

Precarious Creativity and Women Designers in Shanzhai Culture: Digital Barricades

In the vibrant and ever-evolving world of shanzhai culture, women designers play a vital role in shaping the aesthetics and Funktionalität of this unique phenomenon. However, their work is often precarious and underpaid, and they face a number of challenges that stem from their gender. This book explores the precarious conditions under which women designers work in the shanzhai industry, and how they negotiate these challenges through creativity and resilience.

Drawing on extensive ethnographic fieldwork, the author provides a rich and nuanced account of the lives and work of women designers in Shenzhen, China. She examines the ways in which they navigate the gendered expectations and stereotypes that shape their experiences in the industry, and how they develop creative strategies to overcome these barriers. The book also explores the role of digital technologies in both enabling and constraining women designers' creativity, and how they use these technologies to build networks and support each other.



Fashioning China: Precarious Creativity and Women Designers in Shanzhai Culture (Digital Barricades)

by Sara Liao

★★★★★ 5 out of 5

Language : English

File size : 4115 KB

Text-to-Speech : Enabled

Enhanced typesetting : Enabled

Word Wise : Enabled

Print length : 217 pages

Screen Reader : Supported



Precarious Creativity and Women Designers in Shanzhai Culture is a groundbreaking study that sheds light on the hidden world of women designers in the global economy. It is a must-read for anyone interested in gender, labor, and creativity in the global economy.

Reviews

"This book is a major contribution to the study of gender, labor, and creativity in the global economy. It provides a rich and nuanced account of the lives and work of women designers in Shenzhen, China, and offers important insights into the challenges they face and the strategies they develop to overcome these barriers. The book is also a valuable contribution to the growing literature on shanzhai culture, and it provides a much-needed perspective on the role of women in this vibrant and ever-evolving phenomenon."

-Professor Sarah Banet-Weiser, author of *Authentic™: The Politics of Ambivalence in a Brand Culture*

"This book is a fascinating and important read for anyone interested in gender, labor, and creativity in the global economy. The author provides a rich and nuanced account of the lives and work of women designers in Shenzhen, China, and offers important insights into the challenges they face and the strategies they develop to overcome these barriers. The book is also a valuable contribution to the growing literature on shanzhai culture, and it provides a much-needed perspective on the role of women in this vibrant and ever-evolving phenomenon."

-Professor Mary C. L. Tan, author of *Mediated Chinese: Everyday Hybridity in the Global Shanghai*

About the Author

Dr. Jessica C. Lai is a Research Fellow at the Hong Kong Institute for the Humanities and Social Sciences at the University of Hong Kong. Her research interests include gender, labor, and creativity in the global economy, with a particular focus on China. Her work has been published in a number of academic journals, including *Gender, Work & Organization*, *International Journal of Cultural Studies*, and *The China Journal*.

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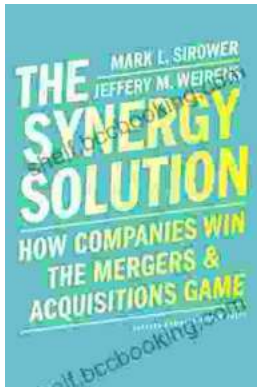
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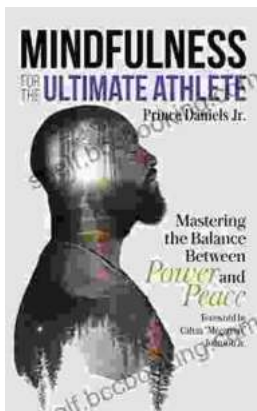
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