

Edited by Katarzyna J. Cwiertka and Ewa Machotka

Consuming Life in Post-Bubble Japan

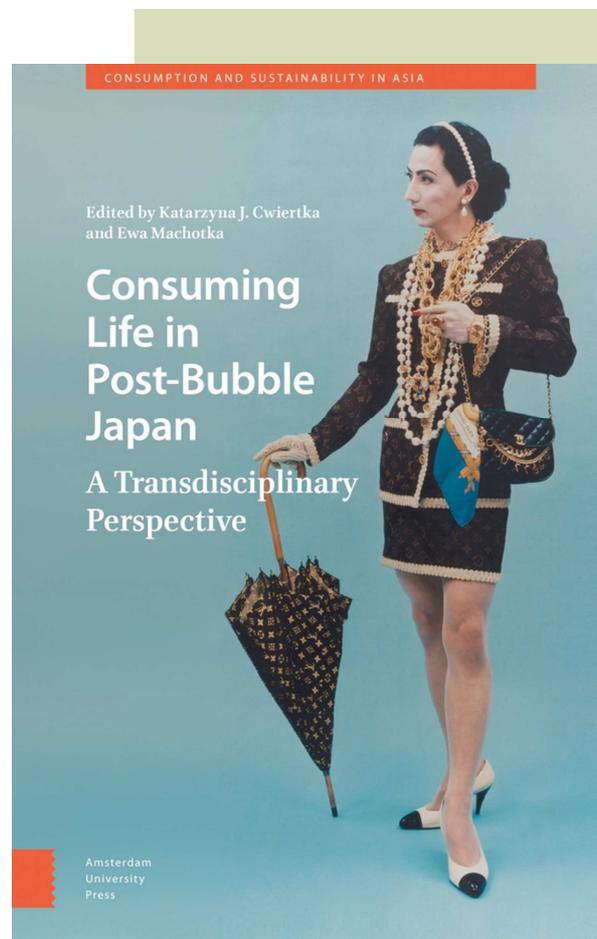
A Transdisciplinary Perspective

This book explores the transformation of everyday life in Japan since the bursting of the economic bubble in the early 1990s. Using the focus of 'consumption' – from the mundane practices of shopping to eco-art – the volume pins down the contradictions and challenges brought about by the recession and the rise of an environmental consciousness.

Between the 1960s and the 1980s, Japan experienced an uninterrupted, high economic growth. Consumption, with its sets of practices and its associated ideology of consumerism, evolved during this period to become the central experience in the everyday life of the Japanese people. The bursting of the economic bubble in the 1990s shook the very foundation of the postwar economic 'miracle' and marked the beginning of a gradual shift in the environmental consciousness. Yet, it by no means removed consumption from the pivotal position it occupies within Japanese society.

"A very adroit look at post-bubble Japan through its "social economics" and culture, from robots to garbage, fashion to food. I will use it with enthusiasm in graduate and undergraduate courses."

Merry White, Boston University



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