



Yang Liu: Man meets Woman

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Truth or dare?

Bright, bold pictograms on the roles, relationships, and clichés of male and female experience.

Imagine a setting in which a man wearing a dress might be as habitual as a woman in trousers. Where a woman exposing herself in public wasn't sexy, but as creepy as a male flasher. Where professional status and success presented the same prospects for both sexes.

In this first in a new series for TASCHEN, leading graphic designer Yang Liu tackles **one of the hottest, and one of the oldest, topics of all**: he and she. Drawing on the experiences, challenges and many perspectives on men and women she has encountered in her own life, Yang Liu distils the vast, swirling question of gender to **bold, binary pictograms**.

Dealing with a whole **host of situations from the bedroom to the boardroom**, Yang Liu's designs are as simple and accessible in their presentation as they are infinite in the associations, evocations and responses they elicit. Combining **age-old stereotypes with topical discrepancies**, this fresh approach to the roles and relationships of men and women is above all an effort to synthesize a notoriously thorny issue into a fun and refreshing graphic form, and so to lighten and enlighten our mutual understanding and tolerance.



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