



Japan Be in the Know Rossella Menegazzo

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- A new kind of must-have printed travel guide and strategic pivot in an increasingly digital market niche
- Filled with long-standing cultural insights that will remain relevant through time
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This volume tells the story of Japan in an unconventional way, laying out what makes it a unique place in our world. People no longer look to printed guides for addresses or technical information before travelling: there are excellent apps for that. Those who love travelling today, want to discover the culture of a place; the mythical stories that made (and make) it great; the places of worship (both religious and cultural); and any relevant insights that help them feel “in the know” as they envision their itinerary. Each book in the *Travel Coolture* series is divided into about 10 chapters, each delving into a specific theme that defines a place’s identity – presented through short texts rich in content, jaw-dropping photographs, and enthralling tidbits that enable them to feel the place, before they see it.

Rossella Menegazzo is an Associate Professor of East Asian Art History at the University of Milan and an author whose work can be found in professional catalogues, magazines, newspapers, and books on Japanese art and culture. Menegazzo also organises and speaks at numerous international conferences and has active collaborations with museums across the globe exhibiting Japanese art. In 2017 Menegazzo was awarded the prize from the Ministry of Foreign Affairs in Japan for the honourable promotion of research on Japan in Italy.

