

TEEN LIBRARIAN

MANGA SPECIAL Monthly

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Editorial

Welcome to the first special edition of the Teen Librarian Monthly. This month the newsletter will be focusing on Manga – what it is, where it comes from and where you can find it.

As well as including links to a number of organisations and conventions across the UK that focus on Manga there will be features on artists, books and related articles of interest.

As always I am contactable via e-mail at: editor@teenlibrarian.co.uk for any comments and suggestions.

What is Manga?

Manga history dates back to 1814 - the Japanese artist Hokusai first used the word to describe his books of 'whimsical sketches'.

Nowadays manga is a Japanese word for comics, but that's putting it too simply. The Japanese comic style is highly distinctive in the way its characters and stories are portrayed.

A big reason for manga's popularity is its universal appeal - there's a type of manga for everyone. Shonen, Shojo, Seinen, Komodo . . . whatever your age, background or interests, there's a manga for you!

Osamu Tezuka can be credited as the artist who 'invented' manga as we now know it - he defined the story telling style and imagery and helped manga to cross geographical and cultural boundaries.

In Japan, manga is mass consumed and represents part of everyday life. It's purchased from newsstands and vending machines and is read by millions.

Manga has had a massive impact outside of Japan - as well as its own growing fan base, it's been a major influence on creative output in the western world. From comics through to films, video games and beyond, manga isn't an art form, it's a phenomenon!

Selecting and Collecting Manga!

Building a manga collection in a public library can be a challenge! The following is a list of things to bear in mind once you've decided your library is ready for a little manga mania:

- There are too many different manga titles for you to collect them all! Try

and pick mainstream series that your reader's will enjoy and avoid niche titles or any with explicit adult themes. Do your research into what hot right now by investigating sales charts and manga fan sites!

- Once you've decided which series look cool enough to collect, do a little more digging to check how long they're likely to run for. Manga fan sites are likely to be a good source of info. Some manga series' go on for dozens of volumes. Make sure you can afford to be committed to the series' you decide to provide.
- Start from the beginning! Most manga comes as long running series'. Most new readers won't give the genre a shot unless they can start from part 1!
- Think about how your going to display your collection and allocate enough space to accommodate what you buy now and the additional volumes you'll need to buy to keep your otaku happy!
- Remember, it doesn't take nearly as long to read a manga volume as it does a novel. Devout readers may rip through your starter collection in no time at all. Make sure you keep it up to date so your customers repeat visit.
- Try and involve regular manga customers in suggesting more titles to add as your collection grows, but make sure you do your own research to ensure you aren't buying niche or explicit titles on their recommendations.

Books about Manga!

Add a little extra buzz to your manga collection with some books about the genre to complement the actual manga you provide! Here are some suggestions!

The Art of Drawing Manga by Ben Krefta (Foulsham, 2003)

This attractive large format book looks great on display shelves. It also gives easy to follow step-by-step instructions that can get pretty much anyone drawing great manga style pictures!

Manga: Sixty Years of Japanese Comics by Paul Gravett (Laurence King, 2004)

This in-depth exploration of manga is great for devout otaku who want to learn more, but the lavish artwork throughout makes this an attractive prospect for the manga-curious too.

The Anime Companion (volumes 1 and 2) by Gilles Poitras (Stone Bridge, 1999/2005)

Part of what appeals to many manga readers and anime viewers is how uniquely Japanese the images and stories are. These books help otaku decipher the cultural references that are predominant in most series and give everyone else a unique insight into why anime and manga appeal so much to so many!

Conventions

This is a (short) list of some of the conventions dealing with Manga that run in the UK. It is a good idea to attend a convention to get an idea of the depth of commitment Manga fans have, also to see what is on offer and make contacts within the Manga-reading community.

Tokonatsu

Tokonatsu is a unique festival within UK Anime in which we all gather to discuss and enjoy Anime and Manga in the great outdoors. At the Tokonatsu UK Anime Festival there are a variety of events including Anime screenings, Workshops, a Quiz, DDR & the always-popular Otaku Royal! There are also some specialist events for those of the Cosplay community not normally seen at a normal UK anime convention. The 2006 event was held at the Ampthill & Woburn District Scout Ground, located in the picturesque Bedfordshire countryside. News for the 2007 event will be on the website soon.

<http://www.tokonatsu.org.uk/>

Mangattack!

Mangattack! Is a one-day convention style fun day (almost like a mini-con) designed to promote the funner side of anime, video games, manga and general Japanese culture! '06 will be the first ever Mangattack! event. Set in Hull, at a central location, there will be many fun events and activities for everyone of all ages to enjoy (they are hoping to have plenty of immature adults ^_^ as well as teens and children) plus cosplaying and a maid café.

Date: Saturday 30th September 2006

Venue: The Central Hall Methodist Church in the busy city centre of Kingston Upon Hull

<http://www.mangattack.co.uk/>

Auchinawa

Auchinawa's dates are the 30th November - 3rd December 2006, set in the Quality Hotel, in the heart of Glasgow.

Auchinawa is a 4 day anime fandom convention based in Glasgow, Scotland. The convention celebrates the diversity of all things

anime fandom encompasses, ranging from Anime and Manga, Japanese music, Gaming, Cosplay, Catgirl culture and a whole host of other things. <http://www.auchinawa.org.uk/>

FuyuCon 2007

The convention is named FuyuCon as it will be running in the crossover of seasons between autumn and winter and the Japanese word for winter is *fuyu*.

