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# White



## Synopsis

"White" is not a book about colors. It is rather Kenya Hara's attempt to explore the essence of "White", which he sees as being closely related to the origin of Japanese aesthetics - symbolizing simplicity and subtlety. The central concepts discussed by Kenya Hara in this publication are emptiness and the absolute void. Kenya Hara also sees his work as a designer as a form of communication. Good communication has the distinction of being able to listen to each other, rather than to press one's opinion onto the opponent. Kenya Hara compares this form of communication with an "empty container". In visual communication, there are equally signals whose signification is limited, as well as signals or symbols such as the cross or the red circle on the Japanese flag, which - like an "empty container" - permit every signification and do not limit imagination. Not alone the fact that the Japanese character for white forms a radical of the character for emptiness has prompted him to closely associate the color white with emptiness.

## Book Information

Hardcover: 64 pages

Publisher: Lars Muller; 1 edition (November 25, 2009)

Language: English

ISBN-10: 3037781831

ISBN-13: 978-3037781838

Product Dimensions: 7.7 x 5.4 x 0.6 inches

Shipping Weight: 7.8 ounces (View shipping rates and policies)

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## Customer Reviews

This is probably the best book I own. I give it 5 stars for the following two reasons: Kenya Hara opens doors which I never knew existed. He explains "white" with an eastern philosophy, profound, enriching, and intelligent. White not only as colour, but as the opposite of chaos, as emptiness, a stillness which make us return to our senses in this information overloaded world. Calmness. The next reason for the 5 stars is: This is a beautifully designed book. Everything has been thought of. From the police it has been written in, to the quality of the paper chosen for each page. From the high quality cover to the woven bookmark. The few pictures in it have been chosen

with great care. In short: This book is a treasure for the senses and the mind!

A personal meditation on the color and feeling of white, Hara's work is a series of overlapping observations that build to a whole. This is not a measured study of the topic--if you're looking for that this short book is not for you. If you are interested in Japanese culture as viewed through the concept of whiteness, this book is for you. This is high-quality Lars Muller fare.

This is just one of the best design books ever... it talks about a design philosophy that Kenya Hara has and use for his work, you really must get it! you won't regret it! i have many books of design but none talks about the most important and basic knowledge in design, about the color white, as design element not as a color is pretty interesting.

Very simple small book by Kenya Hara. Good for graphic designer ,industrial designer and whoever interested in Asian design philosophy.

lots of thoughts on Japanese aesthetic and culture.

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