

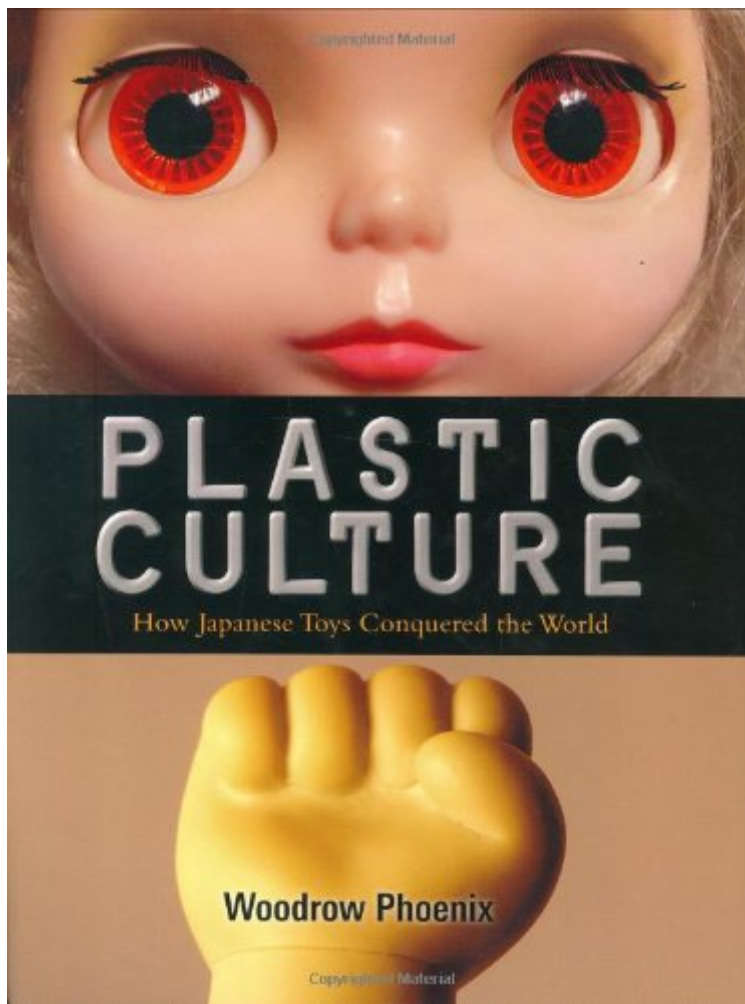
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Woodrow Phoenix

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(Download free ebook) Plastic Culture: How Japanese Toys Conquered the World

Plastic Culture: How Japanese Toys Conquered the World

Woodrow Phoenix : Plastic Culture: How Japanese Toys Conquered the World before purchasing it in order to gage whether or not it would be worth my time, and all praised Plastic Culture: How Japanese Toys Conquered the World:

3 of 3 people found the following review helpful. CharmingBy KarakreativeA very charming work about plastic toys from Japanese artists and how they have been influenced by America's 1950s and 1960s memorabilia. The book itself is a short read, but holds many fascinating pictures of toys and figures from artists I had never heard of before but have huge followings due to their unique styling. I recommend this book to those who like toys, the history of toys, the social impact of toys on children and adults, or are making toys. I could also recommend this to designers, interior decorators, illustrators, and those interested in branding design, because there are many tips and ideas about the simplicity and complexity of the toys and their designs that I think would be helpful to many people. Overall, I found this book entertaining and interesting.0 of 0 people found the following review helpful. Five StarsBy azizExcellent1 of

2 people found the following review helpful. I just loved it!By Miss OHow much I appreciate plastic now after reading this book! My only let down is that the author mentions Sailor Moon a lot and never actually details or shows anything related to the Sailor Moon series or toys. All in all, it's the best book about toys I own and I have a few :)

Plastic toys based on Japanese comics, movies and TV shows from Astro Boy, Godzilla and Gatchaman, to Power Rangers, Sailor Moon and Pokemon, have had a powerful effect on the imaginations and the markets of the West, and have kick-started trends in design and pop culture that have crossed from Japan to the West and back East again. Lavish full-color photographs of cult, limited-edition, and "designer" toys take us through the postwar period and right up into the present, with a fascinating look at the current vogue for "urban vinyl" and "art" toys. Extensively researched, the book includes interviews with the leading players in today's toy world, including long-established Japanese toymaking giants Kaiyodo and Sanrio, world-famous fine artists and producers of "art" toys Takashi Murakami and Yoshitomo Nara, and cult Hong Kong designers of "urban vinyl" toys Michael Lau and Eric So. With its blend of incisive analysis and stylish photography, this is a book that will appeal to a wide range of readers: from those interested in the latest trends in contemporary art, to toy collectors young and old, and to anyone with an interest in Japan's influence on contemporary pop culture.