



**Asian Graphics Now!**

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**Publisher** Taschen

**Price** £24.99

**ISBN** 978-3836518994

The creative advertising and commercial design scene in Asia is as mind-boggling and alien to Westerners as any other cultural chasm out there, as this excellent and inspiring collection attests to.

The natural aesthetic of Japan and Asia is forward looking, and across 400 plus pages, we're presented with some of the most imaginative and distinct campaign designs and illustrations imaginable, with breakdowns on typographical usage, graphic variants and styles of photography.

The accompanying essays are absorbing and explanatory, and help define the sumptuous examples on offer throughout this stimulating release.