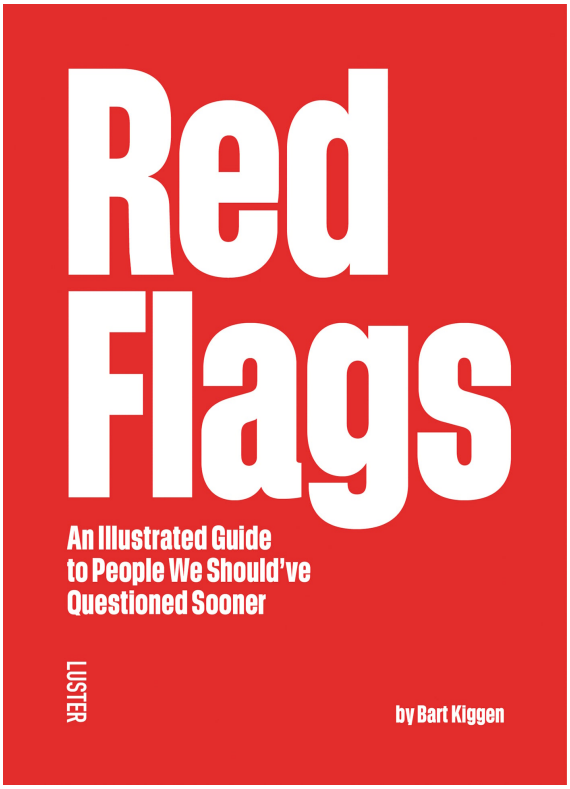
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Red Flags

An Illustrated Guide to People We Should've Questioned Sooner

Bart Kiggen

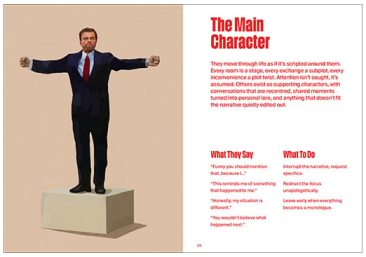
ISBN	9789460583995
Publisher	Luster Publishing
Binding	Paperback / softback
Territory	World excluding Benelux, France, Germany, Switzerland and Austria; Scandinavia non-exclusive
Size	180 mm x 130 mm
Pages	176 Pages
Illustrations	65 color
Price	£22.00

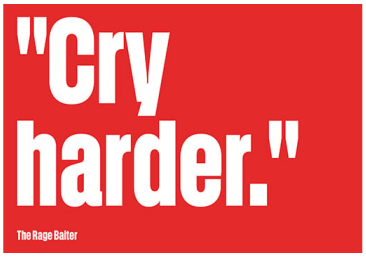
- Visually striking design with coloured page edges and bold typography
- Witty and highly recognisable portraits of modern digital behaviour
- A perfect blend of humour, cultural critique, and visual storytelling
- Beautifully illustrated characters that feel absurd and uncomfortably familiar
- A smart, giftable book that reads like a visual survival guide for the internet age.

Red Flags is a visual field guide to modern behaviour — part satire, part mirror, and part survival manual. Created by Belgian designer and visual storyteller Bart Kiggen, the book unpacks the characters, archetypes, and micro-cultures that shape our digital and emotional lives. From the Ghoster to the Apex Pretender, from the Brand Messiah to the Yuppie Mephistopheles, each red flag is drawn, described, and decoded with wit and precision. Blending staged photography, cultural critique, and design,***Red Flags*** turns online performance into visual anthropology. It examines how attention became identity and how charisma, care, or confidence can all tip into manipulation.

Each portrait is both absurd and familiar, reminding us that the red flags we recognise in others often reflect our own. In this carefully composed and conceptually sharp book, Bart Kiggen uses imagery, humour, and typography to explore the psychology of the age of exposure. ***Red Flags*** invites readers to look closer, laugh more softly, and perhaps notice a few signals in themselves before it's too late.







Published 1st Jul 2026