

# Chip Kidd Quotes

*Ideas, Book, Technology, Thinking, Design, Inspirational, Falling In Love,  
Problem, Ifs, Motivational, Life Is, Strong, Goal, Viva, Dies, Wells, Anticipation,  
Art, Given, Doom*

Never fall in love with an idea. They're whores: if the one you're with isn't doing the job, there's always, always, always another.

~Chip Kidd

Design is a response to a specific problem. You are given a problem to solve, and then you let the problem itself tell you what your solution is.

~Chip Kidd

Much is to be gained by eBooks: ease, convenience, portability. But something is definitely lost: tradition, a sensual experience, the comfort of thingy-ness - a little bit of humanity.

~Chip Kidd

If you can properly define the problem, then you've already defined the solution as well.

~Chip Kidd

A book cover is a distillation. It is a haiku of the story.

~Chip Kidd

Design is, literally, purposeful planning. Graphic Design, then, is the form those plans will take.

~Chip Kidd

I had no idea what I was doing, I had no idea where I was going, but at some point I stopped "when to keep going would seem like I was going too far.

~Chip Kidd

Commercial Art tries to make you buy things. Graphic Design gives you ideas.

~Chip Kidd

Never fall in love with an idea. They're whores.

~Chip Kidd

If you intend to die, you can do anything.

~Chip Kidd

Life is a life-long assignment that must be constantly analyzed, clarified, figured out, and responded to appropriately.

~Chip Kidd

I think too many comic book covers are way too busy, crammed with far too much information, both visual and verbal, that just becomes a dull noise.

~Chip Kidd

I am all for the iPad, but trust me - smelling it will get you nowhere.

~Chip Kidd

Antisappointment. Anticipation colliding head-on with the certainty of its own doom.

~Chip Kidd

I still have a steady stream of book cover work. I'm grateful for it. Viva le book!

~Chip Kidd

Yes, Garnett Grey was an Architect. Were a psychoanalyst to approach him from behind, tap his shoulder, and say 'Humanity,' Garrett'd spin and respond, without hesitation, 'Solvable'.

~Chip Kidd

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