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Looney Tunes Treasury: Includes Amazing Interactive Treasures From The Warner Bros. Vault!



Synopsis

Ehhh, whatâ€™s up, Doc? Hereâ€™s a first-hand look at the Looney Tunes from an irrefutable source—the characters themselves! This irreverent, hilarious, and just plain looney history provides an offbeat look at the animation industry, the “behind-the-celsâ€• men (and women) who gave the characters their unequivocal look, attitude, and voices, and a first-hand account of what the characters do when theyâ€™re not starring in the latest Looney Tunes cartoon. From Bugs Bunny's monumental rise from humble beginnings to animation 'star' at Warner Bros. Studios to Marvin The Martian's latest scheme to blow up the earth, The Looney Tunes Treasury recounts the key moments and quirky details of your favorite cartoon characters. And the timing couldn't be better, as Warner Bros. is rejuvenating the Looney Tunes brand in 2010 and beyond. Big announcements will include an innovative animated series starring the characters as youâ€™ve never seen them before, new cartoon DVD releases, new mobile and wireless content, a U.S. Depart. of Health and Human Services campaign on health and wellness, live events, viral grassroots campaigns, and much, much more...With more than 300 fabulous pieces of concept art, paintings, and memorabilia, The Looney Tunes Treasury is a must-have book for fans of all ages.

Book Information

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Customer Reviews

Length: 1:17 Mins

This book is a great tribute to the some of the most classic animation characters ever created - the Looney Tunes gang - from Bugs Bunny to Marvin the Martian. It brings back good memories of

watching these cartoons back in the past. Although I can't remember exact stories, I still can remember the crazy antics of the characters. The author Andrew Farago, curator of the Cartoon Art Museum in San Francisco, has done a great job in putting this treasury together. The book is filled with art, animation stills, and funny autobiographies written by the Looney Tunes characters themselves. You can read in their own words about their rise to fame, the jealousy among cartoon co-characters, and other hilarious jokes. I still get a chuckle out of seeing Tweety in Sylvester's sandwich, knowing seconds later Tweety would somehow escape. Also included are some mementos like postcards, sticker book, Porky Pig mini-comic, a Tasmanian Devil mask and other cool stuff. This book is a blast from the past. Recommended for fans of classic animation. (There are more pictures of the book on my blog. Just visit my [profile](#) for the link.)

I was surprised by how much I enjoyed this. I'm not a huge fan of the Looney Tunes cartoons, or at least I thought I wasn't, until I read this and all the old childhood memories came flooding back. Writing the book (except for the introductions & afterword) from the POV of the Looney Tunes characters was a great idea; Andrew Farago does an excellent job of getting in character and writing dialogue (well, monologues, mostly) which I can imagine Chuck Jones, Mel Blanc and Tex Avery bringing to life. Daffy Duck, Bugs Bunny, Speedy Gonzalez, Porky Pig, Mickey Mouse, even minor characters like Michigan J. Frog (yes, he 'talks'... sort of... I promise) all get their say. The bits of meta-humor are great too; basically, Farago is FUNNY. He also does a good job merging bits of real-world cartoon history (such as which animators created the characters, which cartoons won Academy Awards, etc.) with the humor. My only disappointment is that the book only covers the classic characters, and not any of the characters from the mini-Renaissance of WB cartoons in '80s and onward, such as the Animaniacs, the Space Jam characters, etc. Specific years for the cartoons are also a little lacking, and a full list of cartoons from the period would have been nice, but for that sort of thing you can read Wikipedia. What this book is, is a coffee-table book on the Golden Age of Looney Tunes, with lots of great art, really funny writing, and some nice bonus materials like stickers, minicomics and mask.

What a gorgeous book! Filled with color graphics and stories "written" by the Looney Tunes characters themselves, this book also has little treasures tucked and folded into the pages -- stickers and posters and stuff like that. Really FUN with a cleverly designed layout!

The Looney Tunes Treasury is a wonderful celebration of the classic cartoons that have entertained

generations. Between the pages are tucked pop-ups, miniature comic-books, pamphlets and other secrets; as with the "-ology" series of books (Wizardology, Piratology), navigating this Treasury isn't just reading but an act of joyous exploration. You can open to any page and find something fun and completely unlike what comes before or after. The writer, Andrew Farago, does an amazing job walking the line between entertainer and historian. This is a great gift for Looney Tunes fans of any age. And if you're a lapsed fan of Bugs, Fudd, et al, one peek between this book's cover and you'll remember why you loved these characters.

I'm a sucker for these "vault" books, and own a couple of others. The concept is one that allows for plenty of potential for fun, and it's fantastic when it's executed well. When the execution is not so great, well, it's still pretty good, as it turns out. This book is divided into small sections focusing on individual characters, and each section is written as though the character in question is giving an interview. Frankly, I found this pretty annoying, and I wound up skipping most of the text after a while. Thankfully, there is plenty of art and pack-in goodies to more than make up for that. The books' excellent visual design carries your eyes across each page, letting you drink in all the bright colors and character art. The pack-in items vary in their entertainment value, but most of them are pretty fun. My favorite is the Acme catalog, which has very nice art and some pretty funny descriptions for each item. I wouldn't recommend dropping a whole lot of money on this book, but there are plenty of copies going for very reasonable prices. I paid less than five dollars for mine, and if you find it anywhere in that range, it's an absolute steal! This isn't the best of the "vault" books I've checked out, but it's a lot of fun, and definitely worth owning.

This is a very nice book made with great care in a deluxe edition... It contains a good selection of the most famous characters of looney tunes... the original sketches, the colourful pages and the extra materials included (posters, stickers, masks, etc) is a delight for the eyes and the heart. If you are fan of looney tunes and lover of good books, this publication is for you...

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