

Mehraj Sinha



One book cover in particular that caught my eye at the MoMA design store was "Seeing Things: A Kid's Guide to Looking at Photographs," by the acclaimed photographer, Joel Meyerowitz. The book features the works of master photographers and provides insights and lessons in the form of short commentaries accompanying each photograph.

When I saw the book cover, I was immediately intrigued by the simplicity of its design, and by its subtle, yet eye-catching choice of colors. The aspect that I found to be most fascinating was the die-cut book cover in the shape of a (presumably) human eye, and the corresponding layers that comprised it. It was very interesting to see how the die cut technique was applied to the design that made the book stand out among all the other s books.

I was captivated by the design and techniques that were applied for die cutting. Moreover, the cover art strongly aligns with the book's central theme and intended lessons-- The attempt to kindle the audience's imagination and find magic in simplicity, and in the seemingly ordinary. And to me, this was one of the books at MoMA that stood out the most because of its simple, yet alluring design and creativity.

