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Título: Toys. New Designs From The Art Toy Revolution

Autor: Hoyer Jacob (Ed)

Precio: \$315.00

Editorial:

Año: 2006

Tema:

Edición: 1ª

Sinopsis

ISBN: 9780789313904

Toys are no longer just for kids—they are at the heart of a new pop culture movement. The new toy scene emerged in 1997 when designer Michael Lau exhibited G.I. Joes he'd customized into hip-hop street figures at a Hong Kong toy show. Artists from Hong Kong and Japan followed suit, creating their own limited edition vinyl figures. The vinyl toy movement soon went global, invading the US and Europe with a vengeance and spawning an intense, worldwide collector's culture. Toys documents the amazing variety and mesmerizing detail of these unique, highly collectible figures from the top artists in Hong Kong, Japan, the US, the UK, Canada, and Australia, including James Jarvis, Gary Baseman, Frank Kozik, Jim Woodring, Ugly Dolls, and Todd Schorr. With dazzling imagery and interviews with the artists, this detailed collection is the perfect source for inspiration and information for designers, graphic designers, and collectors alike.