



Designing Pornotopia: Travels in Visual Culture

Rick Poyner

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Explicit sexual imagery has erupted in every medium and on every surface. While some react to it by pointing and laughing, hardly anyone has stopped to seriously consider its impact. Behind this phenomenon lies the normalization of pornography, which along with the complete turnaround in social attitudes to it, has been one of the most momentous developments in contemporary life. In *Designing Pornotopia*, Rick Poynor explores recent advertising and design and the invasion of sexual imagery into everyday life, revealing how advertising walks the fine line between prudish and vulgar imagery.

Developing the discussion of Poynor's previous anthology, *Obey the Giant*, *Designing Pornotopia* covers a wide area of subjects, from magazines, billboard advertising, branding, illustration, photography, tattoos, and music graphics to architecture and includes interviews with architect Rem Koolhaas and maverick American graphic designer and performance artist Elliott Earls. Along the way Poynor reassesses the early work of Peter Saville and tracks the unstoppable rise of Stefan Sagmeister, among others. Poynor's concise, riveting prose constantly challenges the reader with strong and thought-provoking arguments. In its timeliness and poignancy, this anthology is a truly indispensable addition to the bookshelf of anyone interested in visual culture and its effects on our daily lives.

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The reason why? Because this Designing Pornotopia: Travels in Visual Culture is an unordinary book that the inside of the guide waiting for you to snap it but latter it will surprise you with the secret this inside. Reading this book beside it was fantastic author who have write the book in such amazing way makes the content inside of easier to understand, entertaining means but still convey the meaning completely. So , it is good for you for not hesitating having this nowadays or you going to regret it. This excellent book will give you a lot of positive aspects than the other book have such as help improving your proficiency and your critical thinking way. So , still want to postpone having that book? If I were being you I will go to the guide store hurriedly.

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