

New Traditional Japanese Design (Japanese Edition)

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Much Japanese design today still looks back to favorite traditional themes, aesthetics and subject matter. This book collects the best contemporary examples; sweet but not stereotypically cute, they prove that even in pastels and bright colors Japanese design today remains appealing and elegant. Their colorful and graphic qualities are, rather, like a 21st century update of classic Japanese woodcuts and calligraphy. Categorized into 4 sections graphics, packaging, goods, and logos this is an indispensible style guide for designers and creatives across disciplines. The abstracted shapes on the book s distinctive cover mimic one of the book s strongest projects, a folded paper invitation from the Tokyo Copywriters Club 2013 that evokes the form of a snow-capped Mount Fuji. Viva Japan!



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