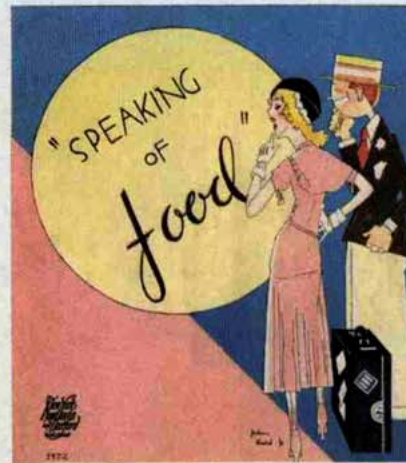


good enough to eat

A successful restaurant pays attention to details, whether it's a thoughtful tasting menu or engaging tabletop designs. One component of the dining experience often given backseat, though, is the menu. Revealing it can be more than just a seemingly simple vehicle for relaying the evening's specials is *Menu Design in America, 1850-1985*, a new coffee table book from Taschen edited by Jim Heimann that illuminates nearly 800 examples of vintage menu designs. Not only do the graphics reflect a prescient predilection for marketing, but offer a



thought-provoking gastronomic survey. Steven Heller, co-chair of the School of Visual Arts MFA Designer as Author program, and contributing author of the book, along with *Esquire's* John Mariani, says the menus are a slice of American history: "You can break down history in many 'courses,' of which food and consumption are two. The menu is about these two. From menus one sees trends in food taste and consumption, with a healthy helping of economy, too."

