

# 《JAPANESE GRAPHICS NOW》

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## 内容概要

BIG IN JAPAN EXPLODING WITH EYE-POPPING ORIGINALITY AND FRESHNESS, TODAY'S BEST JAPANESE GRAPHICS HAVE BEEN GATHERED TOGETHER TO MAKE THIS MUST-HAVE GUIDE TO CONTEMPORARY AESTHETICS IN JAPAN. WITH THEIR UNIQUE PERSPECTIVE, THE JAPANESE HAVE A WAY OF LOOKING AT THE WORLD THAT HAS LONG BEEN A SOURCE OF GREAT INTEREST FOR THE WESTERN MIND. HERE, JAPAN'S MOST TALENTED CREATIVE PROFESSIONALS STRUT THEIR STUFF IN THE FORM OF POSTERS, ADVERTISEMENTS, PRINT MEDIA, VISUAL IDENTITY, AND PRINT DESIGN. DIVIDED INTO CHAPTERS BY MEDIA TYPE, THIS HIGHLY VISUAL GUIDE PRESENTS A DIVERSE SELECTION OF GRAPHICS AND INCLUDES AN INDEX OF DESIGNERS, COMPLETE WITH WEBSITE ADDRESSES AND CONTACT INFORMATION. WE'VE ALSO THROWN A DVD INTO THE PACKAGE, ON WHICH YOU'LL FIND A VIDEO TOUR OF THE COOLEST PLACES TO VISIT IN TOKYO, INTERVIEWS WITH ART DIRECTORS, FILMMAKERS, AND DESIGNERS, AND THE LATEST AND GREATEST TELEVISION COMMERCIALS FROM JAPAN.

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## 作者简介

Julius Wiedemann was born and raised in Brazil. After studying graphic design and marketing, he moved to Japan, where he worked in Tokyo as art editor for digital and design magazines. Since joining TASCHEN in Cologne, he has been building up TASCHEN'S digital and media collection with titles such as Animation Now!, and TASCHEN's 1000 Favorite Websites. Gisela Kozak was born in Argentina, where she got her degree in industrial design. After completing graduate studies in packaging, she moved to Japan to pursue a PhD in packaging. She also works for an advertisement company and has published several articles about Japanese packaging. --This text refers to an out of print or unavailable edition of this title.

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