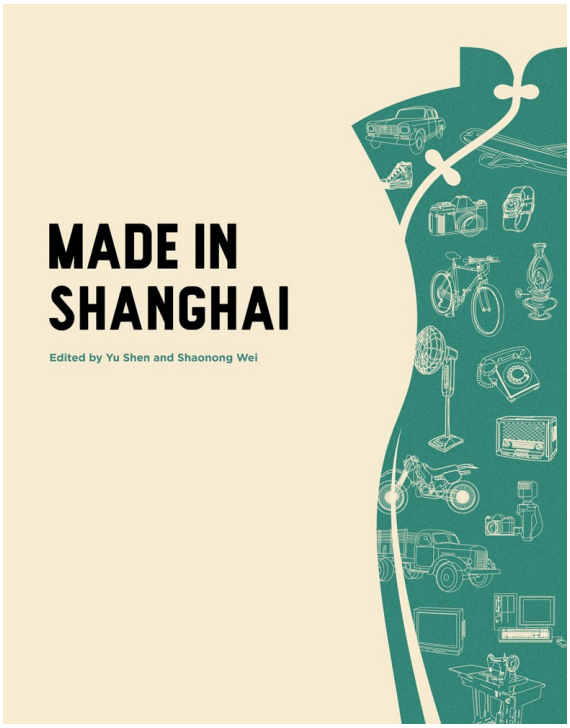
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Made in Shanghai

Yu Shen

Shaonong Wei

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- 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.

Shen Yu graduated from the School of Design at Jiangnan University with a Bachelor's Degree in engineering. He was the Secretary General of the Shanghai Design and Innovation Center, Deputy Secretary-General of China Industrial Design Association, and Deputy Secretary-General of Shanghai Design Capital Promotion Center. In addition, he founded China's first industrial design museum.**Wei Shaonong** is the Dean and Professor of School of Design of East China Normal University. He was responsible for the overall design of the Shanghai World Expo City Hall and Shanghai Riverbank Museum.

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