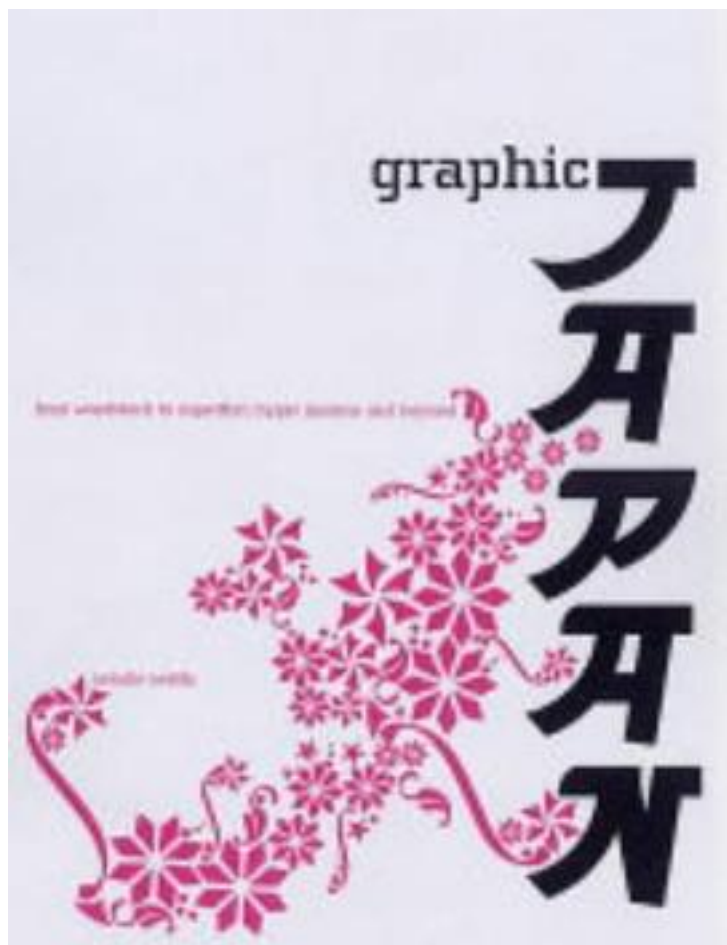


# Graphic Japan



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出版者:RotoVision

出版时间:2004-8-29

装帧:Paperback

isbn:9782880467715

From the kitsch cuteness of the ubiquitous Hello Kitty to the cult of manga and anime, Japanese design has long paved the way for the West to follow. Graphic Japan goes beyond this well-known territory to reveal the myriad styles of design produced in

Japan today, from packaging to posters, typography to new media. Contemporary Japanese graphic design is a unique collision of traditional cultural influences and a focused thrust towards modernisation on global terms. No other country has found itself modernised so quickly while retaining such a distinct way of life, and the resulting graphic innovation enthralls the world. Divided into distinct sections, the book reflects the marriage of tradition and hypermodernity that typifies Japanese design. Essays on today's innovators are beautifully printed in a simple, elegant manner typical of traditional Japanese work, while visual matter is boldly, colourfully printed, reflecting the brash, global commerciality of much new material. Japanese design embodies the holy grail of creative freedom and commercial success - this book is an inspirational "must" for designers in the West.

作者介绍:

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