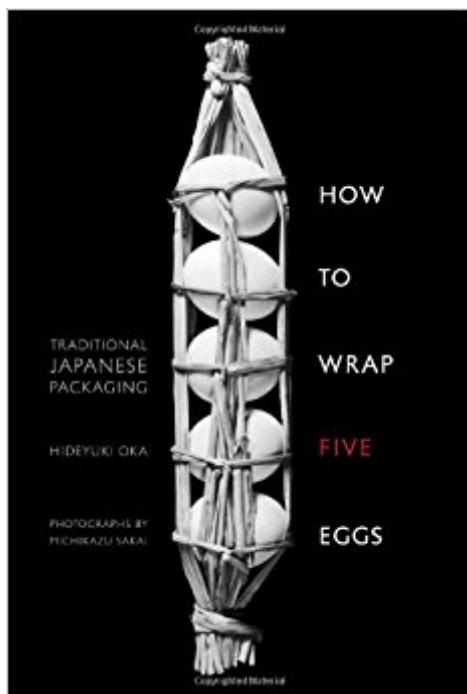


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# How To Wrap Five Eggs: Traditional Japanese Packaging



## Synopsis

Traditional Japanese packaging is an art form that applies sophisticated design and natural aesthetics to simple objects. In this elegant presentation of the baskets, boxes, wrappers, and containers that were used in ordinary, day-to-day life, we are offered a stunning example of a time before mass production. Largely constructed of bamboo, rice straw, hemp twine, paper, and leaves, all of the objects shown here are made from natural materials. Through 221 black-and-white photographs of authentic examples of traditional Japanese packaging—•with commentary on the origins, materials, and use of each piece—•the items here offer a look into a lost art, while also reminding us of the connection to nature and the human imprint of handwork that was once so alive and vibrant in our everyday lives. This classic book was originally published under the title How to Wrap Five More Eggs in 1975. The eminent American designer George Nelson praised the work featured here, saying, “We have come a long, long way from the kind of thing so beautifully presented in this book. To suit the needs of super mass production, the traditional natural materials are too obstreperous . . . and one by one we have replaced them with the docile, predictable synthetics. . . . What we have gained from these [new] materials and wonderfully complicated processes to make up for the general pollution, rush, crowding, noise, sickness, and slickness is a subject for other forums. But what we have lost for sure is what this book is all about: a once-common sense of fitness in the relationships between hand, material, use, and shape, and above all, a sense of delight in the look and feel of very ordinary, humble things. This book is thus . . . a totally unexpected monument to a culture, a way of life, a universal sensibility carried through all objects down to the smallest, most inconsequential, and ephemeral things.” Now, over thirty years later, this revived classic on the art of traditional Japanese packing may leave us with the same response, and the same appreciation for the natural and utile packaging presented in this book.

## Book Information

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## Customer Reviews

“This work's striking full-page photos effectively portray the integration of classic Japanese aesthetics into daily life in Japan. How to Wrap Five Eggs is worth purchasing for the pictures alone.” The Sennin Foundation Center for Japanese Cultural Arts

Hideyuki Oka was one of Japan's leading graphic designers.

The Japanese have raised gift and utilitarian packaging to an art form. Travelers note how they take time to carefully fold and hand over even a modest purchase such as a small bag of pastry. Quality and courtesy rule. This book features past practice through black and white photos from a now out-of-print book, updated with additions, showcasing a variety of traditional packaging. All are shown against a plain background so they stand out, more often than not just one or two items to a page. The pages are uncluttered by text yet commentary on each page is easily accessed at the back of the book. I love Japanese objects so I like this book. Favorites are a set of ten shrimp tied in straw, a confection wrapped in a leaf, and a handmade paper bag with a silk drawstring. Materials include straw, bamboo, wood, cloth, string, paper, leaves, some enhanced with calligraphy and other art. Artists and designers looking for inspiration for packaging would find some here. Students of creativity and innovation could as well.

great book very interested looks for more

reunited with an old friend.

Lovely book with photos of a nearly bygone era. Handcrafted and elegant with simple and beautiful containers. Proof that going green with packaging is like coming home.

I have just got into packaging this quarter at my school and my teacher introduced the class to this book. It's a great book. Beautiful images. Overall one of my favorite design-type books I own of the few I have. Nicely designed book.

This is apparently a classic book on package design, and the cover photo demonstrates why: The book is chock-full of photos of lush, beautiful, and practical designs, from egg wrapping to noodle boxes to the earthenware container for a Japanese delicacy made from salted fish entrails. If you're expecting exhaustive discussions of the designs, however, you may be disappointed, as there's really nothing BUT the black-and-white photos and, at the very end, a paragraph or two that's mainly the photo credits and a description of what the item is. ("Here a miniature basket of woven bamboo with a bamboo-sheath cover serves to hold enticing candies called Morning Glories..." and two or three more sentences.) Sometimes it's a little hard to get a sense of the object's scale. Nonetheless, it's a lovely and inspiring book for getting you to "think outside the rectangular box."

this book makes almost no sense

Nice little treasure to book to own!

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