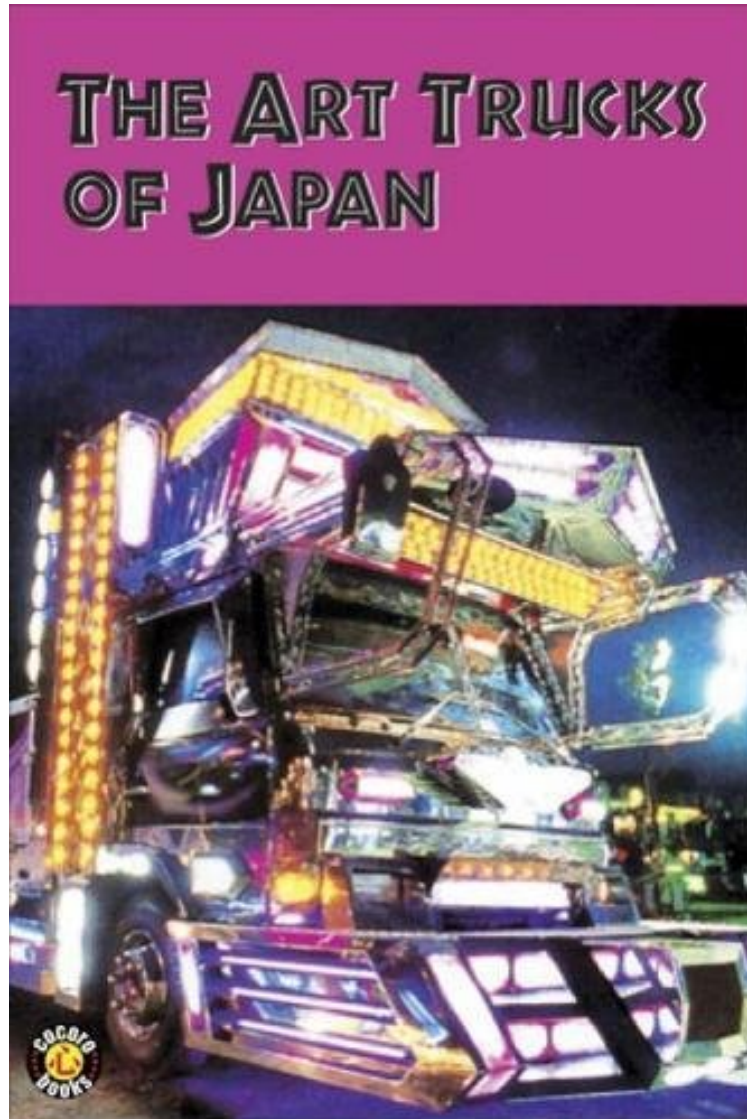


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The Art Trucks of Japan

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0 of 0 people found the following review helpful. fun bookBy cteno4fun little book on dekotora. not much seen of that anymore5 of 5 people found the following review helpful. "THE ART TRUCKS OF JAPAN" gives us a rare glimpse of Japanese auto fashion and the artistic work and passion for their trucksBy Dennis A. AmithOne of my first collaboration writing works during the early years of J!-ENT was assisting a writer from Japan for Auto Fashion and Bye-Bee Magazine.I was always curious about the Japanese auto fashion. From those who race (thanks to my interest

in "Initial D") to the hobbyist that just want to make their vehicle look cool. I was always blown away by the money dedicated to a vehicle's look via its exterior or interior. But when I started to read Kato Tomoyuki's book "THE ART TRUCKS OF JAPAN", I was floored by the look and financial dedication that a few truck drivers have done for their delivery trucks. From the amount of aluminum/metal and the paintings on delivery truck, the only thing that these trucks can't do is transform to some mecha robot because looking at it, the sheer coolness is so unlike what I've seen here in the United States, these are owners who are passionate for making their delivery trucks stand out. Some look like futuristic vehicles with weaponry but in actuality, it's just the look. Also, possibly inspired by the neon lights of a Tokyo metropolitan city, some of these trucks at night tend to exhibit a similar appearance as lights of various colors fill the delivery trucks from all sides. The book does a great job and showcasing various trucks from day and night, various shapes and sizes and some that look like a truck meets Las Vegas/Shibuya to a truck that seems to have collided and meshed with Decepticons of Transformers fame. That's how cool these trucks really look. The book of course is mostly a photo book but you do get a two-page forward by Clive France discussing the Japanese trend of art trucks and very informative information and brief history can be found on these two pages.

The art trucks of Japan made their debut in the 1975 smash hit Truck Yaro!, roaring onto the big screen to wow Japanese moviegoers. Decorated with banks of flashing lights, lengths of aluminum piping, and sheets of shining steel, these vehicles were brash, colorful and unapologetic. A new word was quickly coined--"dekotora" (decorated trucks)--and soon colorfully decorated trucks could be seen on roads throughout Japan. The art truck had entered popular culture. Some 30 years later, Japan's art trucks have become highly stylized creations that attract a loyal following of hobbyists and professional drivers. This stunning collection of decotora photos reveals both the beauty of Japan's art trucks and the creative talents of their owners. Described as masterpieces of the highway, the art trucks of Japan are a must-see for all lovers of vehicle art and extravagant design.

About the Author Cocoro Books is an imprint of Tokyo-based DH Publishing. Cocoro Books titles cover a wide range of themes, including cosplay, ninja, movies, manga, anime, cuisine, tattoos, nightlife and J-pop.