



GHOST & CO.

BOUTIQUE BOOK PACKAGERS

KYOTO
MATCHIBAKO

JAPANESE MATCHBOX LABELS

Maggie Hohle
Foreword by Kenya Hara



Kyoto Matchibako

Book Proposal
by Maggie Hohle
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PROPOSED SPECS:
Hardcover
5 x 8 inches (12.7 x 20.32 cm)
192 pages

ABOUT KYOTO MATCHIBAKO

A never-before-seen collection of Japanese matchbox labels from the 1930s and 40s opens a portal into understanding how Japan and its varied regions responded to Western influence during the first part of the 20th century. The hundreds of examples featured in *Kyoto Matchibako* all come from the heart of traditional Japan: Kyoto. Refined and quiet compared to the “new” capital of Tokyo, Kyoto experienced and represented modernization and mechanization differently, as evidenced by the muted colors, subtle imagery, and indirect messaging of these diminutive advertisements.

Hand drawn for the most part, sometimes by *zuanka*, the nation’s first professional designers, and sometimes by employees of the match-makers or even their clientele, these matchbook covers are a tangible reminder that the future—as it was imagined by those living in this present—was being created by individuals striving to grasp the trends

of the times after thousands of years of isolation. Both the commercial and cultural currents of the era are represented in these designs that evoke mechanization, feminism, unionization, and the proliferation of *kissaten* (cafe/bars), dance halls, restaurants, cabarets, “milk halls,” mahjong parlors, and billiard halls.

Through the stunning variety of small establishments, political entreaties, newly branded corporations, and even trade associations hawked via these fragile, disposable communiques, *Kyoto Matchibako* explores the transformation of multiple contexts: social, aesthetic, and economic. In images delineating the desire de jour, we can document the cultural and aesthetic escapades of newly liberated youth; trace the beginnings of Lipton Tea’s foray into the Japanese market; follow the evolution of the Kirin Beer aesthetic; witness Morinaga’s equal-opportunity advertising, graphically embracing both westernization and tradition; and ponder Japan-Brazil trade relations.

Rarely do we get the opportunity to immerse ourselves in another time on so personal a level. These are not posters, or ads placed in magazines. These are matchbox labels, attached to an everyday



necessity in a newly modernized society, passed human hand to human hand, on the streets where individuals found themselves in evolving roles in an evolving city defined by its history.

AUTHOR BIO

Maggie Kinser Hohle spent 15 years in Japan, living first in the heart of Tokyo, then in a century-old thatched farmhouse in the mountains north of Kyoto, writing for a multitude of magazines, and producing several books, including *12 Japanese Masters*. She has interviewed some of the most important postwar designers and architects, and created a cross-cultural rethatching project that included workshops in which British and Japanese thatchers considered the future of this global technique in Japan. For the past dozen years, with her partner Yukiko Naito, Hohle has translated for the internationally acclaimed designer Kenya Hara, art director for MUJI and head of the Hara Design Institute in the Nippon Design Center. Hara's book *Designing Japan: A Future Based on Aesthetics*, translated by Naito and Hohle and published by Japan Publishing Industry Foundation for Culture, will be released in the spring of 2018.

