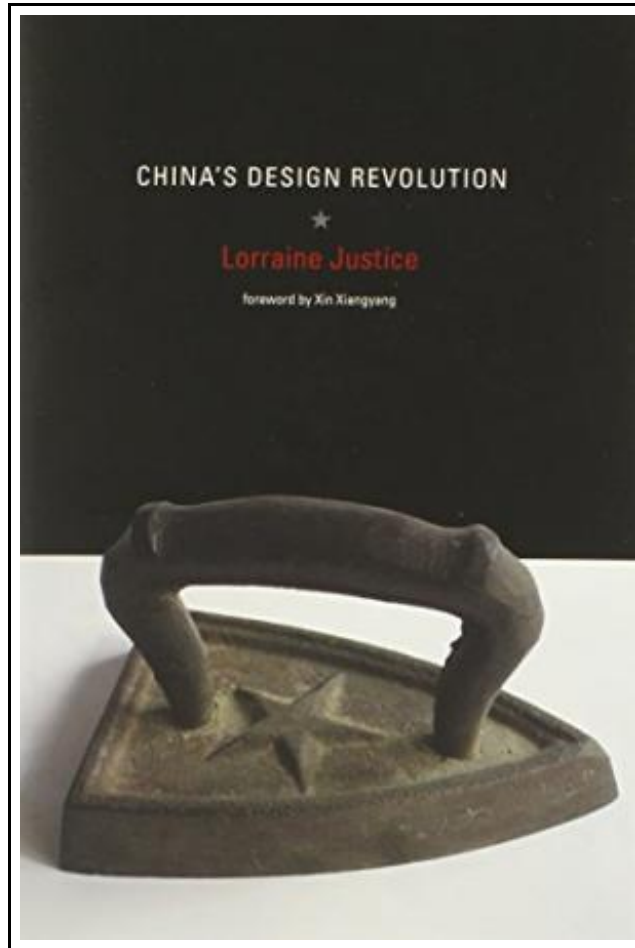


China's Design Revolution



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(Eliane Bednar)

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MIT Press Ltd. Hardback. Book Condition: new. BRAND NEW, China's Design Revolution, Lorraine Justice, Xin Xiangyang, China is on the verge of a design revolution. A "third generation" of the People's Republic of China that came of age during China's "opening up" period of the 1980s now strives for fame, fortune, and self expression. This generation, workers in their thirties and forties, has more freedom to create -- and to consume -- than their parents or grandparents. In China's Design Revolution, Lorraine Justice maps the evolution of Chinese design and innovation. Justice explains that just as this "third generation" (post-Revolution, post--Cultural Revolution) reaches for self-expression, China's government is making massive investments in design and innovation, supporting design and creative activities (including design education programs, innovation parks, and privatized companies) at the local and national levels. The goal is to stimulate economic growth -- and to establish China as a global creative power. Influenced by Mao and Confucius, communism and capitalism, patriotism and cosmopolitanism, China's third generation will drive the culture of design and innovation in China -- and maybe the rest of the world. Justice describes and documents examples of Chinese design and innovation that range from ancient ceramics to communist propaganda posters. She then explores current award-winning projects in media, fashion, graphic, interior, and product design; and examines the lifestyle and purchasing trends of the "fourth generation," now in their teens and twenties. China's Design Revolution offers an essential guide to the inextricably entwined stories of design, culture, and politics in China.

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