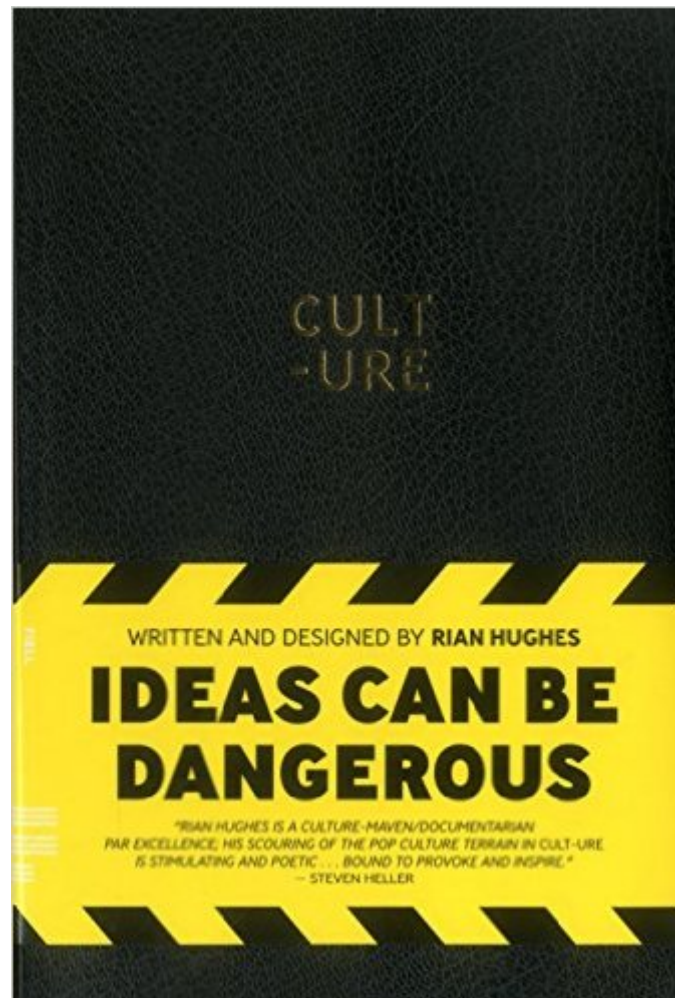


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# CULT-URE: Ideas Can Be Dangerous



## Synopsis

Culture is your local consensus reality; your clothing, cuisine and hairstyle, the music you listen to, the films you see; your values, ideas, beliefs and prejudices. Culture, unlike race, is not a compulsory accident of birth, but an intellectual position. Today culture has a powerful new vector: the internet. Ideas - from a YouTube video to a viral marketing phenomenon or a fundamentalist religion - are travelling further and faster, and changing the cultural landscape like never before. In a new electronic democracy of ideas, cultural power is devolving to the creative individual. We will soon all have the means to create; we just have to decide whether it be art or bombs. In our symbol-drenched lives we desperately need a way of decoding the messages that bombard us. Written and designed by Rian Hughes, CULT-URE is the culmination of a decade's research into why and how we communicate. CULT-URE provides a thought-provoking exploration into media convergence within our digital age and an insider's guide into the changing nature of communications, perceptions and identities. Set to become a cult publication for the digital generation, CULT-URE is the 21st century answer to Marshall McLuhan's seminal *The Medium is the Message*. CULT-URE is your thought-provoking guide to surviving the new media revolution, and a potent inoculation against infection by dangerous ideas.

## Book Information

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## Customer Reviews

One of the most fun and insightful books I have ever read!! I would recommend this to people who are interested in communication of ideas. And that is most of us! It is also a book for those who want

an example of a totally new type of book! My first idea was that I should underline all the significant statements, as I usually do. I immediately encountered several deep ideas. But then I discovered a problem. I would have to underline 99% of all the statements! The book is filled with one worthy observation after the other, many on each page. No fluff. This book does not waste your time. It gets right to the points. I love the stream of interesting insights. Friends who have looked at my copy have the same reaction, Wow! I want to read this after you are done. Some of us are directly envious about the fun graphics quality, which is a dominant part of the book. We wish we could write a 'management' book in this exciting style. The graphics are well designed, and make the absorption of the deep points an extra pleasure. I guess it has not been economic to make books as colourful as this earlier, so we built up habits of mainly-text books. Times are changing. This is a book for people who love their iPhone! Who love great and useful design. Books will never be the same, and other books look distinctly boring by comparison!

The medium is not the message but in this case it is part of it. The book is full of interesting observations and triggers a constant evaluation of our worldview. At the same time every aspect of it is designed creating a deep user experience while reading. Certainly a must own!

A book I always reference when it comes to life and art

This book is staggeringly amazing, cool, informative, mind opening and beautifully designed to boot. 10 stars, plus bonus extra credit points. Highest possible recommendation.

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