

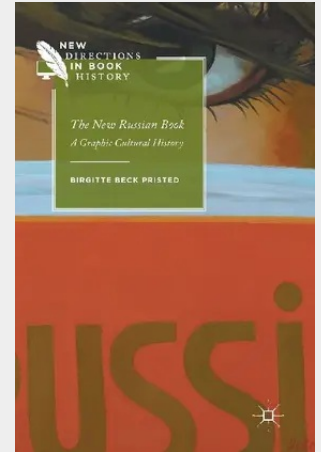
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The New Russian Book

A Graphic Cultural History

This book takes up the obtrusive problem of visual representation of fiction in contemporary Russian book design. By analyzing a broad variety of book covers, the study offers an absolutely unique material that illustrates a radically changing notion of literature in the transformation of Soviet print culture to a post-Soviet book market. It delivers a profound and critical exploration of Russian visual imaginary of classic, popular, and contemporary prose. Among all the carelessly bungled covers of mass-published post-Soviet series the study identifies gems from experimental designers. By taking a comparative approach to the clash of two formerly separate book cultures, the Western and the Soviet, that results both in a mixture of highbrow and lowbrow forms and in ideological re-interpretations of the literary works, this book contributes to opening an East-West dialogue between the fields of Russian studies, contemporary book and media history, art, design, and visual studies.

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