

The book was found

Kawaii!: Japan's Culture Of Cute



Synopsis

Showcasing Japan's astonishingly varied culture of cute, this volume takes the reader on a dazzling and adorable visual journey through all things kawaii. Although some trace the phenomenon of kawaii as far back as Japan's Taisho era, it emerged most visibly in the 1970s when schoolgirls began writing in big, bubbly letters complete with tiny hearts and stars. From cute handwriting came manga, Hello Kitty, and Harajuku, and the kawaii aesthetic now affects every aspect of Japanese life. As colorful as its subject matter, this book contains numerous interviews with illustrators, artists, fashion designers, and scholars. It traces the roots of the movement from sociological and anthropological perspectives and looks at kawaii's darker side as it morphs into gothic and gloomy iterations. Best of all, it includes hundreds of colorful photographs that capture kawaii's ubiquity: on the streets and inside homes, on lunchboxes and airplanes, in haute couture and street fashion, in cafÃ©s, museums, and hotels.

Book Information

Paperback: 224 pages

Publisher: Prestel (April 17, 2013)

Language: English

ISBN-10: 3791347276

ISBN-13: 978-3791347271

Product Dimensions: 7.9 x 0.9 x 9.6 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 17 customer reviews

Best Sellers Rank: #298,582 in Books (See Top 100 in Books) #146 in Books > Arts & Photography > Fashion > Fashion Photography #235 in Books > Arts & Photography > Fashion > History #1294 in Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference

Customer Reviews

Showcasing Japan's astonishingly varied culture of cute, this volume takes the reader on a dazzling and adorable visual journey through all things kawaii. As colorful as its subject matter, this book contains numerous interviews with illustrators, artists, fashion designers, and scholars. Best of all, it includes hundreds of colorful photographs that capture kawaii's ubiquity: on the streets and inside homes, on lunchboxes and airplanes, in haute couture and street fashion, in cafÃ©s, museums, and hotels.

MANAMI OKAZAKI is the author of *Tattoo in Japan*, *Japanese Buddhism*, and *Kicks Japan*. Her writing on Japanese life has appeared in the *Japan Times*, *CNN Traveler*, *Time Out*, and numerous other publications across Asia, Europe, and North America. GEOFF JOHNSON was born in Australia, and has been living in Tokyo and photographing Japanese subcultures for two decades. His photographs have appeared in *TIME*, the *Wall Street Journal*, *Harper's Bazaar Japan*, *Esquire Magazine Japan*, and *The Economist*.

This is a great book for all kawaii (Japanese for cute) fans. Or people who want to know what it is. It takes you to Japan's manga and anime festivals. The shops with Hello Kitty, even a giant airplane with Hello Kitty on it. Food prepared cartoon style. It also shows cases several kawaii artists and what influences them. This is well worth the money.

This is a really nice book!!! I was a little concerned it might just be a short little thing but it has really good info and illustrations/photos. I definitely recommend it to people who are interested in learning more about the subcultures in Japan as well. I did a project on Lolita Fashion in my fashionomics class last year and I really wished I could have had this book as a reference!!!

Huge book with a plethora of info and awesome images displaying some of the different takes on "kawaii" culture in Japan. I love it.

As an adult who likes to sew and is curious about the trends of other cultures this is not the book for you. It is like looking at my sisters highschool scrap book if we had grown up in Japan. So if you are in your early 20s or younger you will most likely love this book.

Better for older fans of the kawaii world. Mostly introduces you to the artists of certain popular characters, some cute imagery as well. My younger daughter didn't really like it much but did find a few points of interest.

Really enjoyed the kawaii culture, while over there and this brings it all right back to me. Loads of fun, with many pictures as well as descriptive details.

Big hit with my 9 year old who is very interested in everything Japan. Well written, colorful, and fun!

Must have if you love Japanese alternative fashion

[Download to continue reading...](#)

Kawaii Girl Fashion Coloring Book: Clothes, dresses, costumes and lots of cute kawaii fashions (Kawaii, Manga and Anime Coloring Books for Adults, Teens and Tweens) (Volume 3) Kawaii Unicorns: A Super Cute Coloring Book (Kawaii, Manga and Anime Coloring Books for Adults, Teens and Tweens) (Volume 2) Kawaii Alpacas: A Super Cute Coloring Book (Kawaii, Manga and Anime Coloring Books for Adults, Teens and Tweens) (Volume 4) Cute Polymer Clay Popsicles & Ice Cream: Polymer Clay Kawaii Food Charms (Polymer Clay Kawaii Charms Book 1) Kawaii Halloween: A Super Cute Holiday Coloring Book (Kawaii, Manga and Anime Coloring Books for Adults, Teens and Tweens) (Volume 5) Kawaii Christmas: A Super Cute Holiday Coloring Book (Kawaii, Manga and Anime Coloring Books for Adults, Teens and Tweens) (Volume 6) Kawaii Sweets and Treats: A Super Cute Coloring Book (Kawaii, Manga and Anime Coloring Books for Adults, Teens and Tweens) (Volume 7) Kawaii Baby Animals: A Super Cute Coloring Book for Everyone (Kawaii, Manga and Anime Coloring Books for Adults, Teens and Tweens) (Volume 11) Kawaii!: Japan's Culture of Cute Japan Travel Guide: The Ultimate Japan Travel Guide for Curious, Fun and Adventurous Travelers - Experience the Best of Japan's Culture, History, Tours, ... Japan Travel, Tokyo Guide, Kyoto Guide) Japan Travel Guide: The Ultimate Japan Travel Guide for Curious, Fun and Adventurous Travelers - Experience the Best of Japan's Culture, History, ... Japan Travel, Tokyo Guide, Kyoto Guide) Cute Cats Farting: Coloring Book (Super Cute Kawaii Coloring Books) Japan: Japan Travel Guide: 101 Coolest Things to Do in Japan (Tokyo Travel, Kyoto Travel, Osaka Travel, Hiroshima, Budget Travel Japan) Japan: The Ultimate Japan Travel Guide By A Traveler For A Traveler: The Best Travel Tips; Where To Go, What To See And Much More (Japan Travel Guide, ... Guide, Japan Tour, History, Kyoto Guide,) Japan: 101 Awesome Things You Must Do In Japan: Japan Travel Guide To The Land Of The Rising Sun. The True Travel Guide from a True Traveler. All You Need To Know About Japan. Japan: Japan Travel Guide: The 30 Best Tips For Your Trip To Japan - The Places You Have To See (Tokyo, Kyoto, Osaka, Japan Travel Book 1) Japan: The Ultimate Japan Travel Guide By A Traveler For A Traveler: The Best Travel Tips; Where To Go, What To See And Much More (Lost Travelers, ... Guide, Japan Tour, Best Of JAPAN Travel) Japan: The Ultimate Japan Travel Guide By A Traveler For A Traveler: The Best Travel Tips; Where To Go, What To See And Much More (Lost Travelers ... Kyoto Guide, Japan Tour, Budget Japan Travel) Japan: Japan Travel Guide: The 30 Best Tips For Your Trip To Japan - The Places You Have To See (Tokyo, Kyoto, Osaka, Japan Travel) (Volume 1) Cute Guys! Coloring

Book-Volume One: A grown-up coloring book for ANYONE who loves cute guys! (Cute Guys! Coloring Books) (Volume 1)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)