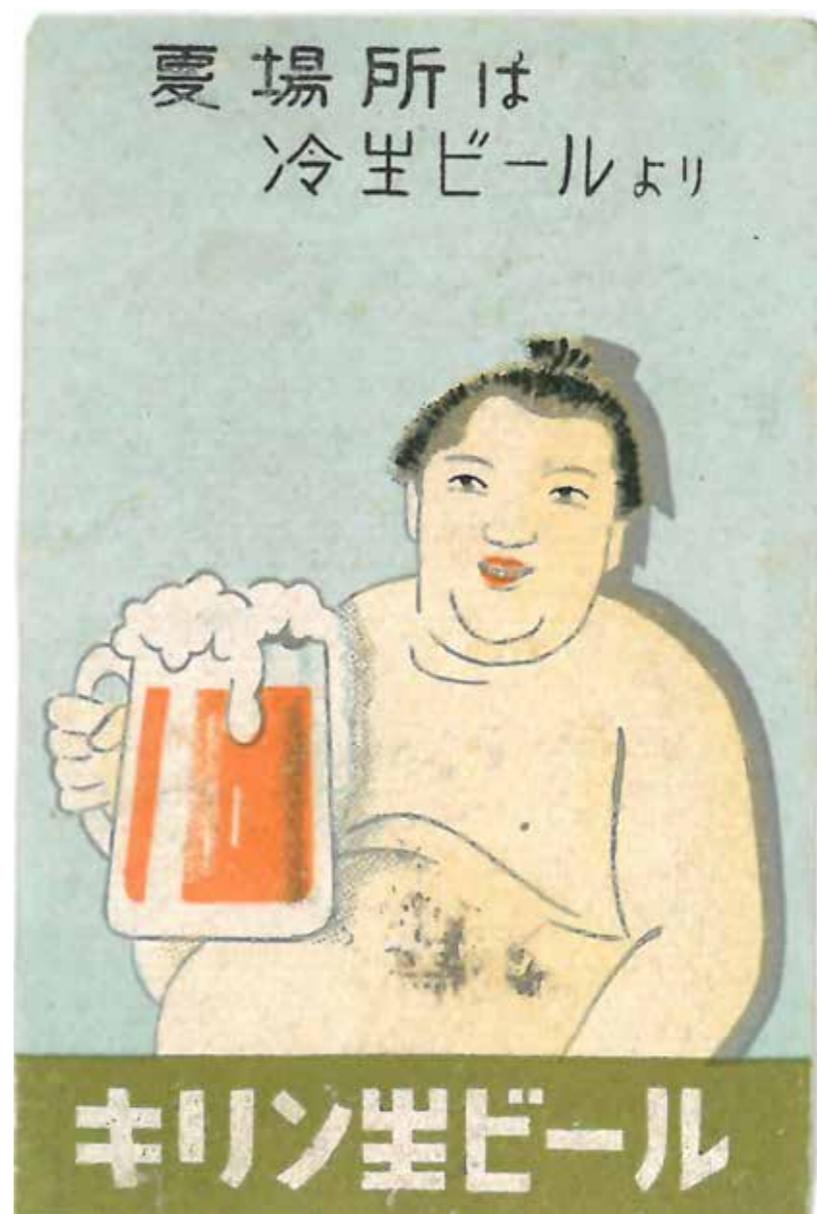
MARKET ASSESSMENT

English-language readers remain steadfastly infatuated with all things Japanese: from how to organize to culinary traditions and visual aesthetics—*Kyoto Matchibako* is a bridge between the past and contemporary interests.

