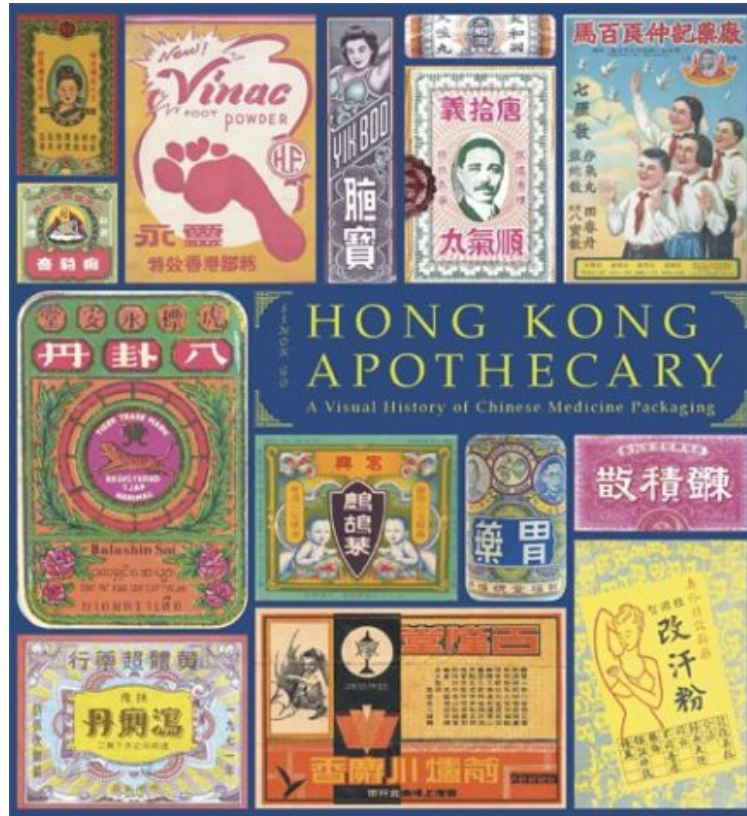


Hong Kong Apothecary: A Visual History of Chinese Medicine Packaging

Simon Go

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#2379393 in Books Princeton Architectural Press 2003-08-05 Ingredients: Example Ingredients Original language: English PDF # 1 9.80 x .70 x 9.10l, 1.18 # File Name: 1568983905200 pages | File size: 51.Mb

Simon Go : Hong Kong Apothecary: A Visual History of Chinese Medicine Packaging before purchasing it in order to gauge whether or not it would be worth my time, and all praised Hong Kong Apothecary: A Visual History of Chinese Medicine Packaging:

0 of 0 people found the following review helpful. Four Stars By Hansolo135 Need more pictures less text 11 of 11 people found the following review helpful. A GREAT BEAUTIFUL BOOK! By Andy French As a history buff with an interest in packaging and pharmaceutical history, I was enthralled by this book. With a beautiful layout and interesting text, this book taught me a ton about Chinese medicine and provided hours of entertaining reading. 3 of 3 people found the following review helpful. A master class in practical packaging By R. J. Corrigan Jr. I was drawn to this book originally for all of the fascinating stories it told about traditional Chinese medicine, but I became increasingly interested in what it had to say about different ways of packaging. Packaging, in its simplest expression, is little more than a wrapper. As shown throughout Hong Kong Apothecary, good packaging can deliver so much more - a brand promise, a visual guide to the product, a sense of the genuine. Regardless whether or not you "believe" in Chinese medicine or not, this book will reveal new ideas for how to deliver products of all sorts, and will give you a sense of

how much more interesting packaging can be when its primary job is to tell a story. (It doesn't hurt that the book itself is beautifully designed!) For anyone who has wondered "what's in all of those little drawers" in the apothecaries featured in classic kung fu flicks, this should also be a big help.

Hong Kong Apothecary transports us to the exotic world of Eastern medicine, a world of oils, powders, pills, and cures for every known ailment from impotency to opium addiction. As peculiar as pink pills for pale people are the packages containing these medicaments. Author Simon Go has combed manufacturers, shops, and home medicine cabinets for years collecting the most compelling examples. The result is a visual cabinet of curiosities, a graphical pharmacopoeia. Divided by type such as ointments, herbal teas, infused oils Hong Kong Apothecary presents the fascinating graphics and tantalizing descriptions of hundreds of medicines and gives us an insight into Chinese customs afforded only by examining the artifacts and customs of everyday life. Many of these medicines are no longer produced, making Hong Kong Apothecary a memoir of a quickly disappearing culture. This lavishly illustrated book is of interest as much for designers seeking inspiration in the unknown vernacular of commercial graphics as for anyone interested in Eastern medicine.

About the Author Simon Go is a photojournalist whose work has been shown in Hong Kong, Paris, and the United States. He lives in Hong Kong.