and fuzzy inside then you gotta check out this book. Who knew that the artwork and the architecture of the pizza-box could be presented in such a fascinating, fun and highly-informative way?!? FYI gave this book as a gift to numerous pizza-geek friends and the reviews were a unanimous AWESOME!

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