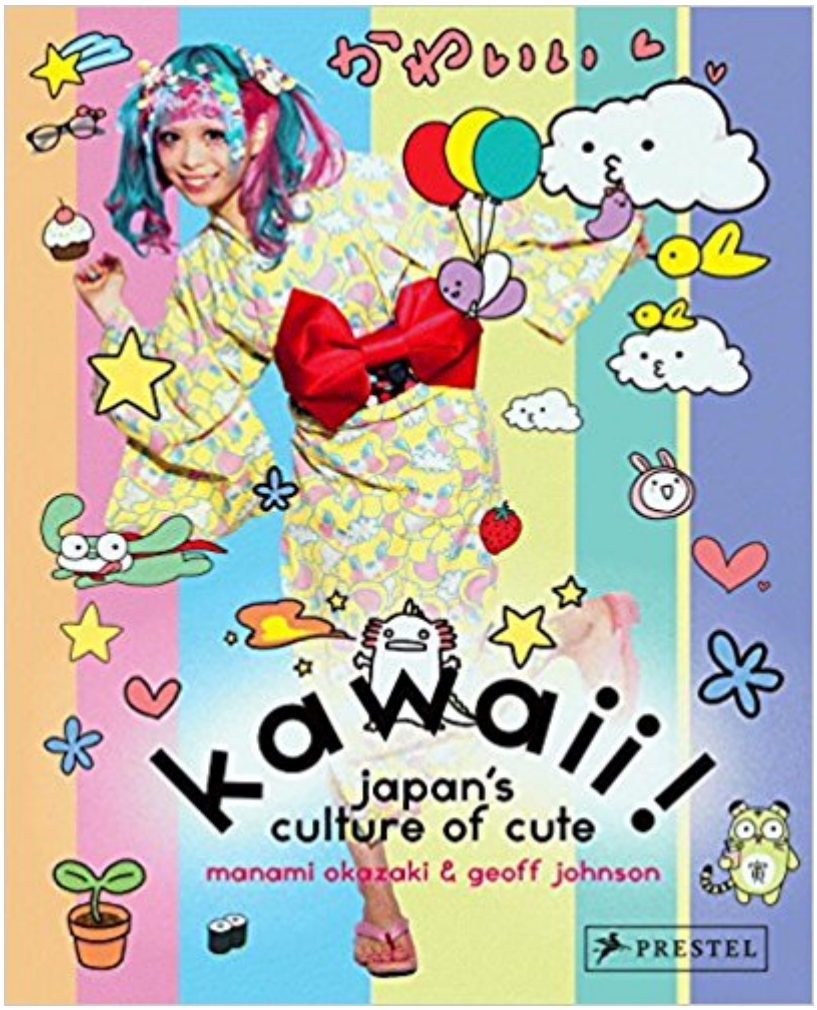
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Kawaii!: Japan's Culture Of Cute



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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 cafÃƒÂ©s, museums, and hotels.

Book Information

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Customer Reviews

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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 show 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 ÃƒÂ¢Ã â„¢Ã Â¥

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