JAPANESE POP CULTURE
ON AESTHETICS AND CREATIVITY

November 24 - 25, 2017
Aoyama Gakuin University
School of Creative and Cultural Studies
okyo, Japan
PRESENTATION
“Manga Scanlation and the Representation of Japanese Visual Culture”
Matteo Fabbretti, Cardiff University

BOOK TALK
“Manga and Anime Go To Hollywood: The Amazing Rapidly Evolving Relationship Between Hollywood and Japanese Animation, Manga, Television and Film”
Northrop Davis, University of South Carolina

8:30-9:00  Technical setup, registration
9:00-9:15  Welcome remarks
9:15-10:15 KEYNOTE SPEECH: “Peak TV and Anime: Why It Matters”
by Northrop Davis, University of South Carolina
10:15-10:45 Q&A
11:00-12:30 First session: Adapting and Transforming Folktales in Contemporary Times
Panel chair/discussant: Herb FONDEVILLA

Repackaging Japanese Culture: The Digitalization of Folktales in the Pokémon Franchise
Erika Ann SUMILANG-ENGRACIA, University of the Philippines

The Re-creation of Yōkai Character Images in the Context of Contemporary Japanese Popular Culture: An Example of the Yo-kai Watch Anime Series
Nargiz BALGIMBAYEVA, University of Tsukuba

Beyond the Traditional Fairy-Tale Canon: The Japanese Fox Trickster in American Graphic Novels
Luciana CARDI, Osaka University Graduate School of Foreign Studies

12:00 - 12:30 Q&A
12:30-13:30 LUNCH
13:30-15:30 Second session: Cultural Industries Across Borders
Panel chair/discussant: Matteo FABBRETTI

The Emerging Structure of Hegemony and Criticism from History
Yuzuru NAKAGAWA, Japan Institute of the Moving Image

Transnational Takarazuka and American Female Fans
Toshiko IRIE, Doshisha University Graduate School of Global Studies

What We Can and Cannot Share with the Japanese Anime industry
Boris LOPATINSKY, Shanghai International Studies University

Gaijin Mangaka: The Outsider Insiderness of Japanized Art Comics Creators
(video-presentation via Google Hangout)
Ana Matilde SOUSA, Faculty of Fine Arts of the University of Lisbon

14:50-15:30 General Q&A

15:30-15:50 BREAK

15:50-16:30 Third session: Creating and Recreating Meaning
Panel chair/discussant: Marco PELLITTERI

Depictions of Beethoven in Japanese Anime:
Japanese Visual Arts Transforming Western Iconography
Heike HOFFER, Ohio State University

Fantastic Damage – Architecture, Anime, Destruction, and Tokyo
Evan R. JONES, The University of North Carolina at Chapel Hill

Layers of Traditional in the Popular Performing Arts;
Object and Voice as Character: Vocaloid Opera Aoi
Krisztina ROSNER, The University of Pécs

International Tourism and the Cool Japan Campaign
Natalie CLOSE, Sophia University

What went wrong with Sanders’ adaptation of Ghost in the Shell (2017)?
(hint: not the casting of Scarlet Johansson)
Michal DALIOT-BUL, The University of Haifa

17:30-18:15 General Q&A

18:15-18:30 Closing remarks

19:00 Dinner (optional and upon booking)
SPEAKERS

Northrop Davis is the author of the book Manga and Anime Go to Hollywood-- and a screenwriter-- and is now writer of his first manga (Japanese style comics) volume -- who teaches screenwriting, television writing and manga/anime studies. As writer, Davis has sold three Hollywood projects: his science fiction script to Warner Brothers and two pitches-- one to Columbia/Sony Studios and another to 20th Century Fox Film Corporation, both of which he subsequently wrote as screenplays. He has lectured at the Writers and the Directors Guilds of America, Duke University, Cal Arts, UCLA Professional Screenwriting Program, U.C. Irvine, and nine years at Anime Expo.

Matteo Fabbretti completed his Ph.D. in Languages and Translation Studies at the School in July 2015. Before embarking on his Ph.D. project, Matteo was among the first batch of students graduating from the newly established Translation Studies MA at the School in 2010, having previously graduated with a BA in Spanish and Japanese at Cardiff in 2006. Matteo's areas of expertise include Translation Studies, Japanese Studies and Fandom Studies. He is currently involved in a project of online ethnography, observing and participating in the practices of a voluntary translation community dedicated to the translation of Japanese visual narratives into English. Matteo is currently providing professional translation and interpreting services to public service organisations in Wales.

HOSTING ORGANIZATIONS
Herb L. Fondevilla
Faculty of Creative and Cultural Studies, Aoyama Gakuin University

Aurore Yamagata-Montoya, Maxime Danesin, Marco Pellitteri, Matteo Fabbretti, Jamie Tokuno
Mutual Images Association

FOR MORE INFORMATION
https://mutualimages.org/japan-pop-goes-global/
e-mail: hlfondevilla@sccs.aoyama.ac.jp

This event is supported by JSPS KAKENHI Grant Number 16K13173