



# Plastic Culture: How Japanese Toys Conquered the World

By Woodrow Phoenix

Download now

Read Online 

## Plastic Culture: How Japanese Toys Conquered the World By Woodrow Phoenix

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.

 [Download Plastic Culture: How Japanese Toys Conquered the W ...pdf](#)

 [Read Online Plastic Culture: How Japanese Toys Conquered the ...pdf](#)

# Plastic Culture: How Japanese Toys Conquered the World

By Woodrow Phoenix

## Plastic Culture: How Japanese Toys Conquered the World By Woodrow Phoenix

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.

## Plastic Culture: How Japanese Toys Conquered the World By Woodrow Phoenix Bibliography

- Sales Rank: #154068 in Books
- Brand: Brand: Kodansha International
- Published on: 2006-08-18
- Original language: English
- Number of items: 1
- Dimensions: 7.40" h x .50" w x 10.00" l,
- Binding: Hardcover
- 109 pages

 [Download Plastic Culture: How Japanese Toys Conquered the W ...pdf](#)

 [Read Online Plastic Culture: How Japanese Toys Conquered the ...pdf](#)

## Download and Read Free Online Plastic Culture: How Japanese Toys Conquered the World By Woodrow Phoenix

---

### Editorial Review

#### Review

"This might be one of the better toy surveys around. Less hipster and more substantial, I think this might be the smartest book on toys." - iant Robot

#### From the Publisher

Welcome to the world of plastic culture. A world where toys have been freed from the playroom to run rampant across desktops and living spaces, galleries and fashion houses, design showrooms and furniture outlets. How did toys infiltrate the mainstream? Why has Japan had such a powerful effect on the imaginations and the markets of the West?

#### About the Author

WOODROW PHOENIX is an illustrator and designer based in London. He has published a number of comic books and strips, including "The Sumo Family," which appeared weekly in *The Independent on Sunday* in the U.K., and "The Liberty Cat," published in Japan by Kodansha in *Morning* magazine. His critical essays on comics have appeared in catalogs for exhibitions at the ICA in London, and at the University of Sussex.

### Users Review

#### From reader reviews:

##### William Lee:

As people who live in the actual modest era should be up-date about what going on or facts even knowledge to make these individuals keep up with the era that is always change and make progress. Some of you maybe can update themselves by examining books. It is a good choice for yourself but the problems coming to you actually is you don't know what type you should start with. This Plastic Culture: How Japanese Toys Conquered the World is our recommendation to help you keep up with the world. Why, as this book serves what you want and wish in this era.

##### Joshua Allen:

Reading a publication can be one of a lot of task that everyone in the world likes. Do you like reading book so. There are a lot of reasons why people enjoy it. First reading a publication will give you a lot of new details. When you read a reserve you will get new information since book is one of numerous ways to share the information or their idea. Second, reading through a book will make you actually more imaginative. When you reading through a book especially hype book the author will bring one to imagine the story how the figures do it anything. Third, it is possible to share your knowledge to some others. When you read this Plastic Culture: How Japanese Toys Conquered the World, you may tells your family, friends in addition to

soon about yours book. Your knowledge can inspire the mediocre, make them reading a publication.

**Vincenza Nagel:**

Typically the book Plastic Culture: How Japanese Toys Conquered the World has a lot of knowledge on it. So when you read this book you can get a lot of advantage. The book was written by the very famous author. The writer makes some research ahead of write this book. That book very easy to read you will get the point easily after reading this book.

**Karen Rodriguez:**

Many people spending their moment by playing outside having friends, fun activity along with family or just watching TV the whole day. You can have new activity to pay your whole day by examining a book. Ugh, think reading a book really can hard because you have to bring the book everywhere? It alright you can have the e-book, bringing everywhere you want in your Touch screen phone. Like Plastic Culture: How Japanese Toys Conquered the World which is keeping the e-book version. So , try out this book? Let's find.

**Download and Read Online Plastic Culture: How Japanese Toys Conquered the World By Woodrow Phoenix #J4PUBXR0NSK**

# **Read Plastic Culture: How Japanese Toys Conquered the World By Woodrow Phoenix for online ebook**

Plastic Culture: How Japanese Toys Conquered the World By Woodrow Phoenix Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Plastic Culture: How Japanese Toys Conquered the World By Woodrow Phoenix books to read online.

## **Online Plastic Culture: How Japanese Toys Conquered the World By Woodrow Phoenix ebook PDF download**

**Plastic Culture: How Japanese Toys Conquered the World By Woodrow Phoenix Doc**

**Plastic Culture: How Japanese Toys Conquered the World By Woodrow Phoenix MobiPocket**

**Plastic Culture: How Japanese Toys Conquered the World By Woodrow Phoenix EPub**