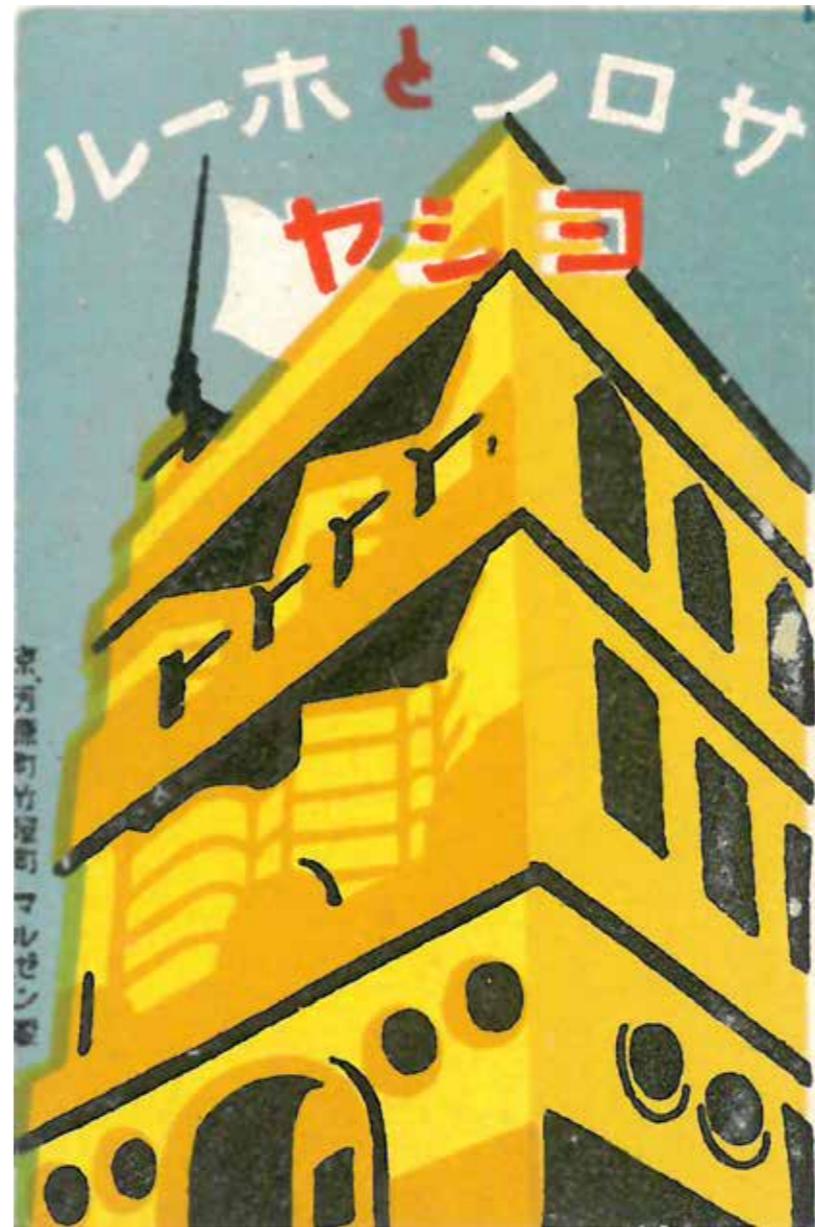
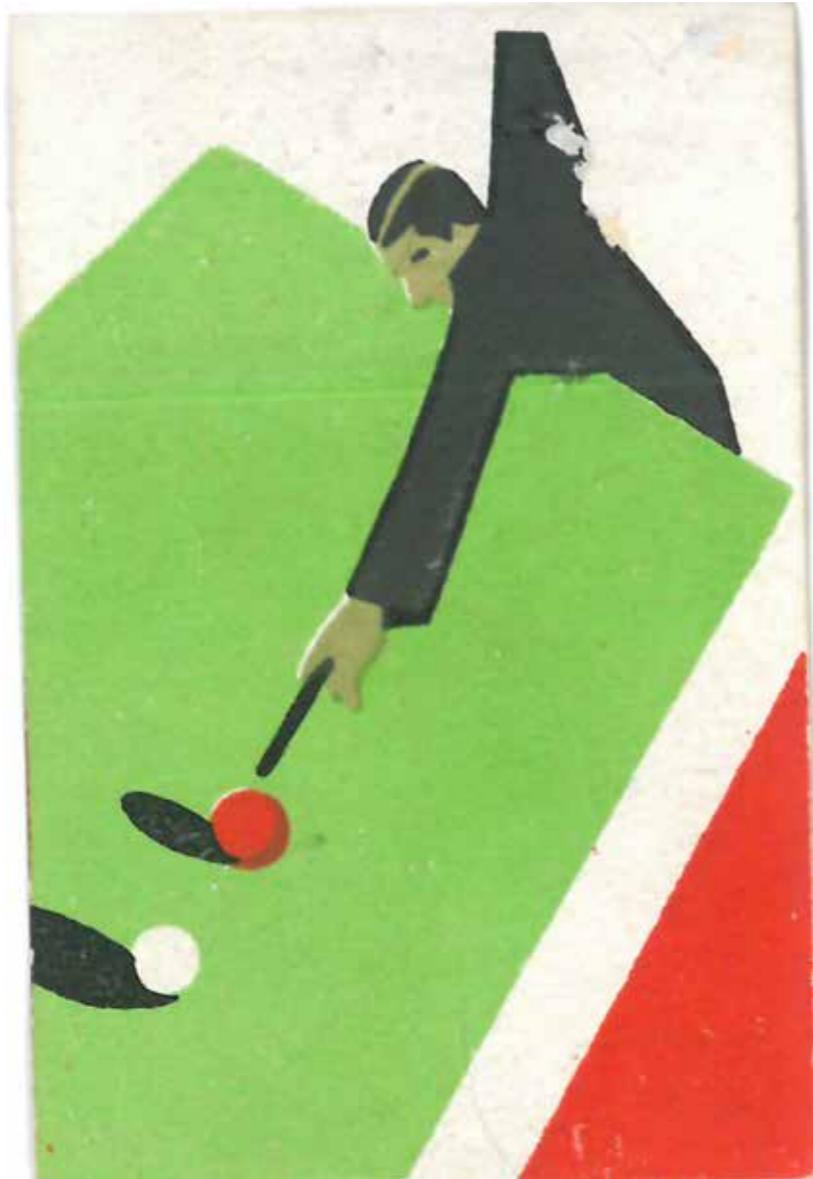
This book will appeal to those interested in Japan and graphic design history.

Foreword by world-renowned Japanese designer Kenya Hara, MUJI Art Director; his most recent book *Designing Japan* is newly available in English from Japan Library.











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BOUTIQUE BOOK PACKAGERS

Ghost & Company, a boutique book packager, provides publishers the world over with illustrated books, ranging from affordable, pop culture gift titles to sumptuously produced photography monographs. Ghost & Company brings over twenty years of combined book production experience to every project. We recognize international trends and talent, finessing raw content into books that match the lists of our publisher clients.

Ghost & Company's extensive illustrated book experience results in our ability to shepherd a book from concept to finished product—we can deliver book files or arrange for books to be delivered to a warehouse.

Ghost & Company draws on the collective experience of its co-founders, collaborating with an extensive network of the many individuals that contribute to the creation of a book, from writers and designers to photographers, illustrators, translators, indexers, and proofreaders.

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