

Viva la Pizza!: The Art of the Pizza Box

Scott Wiener

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Scott Wiener : Viva la Pizza!: The Art of the Pizza Box before purchasing it in order to gauge whether or not it would be worth my time, and all praised Viva la Pizza!: The Art of the Pizza Box:

0 of 0 people found the following review helpful. Fun and quick read By MarkM007 Talk about one-of-a-kind. I was channel surfing one night and came across a special about Scott Wiener and his amazing pizza box collection. I said to myself, "I have got to buy his book." Glad I did. I learned much about the history of pizza pizza boxes and totally enjoyed skimming through page after page of colorful artsy pizza boxes from around the world, especially Italy. One interesting fact I gleaned from Scott's book (and there were many) is that it was our very own, USA based Domino's Pizza that introduced the corrugated pizza box to the world in 1966. The Dominos box added insulation and improved stability to pizza boxes containing "steaming hot pizza" that has a tendency to weaken boxes from the inside. While reading the book I was also surprised at how many of the generic type boxes I have seen or received pizza in over the years. From now on I will pay more attention to what my pizza comes in and watch for unique boxes. After reading Scott's book I visited a favorite pizzeria and ordered their super big pizza, about 24 inches in size. A photo is attached. Hey, Scott, have you seen this one before? LOLp.s. Just watched your video on the site and noticed you showed a smaller version of this box in a video. Should have known you saw it before! Mark 0 of 0 people found the following review helpful. You'll Never Look at Pizza Boxes the Same! By Liz Barrett 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. 0 of 0 people found the following review helpful. GUSTOSA!!! By Richardsson55 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!

"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.

"Delightful and informative." —New York Times "A little slice of art." —Wall Street Journal "[This] new book answers questions you probably never asked." —USA Today "An intensely researched love song to [pizza boxes]." —Wired "This fascinating book shows pizza boxes like you've never seen, emblazoned with artful images so original and unexpected they would be at home in a food museum." —Sacramento Bee "The detail to which Wiener chronicles the boxes is kind of insane." —Hyper Allergic "One of the most effusive displays of love for corrugated cardboard the world will ever know." —The Independent (UK) "You may never have thought of old takeaway containers as works of art, but New Yorker Scott Wiener is so obsessed with their myriad designs that he's written an entire book about them." —Time Out (UK) "Scott has forgotten more about pizza than most people have ever known!" —Jeffrey Saad, Food Network "I never thought anybody would be writing a book about this." —Tom Monaghan, founder of Dominos "About the Author" SCOTT WIENER's writing appears online at Serious Eats and on his blog, Scott's Pizza Journal. His award-winning column, "Man on the Street," appears monthly in Pizza Today Magazine. He is the founder of Scott's Pizza Tours, which guides tourists and New Yorkers through the history, science, and culture of New York City pizza (www.scottspizzatours.com). The tours have been featured on the Food Network, the Cooking Channel, the Travel Channel, the Discovery Channel, Lonely Planet, and a host of other outlets. Wiener maintains the world's largest archive of unique pizza boxes.