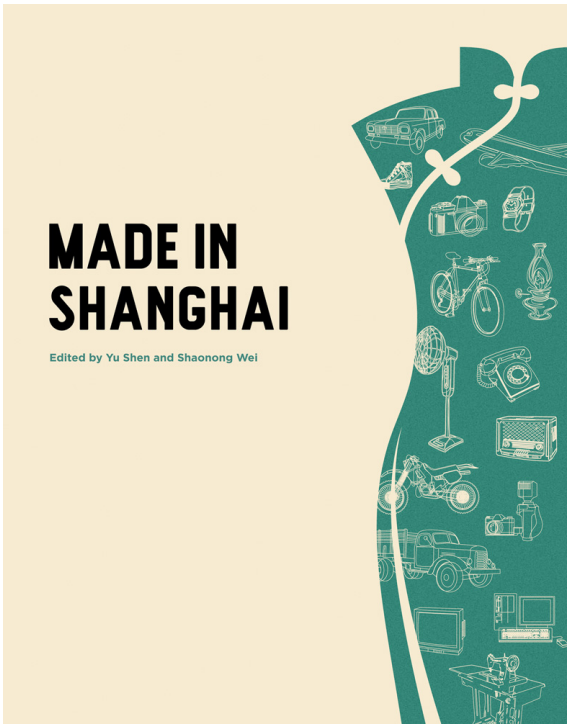
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# Made in Shanghai

## Yu Shen

## Shaonong Wei

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| **ISBN** | 9781788840132 |
| **Publisher** | ACC Art Books |
| **Binding** | Hardback |
| **Territory** | World |
| **Size** | 250 mm x 190 mm |
| **Pages** | 208 Pages |
| **Illustrations** | 180 color |
| **Name of series** | China Culture Perspectives |
| **Price** | £30.00 |

- This books captures the social development of Shanghai through manufacturing, showing packaging from different time periods
- Contains 88 projects with in-depth analysis
- Part of an ongoing series, *China Culture Perspectives*, of authoritative books by and about major figures in China's creative culture

Based on the industrial manufacturing history of Shanghai over the past 100 years, this book introduces the development of Chinese design throughout the different eras of the People's Republic of China, from the planned economy stage to the later economic reforms and the opening up of the country to trade. We detail industrial-product design, packaging design, poster design, and other related subjects. The characteristics of each era are discussed in the following five sections: daily life, national image, transmission and reception, export trade, and communication and transportation. We approach each design from numerous perspectives, exploring its development as well as how it altered tastes and trends. These products were not just a symptom of change; they also answered social needs and spurred development, keeping China apace with production methods in Europe and giving ordinary citizens access to mass-produced luxuries like TVs, radios and cosmetics. The work of Shanghai designers was fundamental in turning China into the thriving economy we see today.

**Yu Shen**, is the Director of the China Modern Design Literature Research Center at the School of Design, East China Normal University, and the founder of the China Industrial Design Museum. **Professor Shaonong Wei**, is the Dean of the School of Design, East China Normal University, and the chief editor of the series A Genealogy of Industrial Design in China.

Published 17th Dec 2018