

East Meets West

The “little differences” between the Germans and the Chinese

Humorous and to the point – but never judgmental or offending – Yang Liu points out the “little differences” in the ways of thinking and behavior of the Germans and the Chinese in her pairs of opposites.

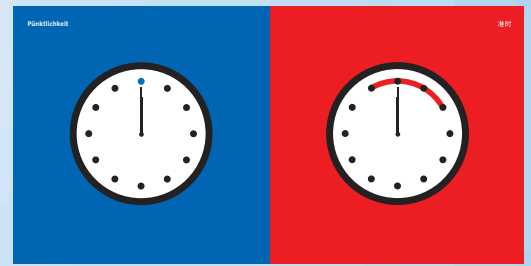
The designer knows both worlds firsthand. Born in Beijing in 1976, she moved to Germany with her family when she was 13. After completing her studies at the Berlin University of the Arts, she worked in Singapore, London, Berlin and New York. In 2004, she founded her own design studio. Yang Liu has won many international awards and her work is to be found in museums worldwide.

In her book “East meets West”, from which the illustrated examples originate, the artist depicts by means of pictographs the differences between the Germans and the Chinese in everyday life. Blue represents typical German behavior and red is the Chinese counterpart.

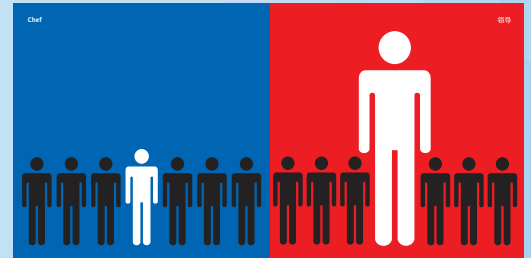
Take part and win: Yang Liu's book “East meets West” is published by Hermann Schmidt Mainz (ISBN 978-3-87439-733-9). Would you like it on your bookshelf? Then write to us with reference to “East meets West”; just a short mail is necessary. We will draw three winners from all the replies. You will find the editorial address in the imprint; legal recourse is ruled out. **Closing date is October 31, 2009. Good luck!**



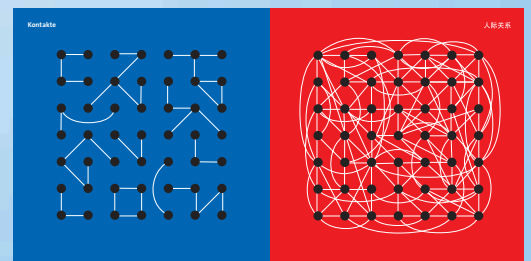
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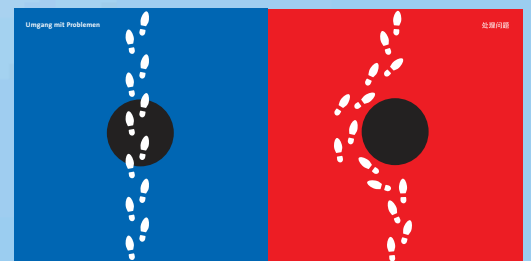
Punctuality



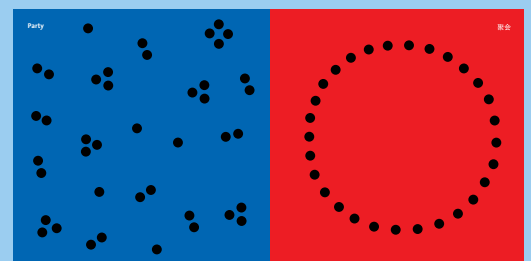
The boss



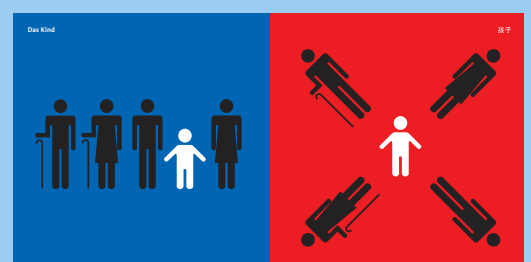
Contacts



Dealing with problems



Party



Child