



**In the past 60 years,  
how has Japanese design moved from  
a copycat to what is known today?**

"Made in Japan" is now often synonymous with the spirit of craftsmanship and high quality, but once, its image is not glorious. In the stereotype of the older generation of Westerners, this word will evoke some associations: Cheap, Fake, Triple A, etc ... Similar to the stereotype on "Made In China"

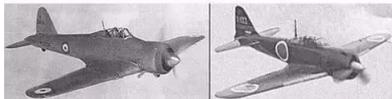
## Shameful

It stands to reason that Japanese design is impossible to achieve this step today. Japan has poor resources and a small territory. After the defeat, the land was deserted. People have no food to eat, let alone cultivate design and aesthetic awareness.

At that time, cheap workers used immature machines to produce imitations. There was no design in their dictionary, only plagiarism. Made in Japan was synonymous with cheap and inferior quality.

In 1928, General Electric launched this vacuum cleaner:





1937  
Gloster F.5/34

1939  
セ口戦



1974



1977



1974



1977  
せんせい



1941  
M&M's  
Milk Chocolate



1961  
Marble  
Chocolate



1936  
zeiss contax II



1954  
Nikon SII



1964  
Beatles



1927  
Monitor Top  
Refrigerator  
GE



1930  
国産初冷蔵庫  
TOSHIBA



1950



1951  
ホニ  
不二



Miffy



1950  
ベコ 不二家



1926  
Z.ikon



1946  
Nikon



国産第1号の電気掃除機  
設立(昭和10年)に日本初のアップライト型真空掃除機(VC-A型)を開発、  
1931年に110円で発売した日本初のアップライト型真空掃除機VC-A型。この「ほうき」に代わる1号機は、  
軽く押すだけで掃除できるように、吸込用床ブラシと  
モーターが一体化した先端部に走行車輪がついていま  
した。さらに柄の角度を変えられる工夫など、現在の  
商品に繋がる機能が搭載されていました。



1951  
R25  
BMW



1954  
A25  
DSK



1935  
Leica IIIa



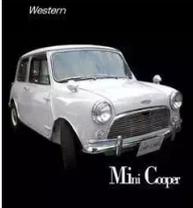
1941  
Seiki's Nippon



Western  
ES mini



Japan  
ES mini



Western  
Mira Cooper



Japan  
Mira G10



1958  
Rocketman  
Shiqueru Mizuki



Western  
Dodge Coronet RT



Japan  
Skyline GTR



GM Pontiac



Nissan Prince Skyline



1945-1968  
Musti  
Boosens



1974  
Kitty  
Sanrio



1940  
Merry B



1950



Western  
Lancia Fulvia



Japan  
Nissan Sylvia

Patton, Phil. "Inspired by Japan, the Copycats Are Now the Copied." *The New York Times*, The New York Times, 25 Oct. 2004, [www.nytimes.com/2004/10/25/automobiles/inspired-by-japan-the-copycats-are-now-the-copied.html](http://www.nytimes.com/2004/10/25/automobiles/inspired-by-japan-the-copycats-are-now-the-copied.html).

"Tokyo 2020 Olympics Logo Scrapped amid Plagiarism Claim." *BBC News*, BBC, 1 Sept. 2015, [www.bbc.com/news/world-asia-34115750](http://www.bbc.com/news/world-asia-34115750).

Downey, Tom. "How Japan Copied American Culture and Made It Better." *Smithsonian.com*, Smithsonian Institution, 1 Apr. 2014, [www.smithsonianmag.com/travel/how-japan-copied-american-culture-and-made-it-better-180950189/](http://www.smithsonianmag.com/travel/how-japan-copied-american-culture-and-made-it-better-180950189/).