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BOOK



THE BOOK OF SYMBOLS

REFLECTIONS ON
ARCHETYPAL IMAGES

AUTHOR | ARCHIVE FOR
RESEARCH IN ARCHETYPAL
SYMBOLISM

PUBLISHER | TASCHEN
RELEASE | 11.25.10

When it comes to excellence in cutting-edge publishing, Taschen has been leading the pack for some time. This 800-page reference is a compressed physical version of the Archive for Research in Archetypal Symbolism (ARAS) in New York City, which uses Carl Jung's "archetype" as a springboard into the human psyche. Its pages are durable but incredibly thin, making for no less than the deepest of dives into the human mind. If you've thought it, it's in here, divided into five categories: Creation and Cosmos, Plant World, Animal World, Human World and Spirit World. Its broad thesis makes it perfect for the bookshelf of nearly every professional human—doctors, advertising executives, philosophers, artists, what have you. The immense topic also allows its pages to include any religion or history within its fold.

Like most Taschen tomes, it has bells and whistles, such as five different attached cloth bookmarks, hundreds of colorful photos and a durable cover. If there is an award for best reference book of 2010, this is a top five contender and ultimately, the author is you. **[DAVID DAY]**