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## Abstract

In 1972, Alfred Brousseau, a founding editor of *The Fibonacci Quar*terly, published an entertaining account of how geometric tilings can be used to generate identities involving Fibonacci numbers. In this article, we explain how there is a hidden formula in each of his tilings, discoverable by consideration of the tiling's centroid. To demonstrate the utility of this approach, we provide a simple derivation of a new formula for the sum of cubes of the first n Fibonacci numbers.