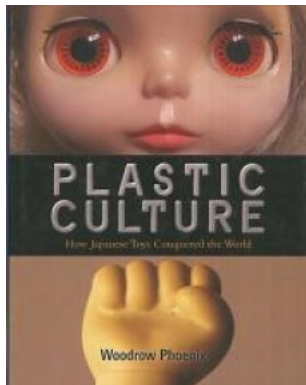


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**Título:** Plastic Culture How Japanese Toys Conquered The World

**Autor:** Phoenix, Woodrow

**Precio:** \$480.00

**Editorial:**

**Año:** 2006

**Tema:**

**Edición:** 1ª

**Sinopsis**

**ISBN:** 9784770030177

Plastic toys based on Japanese comics, movies and TV shows from Astro Boy, Godzilla and Gatchaman, to Power Rangers, Sailor Moon and Pokemon, have had a powerful effect on the imaginations and the markets of the West, and have kick-started trends in design and pop culture that have crossed from Japan to the West and back East again.

Lavish full-color photographs of cult, limited-edition, and "designer" toys take us through the postwar period and right up into the present, with a fascinating look at the current vogue for "urban vinyl" and "art" toys. Extensively researched, the book includes interviews with the leading players in today's toy world, including long-established Japanese toymaking giants Kaiyodo and Sanrio, world-famous fine artists and producers of "art" toys Takashi Murakami and Yoshitomo Nara, and cult Hong Kong designers of "urban vinyl" toys Michael Lau and Eric So.

With its blend of incisive analysis and stylish photography, this is a book that will appeal to a wide range of readers: from those interested in the latest trends in contemporary art, to toy collectors young and old, and to anyone with an interest in Japan's influence on contemporary pop culture.