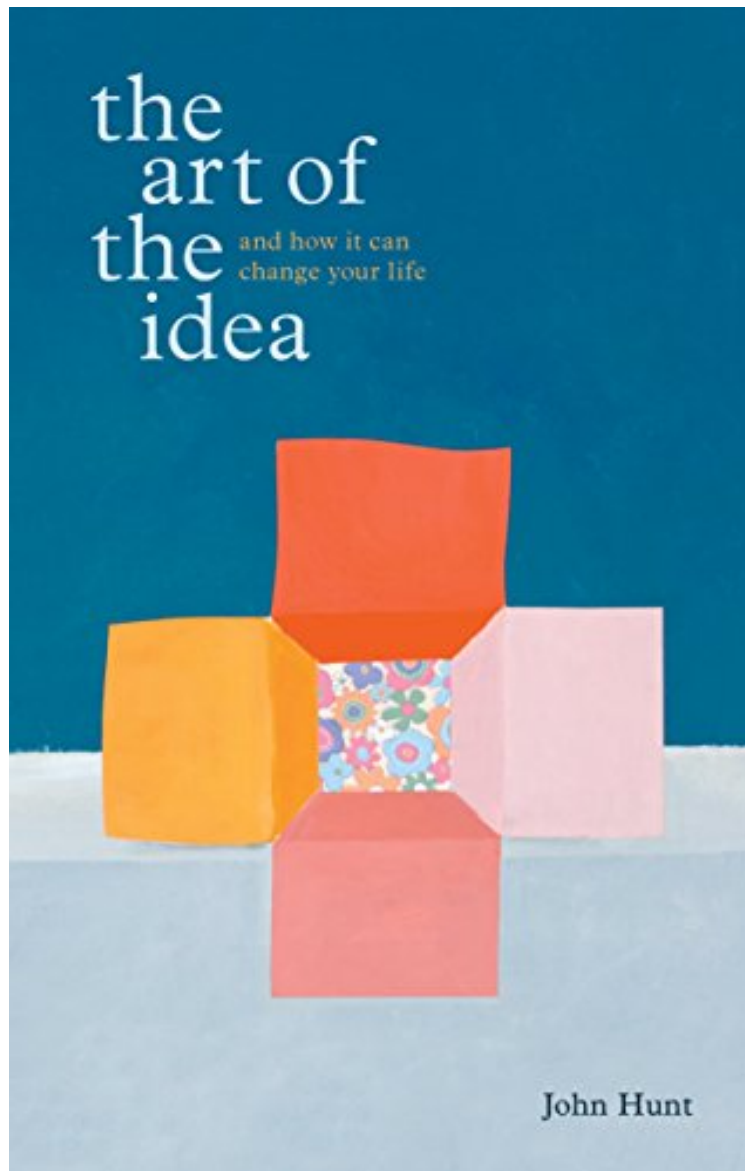


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## The Art of the Idea

*John Hunt*

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**John Hunt : The Art of the Idea** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Art of the Idea:

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Remarkable!Awakening!Every word of every sentence resonates to the bone.

"An original and beautiful book. It suggests that the surest way to liberate ourselves is through the power of our ideas." -Nelson Mandela Foundation "This is not just one of those books that makes you think. It challenges you to think. It demands that you think, and to beware of all those obstacles that would stop you from trusting your instincts and finding an idea." -Lee Clow, Global Director of Media Arts, TBWA  
Chiat Day As an award-winning playwright, author, and Worldwide Creative Director of TBWA, John Hunt has witnessed again and again the power of original thinking to transform both companies and individuals. In *The Art of the Idea*, Hunt addresses everyone from the global boardroom to the man on the street, bridging the gap with ease. Few can argue with Hunt's claim that it is ideas that move the world forward, and he refreshingly articulates that anyone can play: there is no hierarchy to original thinking. *The Art of the Idea* provides a toolbox for achieving excellence and offers a new way of defining your world. By illustrating how to create space so ideas can breathe, it provides a lifeline to those who find themselves stuck in a rut. Unassuming, original, and accessible, the publication includes insights by this leader in creative thinking, and is accompanied by 20 original paintings and collages by the internationally acclaimed South African artist Sam Nhlengethwa. *The Art of the Idea* grants permission to trust our instincts, endure initial ridicule, and practice thinking as a team sport. Whatever your idea is about ideas, this book will change it.

"Buy a copy of John Hunt's book to put within reach on the bedside table. Buy a copy to keep next to the tub in the bathroom permanently. And one on the stove. And one in your car. And a bedroom extra to keep under the pillow as a talisman. It really is that good-gorgeous-useful-inspiringprofound. (As you can doubtless tell, I'm quite taken by *The Art of the Idea*.)" --Tom Peters (co-author of *In Search of Excellence*)  
This book is tougher than it looks. At first glance it resembles yet another theorizing tome written by an experienced adman -- in this case John Hunt, a giant of South African advertising and worldwide creative director of TBWA. But it soon transpires that the book has little to do with advertising: the word is never mentioned. Instead, "*The Art of the Idea*" has more in common with Paul Arden's "*It's Not How Good You Are, It's How Good You Want to Be*." It's an inspirational tool, a guide to the creative process for when your back's against the wall. --Mark Tungate  
*AdAge*  
About the Author  
John Hunt is an award-winning author and playwright, as well as the Worldwide Creative Director of TBWA. In 1993 Hunt was intimately involved in Nelson Mandela's election campaign. In April of 2003, Hunt moved to TBWA's New York headquarters, where he helped reshape the focus of the network to celebrate original thinking and groundbreaking ideas. In 2008, both *Adweek* and *Ad Age* named TBWA, Agency of the Year. Hunt has since returned to South Africa, where he continues his Worldwide role. Sam Nhlengethwa is a collagist, painter, and jazz fanatic. After being named South Africa's Young Artist of the year in 1994, Nhlengethwa quickly gathered global recognition. His work has been shown at the National Museum of African Art, D.C.; Whitechapel Gallery, London; and was reproduced in *The 20th Century Art Book* (Phaidon Press, 1996).  
From humble beginnings, Nhlengethwa's talent, although forged during the apartheid years, has always reflected a calm celebration of the human spirit.