

JIKIFU: A Japanese Aesthetics of Taste

Shinichiro Ogata

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#3267908 in Books 2017-08-08 Original language: English 11.60 x 1.00 x 8.30l, .0 #File Name: 4130802194160 pages | File size: 37.Mb

Shinichiro Ogata : JIKIFU: A Japanese Aesthetics of Taste before purchasing it in order to gage whether or not it would be worth my time, and all praised JIKIFU: A Japanese Aesthetics of Taste:

Washoku, or Japanese cuisine, was registered for the UNESCO Intangible Cultural Heritages Program in 2013. Its transient beauty, with natural ingredients, refined techniques, and spatial sense, has been the object of Shinichiro Ogata's work throughout his career. In this beautifully produced book, he demonstrates the modern, innovative, but truly traditional aesthetic of washoku, as curated for the University Museum of the University of Tokyo. This collection of photography of Japanese cuisine, with ingredients and selected tablewares by Shinichiro Ogata, a

prominent designer who works on Japan's total art of washoku, conveys the aesthetic principles of the pinnacles of Japanese culinary achievements.

About the Author Shinichiro Ogata is a designer and affiliate associate professor in the Intermediatheque Department at the University Museum, University of Tokyo. The founder of the design studio Simplicity, he practices his culinary works in his restaurants and confectionaries and has been frequently recognized and awarded for his design. Yoshiaki Nishino is a professor and director of the University Museum at the University of Tokyo.