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# White



## **Synopsis**

"White" is not a book about colors. It is rather Kenya Haras attempt to explore the essence of "White", which he sees as being closely related to the origin of Japanese aesthetics â “ 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 oneâ ™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 â “ like an "empty container" â “ 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 the closely associate the color white with emptiness.

## **Book Information**

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## **Customer Reviews**

Born 1958. Graphic Designer. Representative, the Nippon Design Center Inc. Professor at Musashino Art University. Engaged in communication projects in various fields based on a recognition that design covers a wide range of disciplines. Author of Designing Designâ

Brilliant book on wabi-wabi

i read it at least once a month

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.

Unconventional and thoughtful

lots of thoughts on Japanese aesthetic and culture.

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

Good book!

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.

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