

Kawaii!: Japan's Culture of Cute

Manami Okazaki, Geoff Johnson

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Manami Okazaki, Geoff Johnson : Kawaii!: Japan's Culture of Cute before purchasing it in order to gage whether or not it would be worth my time, and all praised Kawaii!: Japan's Culture of Cute:

6 of 6 people found the following review helpful. Totally Kawaii!!By MoThis 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.0 of 0 people found the following review helpful. A nice peek into kawaii cultureBy Robin BrownThis was a very fun read. I loved looking at all of the cute designs from various artists and learning a little bit about the history of cuteness in Japan. I'd like to see a more updated version some time in the future with expansions on some of the topics, like fashion, though I understand that due to the ever-evolving nature of fashion, it might be quite hard to pin down anything "current."1 of 1 people found the following review helpful. This is a really nice book!By MandaThis 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!!!

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 cafes, museums, and hotels.

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About the Author 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*.