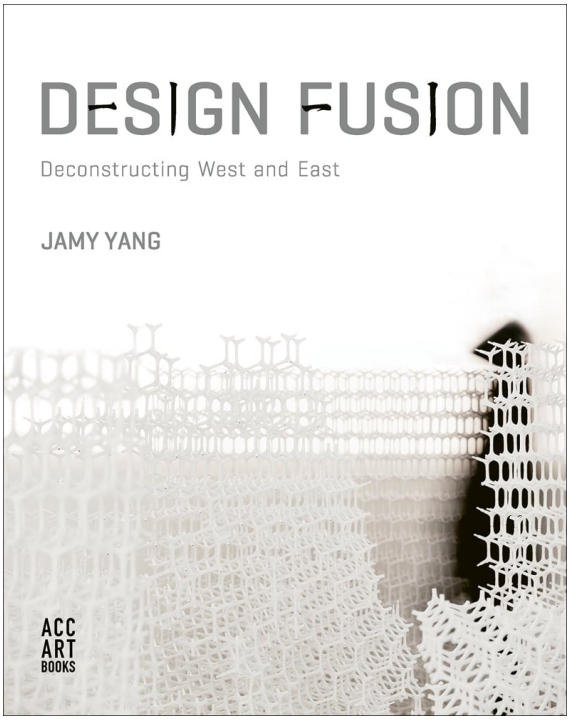
TITLE INFORMATION
Tel: +44 (0) 1394 389950
Email: uksales@accartbooks.com
Web: https://www.accartbooks.com/uk



Design Fusion

Deconstructing West and East

Jamy Yang

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- Jamy Yang's design work covers a wide range from glasses, suitcases, aeroplane cabins, and home products to intelligent hardware
- Home-grown Chinese industrial design has evolved considerably in the past 20 years, and this book casts considerable light on one of its major figures
- Part of an ongoing series, *China Culture Perspectives*, of authoritative books by and about major figures in China's creative culture

Jamy Yang, an award-winning designer with major partnerships to his credit, began his career in the industrial design department of the German manufacturer Siemans. Returning to China permanently in 2004, he founded his own company, Yang Design, which is now considered the most influential product strategy and design consultancy in China.

This book explores Yang's creative ideology in 15 thematic chapters, beginning with 'minimalism' and ending with 'kindness'. It expands on his theories about the purpose of design, the dislocations that exist today in Chinese culture and aesthetics, as well as the differences between Chinese and Western design.

Contents:
Minimalism; Archaeology; The Disconnect; DNA; Craftmanship; Virtuality; Easy to use; Visuality; Touched; The Anomalies; Semantics; Modulation; Sustainability; Fragmentation; Kindness.

Jamy Yang attended Zhejiang University and China Academy of Art, where he studied design for seven years. He completed his Industrial Design postgraduate studies in Germany on a full scholarship, going on to design for Siemens at their Munich headquarters. He has won many prestigious global design awards, including the iF Product Design Award and the Red Dot Design Award and has partnered with major global brands like Boeing, Audi, Bosch, Schneider, Hermes, Absolut Vodka, iNATUZZI, Coca-Cola, Steelcase, Issey Miyake, and Swatch. In 2014 he founded the Yang Design Museum in Beijing.

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