

17	Growing up in Austria	In which Stefan Sagmeister is born and raised and attempts to embark on a career as an anarchist, a musician and an engineer before heeding his true vocation, graphic design.
43	Learning from New York	Comprising particulars of Sagmeister's first extended stay in New York City, in the pedagogical shelter of the Pratt Institute and the perilous hinterlands of the Lower East Side.
67	Goodbye, Vienna	A very short chapter, but it should be read, notwithstanding, as a prequel to the next.
83	Hello, Hong Kong	Wherein Sagmeister masters the arts of advertising, overwork and imbibing amid the exotic splendors of the Far East; and enrages his peers with reference to certain parts of the human anatomy.
109	Back in New York	Introduces some famous characters, including Mr Mick Jagger, Mr Lou Reed and Mr David Byrne, and shows how Sagmeister and his accomplices established a reputation in the music industry and notoriety among designers.