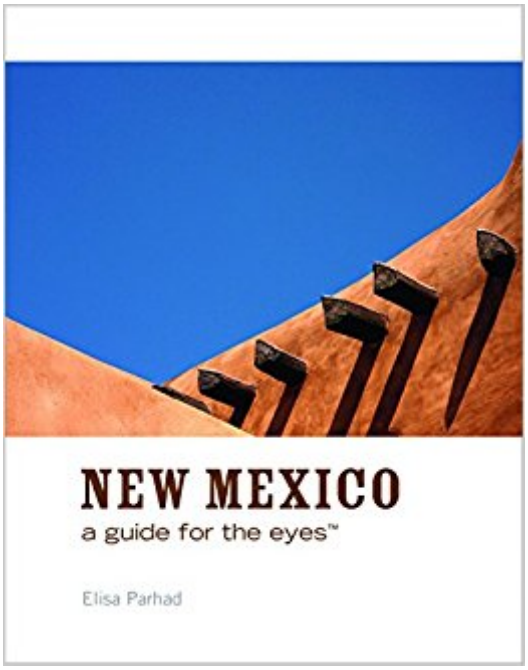
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New Mexico: A Guide For The Eyes (Guides For The Eyes)



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Synopsis

Visually focused, packed with cultural insight, and sized for portability, Guides for the Eyes celebrate the local traditions and visual vernacularthat surround us. This new series arrives just as cultural and heritage tourism in the United States becomes the largest growing sector of thetourism market. While traditional travel guidebooks focus on where to eat, sleep, and visit (setting up the travel experience as a mere checklist of things to see and do), Guides for the Eyes introduce,explore, and beautifully illustrate the details that create the magical sense of place that travelers seek.As one of the most unique and colorful regions of North America, New Mexico is the first subject of theseries. For thousands of years, the stateÃ¢â ¬â„¢s striking landscape has inspired the art, design, and traditions of its three dominant cultures: Native American, Hispanic, and Anglo/Western. This visual glossary of 100 New Mexico icons is a celebratory chronicle of these natural and cultural legacies. Original photography and informative text provide insight into the significance of each topic, covering regional architecture, design, flora, fauna, food, crafts, folklore, landscape, and other facets of local identity and style. "New Mexico: A Guide for the Eyes" is a valuable resource of Southwestern culture that will tickle the fancy of the art lover, design fanatic, anthropologist, historian, and travel enthusiast. With an evocative format and impeccable sense of style, this book will be just as handy on the road as it is a reminder of a beautiful place on the coffee table.

Book Information

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Customer Reviews

Ã¢â ¬Å“highly recommended" -- Marth Becktell, former Museum Director, Indian Pueblo Cultural

Center, Albuquerque, NM"...fun and thought-provoking..." -- Cathy L. Wright, Museum Director, Albuquerque Museum of Art & HistoryÃ¢â ¬Å“Like a secret decoder ring for the state...Ã¢â ¬Â• -- Zora OÃ¢â ¬â„¢Neill, Moon New Mexico

A cultural anthropologist at heart and by trade, Elisa Parhad is passionate about exploring place, design, and culture. After completing Bachelors degrees in Cultural Anthropology and International Business at the University of Texas at Austin, she spent nearly a decade studying American communities to inform marketing messaging and advertising campaigns. She lives in Pasadena, California with her husband and two sons. In 2008, Elisa created the Guides for the Eyes series to document and share the local cultures and traditions that enrich us all, wherever we live.

I have several shelves full of books on New Mexico, particularly photo essays, but the most recent addition stands out, and for very good reason. Elisa Parhad's New Mexico: A Guide For the Eyes captures something of the essence of the Land of Enchantment in a way that other books do not. Between the significantly colored turquoise end papers of this small book, Parhad takes us through a pantheon of cultural icons of the state. Some are well-known: adobe, chile, pickup trucks, hot air balloons, and the ocean of limitless blue sky, but also included are the not so well-known. Spending time with this book, one learns of Avanyu, the spirit of a serpent, which folk legend tells us resides in the rivers of New Mexico. There are also pawn shops, which have a surprising and historically important history in the state, and the Ditch Witch, a fictional creation of the Albuquerque city government intended to warn children away from playing in potentially dangerous arroyos, which can become flooded after a sudden rain storm.The visual contribution to this book by an array of photographers is clear, graphic and very engaging. It's amazing how, by focusing on a small detail, the spirit of a much larger subject can be conveyed. An example is the viga. At first look it appears to be a photograph of a Navajo blanket, but we soon realize that the pattern is of the wooden ceiling structure traditionally found in older adobe buildings. The state symbol, the Zia sun, is cleverly illustrated by a shot of rusty license plates nailed to a wall.I would recommend this book without hesitation to anyone who loves New Mexico and reading about American history and folklore. Parhad's writing takes the reader far below the surface detail usually covered in travel books. Even grumpy old Zozobra would love this book.

I have never read a book in which photos actually have their own "voice." I have spent time reading and looking, again and again. Even though I live here and love our landscape, this book deepens it.

Full of photos and color, it is in fact a history book, an art study, and an insight into Native American culture. Well done!

Book format has an image on the left and a brief explanation on the right. Typical New Mexico concepts are illustrated that way, such as food or customs or locations. The book is fairly small, so it may fall short as a coffee table book, but it succeeds as a visual NM dictionary.

love it

In my opinion, this is not a guide to New Mexico...just pictures. Not worth the money at all. Don't buy it if you are looking for a guide to New Mexico.

I love to travel, but I'm not so hot on having my nose buried in a guidebook, reading all the history about every single place we go. What I want when I travel is to have my own experience, but I also don't want to miss anything. My daughter gave me this guide when my husband and I took a road trip through New Mexico. This is EXACTLY the kind of guide a person like me wants. It's like a cultural dictionary of the location that points out what's important in brief, one-page descriptions that are packed with rich detail. I probably would have passed up all the dreamcatchers I saw for sale, assuming they were hokey tourist stuff, but the accessible format of this guide allowed me to enjoy it cover to cover, and so I knew a dreamcatcher, when hung above a bed, catches all the bad dreams, only letting the good ones through. So guess what I brought home to all my friends and family? That's right, you guessed it. I honestly wish there were a guide like this for every city.

My parents recently traveled to New Mexico for an extended stay and I gave them this book as a gift. Three times now my mom has told me how interesting and helpful this guide has been because it has helped them understand what to notice, what to seek out, and the cultural significance of the small things they experience throughout their days. I absolutely love giving travel gifts that enhance the experience for the travelers, and I hit a home run with this book. Highly recommended for anyone planning a trip to New Mexico.

I also write about Albuquerque and Central New Mexico for my Bed and Breakfast guests and potential guests, and in my opinion New Mexico: A Guide for the Eyes is a New Mexico must-read. One day a guest bought this book and showed it to all our B&B guests. No one could put it down so

I decided to stock them and offer a sample copy in each of our rooms, because this book gives such perfect insight and understanding of the New Mexico, the Land of Enchantment. It is often hard for visitors who are new to the southwest to understand the blending of cultures here, never mind all the new words and nuances because there is so much to take in on your first visit. I recommend getting this book before you visit. The knowledge it will bring you is priceless. The photography is top notch and will quickly lure you into our diverse culture. This book will make you an expert before you even get here. If you are already hooked on New Mexico, having this book in your library will take you back in your mind to all the beauty and wonderment of your first visit to the Land of Enchantment.

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