

House and Home in Modern Japan: Architecture, Domestic Space, and Bourgeois Culture, 1880–1930. By *Jordan Sand*. Cambridge: Harvard University Press, 2004. xvii + 482 pp. Index, notes, bibliography, illustrations, photos. Cloth, \$65.00. ISBN: 0-674-01218-6.

Reviewed by Sarah Teasley

Rarely does one encounter a book so comprehensive as Jordan Sand's *House and Home in Modern Japan*. Its impressive breadth and the sheer wealth of its sources make the book a valuable resource for students and scholars working with modern histories of domesticity, home ownership, and real estate in Japan and elsewhere, creating an excellent foundation for further research in these fields. Scholars of comparative or regional business history gain access in these pages to information about Japanese real-estate business models, consumption patterns, marketing strategies, and state–private-sector cooperation, all useful for comparing contemporaneous developments in nations like Turkey and China that were then similarly engaged in creating a modern national culture of dwelling. Sand's historical analysis can also inform considerations of current developments in housing and homemaking around the globe.

Subtitled *Architecture, Domestic Space, and Bourgeois Culture, 1880–1930*, Sand's monograph carefully documents the appearance of a new culture of bourgeois domesticity and home ownership in the late nineteenth and early twentieth centuries in Japan. However, this is not Sand's ultimate goal. Rather, the author, an associate professor of modern Japanese history and culture at Georgetown, uses the home as a focal point for understanding what he calls "two stages of Japanese modernity, a stage of nation-building in which intellectuals constituted a modern bourgeois culture as part of their struggle to find Japan's place in the imperial order, and a stage of global mass-mediated consumerism, in which intellectuals reconfigured that culture for a wide public" (p. 19). He is interested as well in the complex articulations of class, regional and national identity, and gender that shaped these stages.

In the first stage, the arrival of Commodore Perry in Yokohama Bay in 1853 prompted Japan to embark full tilt on a program of modernization that included the

development of light and heavy industries and the implementation of Western European models of transportation, communications, and military, economic, legal, and political systems. Intense industrialization and the restructuring of education resulted in new social classes, including an urban bourgeoisie. Accordingly, the first half of the book takes four facets of dwelling culture—the creation of “home” as a concept, the defining of housewife as a profession, the emergence of ideas of taste and style, and the emerging phenomenon of suburban homeownership—as keys for understanding this process. By the 1920s, however, bourgeois intellectuals no longer always agreed on the best functions of home and family, and new forms of mass media, including pattern books, women’s magazines, and movies, tantalized a larger audience by illustrating, in their pages and on the screen, model housing plans in new residential suburbs and the potential of achieving “the culture life” through the acquisition of a modern dwelling. The latter half of the book analyzes the design, marketing, representation, and fate of the new “culture houses” as material manifestations of these ideals.

In each of the book’s ten chapters, Sand arrays the raw material of his analysis, and then adeptly spins conclusions and connections out of the mass of materials, building a web that makes visible the process by which the home as an ideology and the house as a space, a container, and a commodity were themselves fashioned in the early years of modern Japan. Touching on architectural history, business history, social history, and urban planning, he pays equal attention to the production, consumption, and discourses of the house as a material commodity and the home as an ideal. Sand is generous with his primary sources, and he draws from the vast body of Japanese research in modern housing and urban history to reinforce his arguments. As a result, the book is also an encyclopedic compendium of primary sources and secondary Japanese-language research, rendering it an invaluable reference for students and scholars who might be daunted by the prospect of tackling the Japanese-language material. *House and Home in Modern Japan* is an excellent base for further inquiry into areas ranging from domestic ideology and women’s education to architectural history, furniture-making, and urban planning in prewar Japan and its colonies. It also offers an opportunity to compare the Japanese version of this history with the creation of domestic culture and a market for domesticity in other modern, industrializing societies.

The sheer density of its material also suggests a few possible dangers. Sand goes out of his way to indicate markers for navigating the text, but his encyclopedic approach provides so much information that the unwary reader may risk becoming lost. Like the primers on household economy to which Sand refers, the book is perhaps most accessible when perused with the guidance of its generous index—a reading style that its format of shorter subsections inserted into the longer chapters also encourages. Furthermore, the author's altruistic inclination to bring the entirety of the issues and the discourse on them to an audience that was insufficiently introduced to them for far too long, leading him to juxtapose earlier scholarship and new research, makes differentiation sometimes difficult. Ultimately, however, masterfully drawn connections, access to information, and inspirations for further inquiry are most important for any published research. Sand has succeeded in all three areas, thus performing a great service to students and scholars of domesticity, housing, and modern Japanese history.

*House and Home in Modern Japan* is a fundamental work that in one swoop levels the playing field for English-language scholarship and brings it up to speed with its Japanese equivalents. And so perhaps the greatest triumph of this book is that it challenges readers to embark on their own inquiries into the roles and effects of housing and our ideals for what constitutes a home. Early domestic economists would be proud.

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