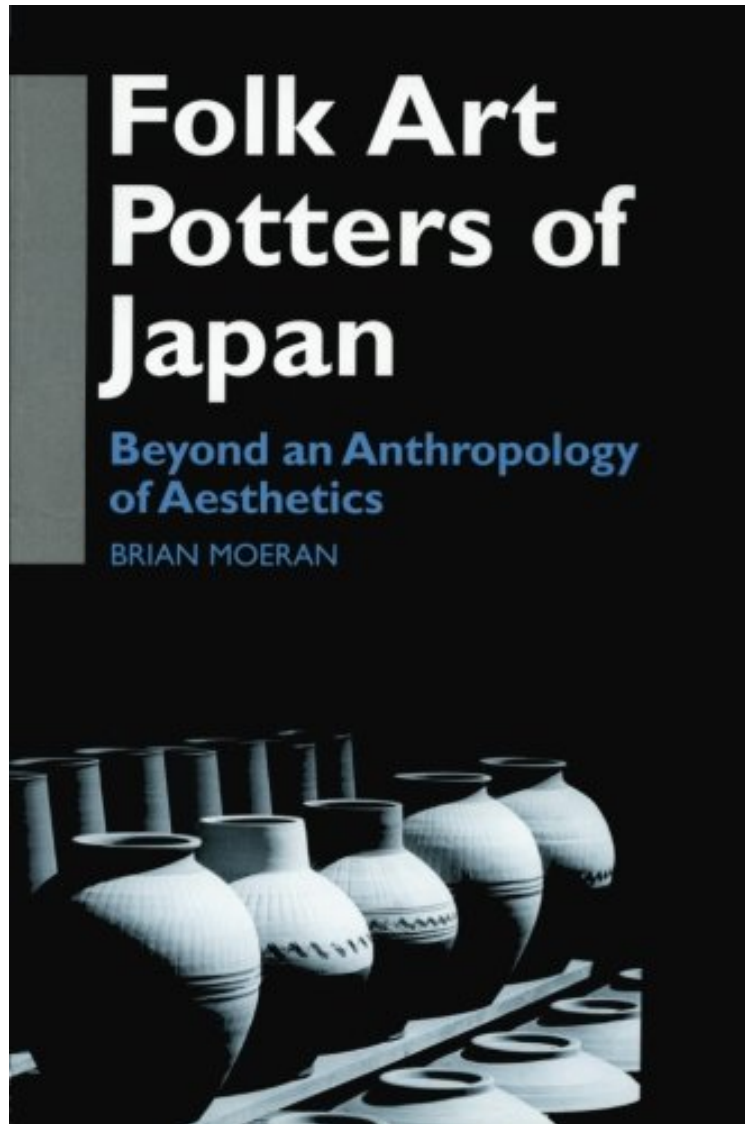


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## Folk Art Potters of Japan: Beyond an Anthropology of Aesthetics (Anthropology of Asia)

Brian Moeran

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**Brian Moeran : Folk Art Potters of Japan: Beyond an Anthropology of Aesthetics (Anthropology of Asia)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Folk Art Potters of Japan: Beyond an Anthropology of Aesthetics (Anthropology of Asia):

5 of 5 people found the following review helpful. Mingei ceramics up close By JACK DERKSEN This book provides excellent material for anyone interested in the Japanese Mingei (folk craft) movement or the field of "folk art" in

general. The author deals with the philosophical underpinnings of the movement as a whole, the affect that the movement had on potters from the village of Sarayama, the details of Sarayama's social organization and day-to-day life and the changes that have occurred as Sarayama potters developed a national and even international reputation. Moeran knows both the Mingei movement and Sarayama well. He himself is a potter; he has done in depth field work over a lengthy period of time enabling him to present the roles of the intellectuals, the critics, the potters, the dealers and the client with clarity.

This is a study of a group of potters living in a small community in the south of Japan, and about the problems they face in the production, marketing and aesthetic appraisal of a kind of stoneware pottery generally referred to as mingei, or folk art. It shows how different people in an art world bring to bear different sets of values as they negotiate the meaning of mingei and try to decide whether a pot is 'art', 'folk art', or mere 'craft'. At the same time, this book is an unusual monograph in that it reaches beyond the mere study of an isolated community to trace the origins and history of 'folk art' in general. By showing how a set of aesthetic ideals originating in Britain was taken to Japan, and thence back to Europe and the United States - as a result of the activities of people like William Morris, Yanagi Soetsu, Bernard Leach and Hamada Shoji - this book rewrites the history of contemporary western ceramics.

"Moeran provides analyses that are thorough, at times brilliant, and constantly compare the theories of Yanagi to the actual workings of the community." About the Author Brian Moeran is Professor of Business Anthropology at the Copenhagen Business School and founding Editor of the Open Access Journal of Business Anthropology.