The venue for FuyuCon is the Britannia Hotel in Nottingham and is expected to run during the October half term 2007, over the weekend of the 19th to the 21st.

<http://www.fuyucon.org/>

Tomo Dachi

The Tomo Dachi (meaning "friendship" in Japanese) festival is the brainchild of the Derry Anime and Manga Association (DAMA). The first of it's kind in the North West and one of the largest to date in the whole of the UK.

www.tomo-dachi.com/

JapanEx London

This event will be taking place on the 14th & 15th July 2007 at the ExCel Centre in London.

www.japanexlondon.com/

London Expo

This is a general collectors show but has become the biggest event for Anime in London. Sweatdrop, Tokyopop and a number of other Manga organizations are in attendance.

www.londonexpo.com/

National Manga/Anime Organizations

EMAG

www.eastmidsanime.com/

Liverpool Anime Society

A student run anime society based in the University of Liverpool's Guild of Students. We aim to increase awareness of this great form of entertainment and provide a place for regular fans and the uninitiated alike to watch the latest series from Japan and swap news. We also run a variety of other events such as cultural workshops (manga art and cosplay), days out, bar socials, a J-pop disco and the annual charity all-nighter. And just when you thought you couldn't get any more for your three quid membership fee, we'd like to add that we also offer a manga lending library

www.liverpoolanime.tk/

London Anime Club

www.anime.org.uk/aorguk.nsf

Kent ANIMEted

The University of Kent's Anime society. We're one of the University's biggest societies, and we're getting bigger every year!

www.animesoc.org.uk/

Nottingham Anime and Manga Society

NAMSOC the society that brings you everything Japanese and animated from cute manga girls, Giant mecha turtles and large robots to anything-goes martial arts, dark conspiracies and also that weird Puni Puni Poemi.

<http://www.namsoc.org.uk/>

Y.A.T.A

A Leeds based Yorkshire Anime club

www.yata.org.uk/

DAMA

DAMA is the Derry Anime and Manga Association. It is the largest Anime and Manga club Ireland, north and south. It opened its doors to the public in August 2004. DAMA was founded by Daniel Moore. Its President is Colin Palin. DAMA has been a monthly event for 2 years.

DAMA also created DNS - Derry Nihongo (Japanese) Study (every Thursday night), DS - DAMA Social (every 3 months). DAMA also organize TOMO-DACHI.

<http://www.dama-con.com/>

N a n i m e W

North-West England Anime Group

Bringing together fans of Japanese animation, graphic art and pop culture in the North-West of England

www.nanimew.org.uk/

Lancaster University Manga and Anime Society

www.lancaster.affordable-anime.co.uk/

Publishers



TOKYOPOP is hailed as a leading youth-oriented entertainment brand and an innovator of manga creation, with a revolutionary artistic vision that transcends countless platforms. From the introduction of the first-ever extensive manga publishing program in North America, to the development of its manga-originated intellectual properties into film, television and digital entertainment, TOKYOPOP has changed the way teens experience pop culture. The company's global reach has expanded to Europe and Asia, with recent offices opening in the UK and Germany and upcoming partnerships in Australia and China, in addition to its original Los Angeles and Tokyo operations. With millions of fans logging onto www.TOKYOPOP.com, reading its books, and watching its DVDs and television programs, TOKYOPOP's award-winning catalogue of licensed and original properties has made the company a visionary in an ever-growing teen entertainment marketplace.

www.tokyopop.co.uk



Random House's newest imprint was ushered in during August with the launch of 15 manga titles priced at £5.99 each (including the bestselling series xxxHOLiC and Tsubasa by superstar manga creators CLAMP). 45 titles over seven series are to be published by December 2006.

www.tanoshimi.tv



sweatdrop
ORIGINAL UK MANGA STUDIOS



Sweatdrop Studios are a group of over twenty UK-based artists working to create manga-styled comics.

Sweatdrop has been around for three years and has produced over eighty titles, including several anthologies. Their aim is to combine their strengths, knowledge and experience in order to benefit one another mutually, and create a group and platform for themselves to benefit from.

The main focus of the group is on original titles, aiming to produce completely original stories with their own characters and ideas. They hope to develop a market, which recognises the appeal of comics that rely upon the storyline and characters over and above the appeal of the subject matter.

www.sweatdrop.com

Essential Reading



NEO is the UK's only magazine dedicated to the new wave of Asian cult action entertainment. Inside every issue are features, previews and reviews on the latest anime, manga, Asian cult cinema, book, J-Pop music and videogame releases.

You'll also find profiles on the biggest names in the Asian cinema and J-Pop (Japanese Pop) music scenes, as well as exclusive content, manga comic strip previews and amazing competitions that you won't find anywhere else. Their experienced team of journalists work hard to provide you with an entertaining, varied and informative read every four weeks. Because Neo is an independent publication, their unbiased editorial means that you'll always get our honest and informed opinions so you know what DVDs, CDs and books are worth spending your money on.

If you want to know what is current in the Asian Pop culture scene in the UK, Neo is an essential reference to have. All titles reviewed and written about are available in the UK. It will have a wide appeal as it spans

manga, anime, games, movies, Asian culture in general, conventions and events within the UK. As of this month (September) the magazine has been redesigned and is now even better.

I recommend that Neo be stocked in any Library that has a Manga collection and be read by Librarians that would like to learn more about manga and Asian entertainment in general.

www.neomag.co.uk/

Some Manga terms explained:

Shōnen

A Japanese word used in English to refer to anime and manga primarily intended for boys.

Shōjo

A term used in English to refer to manga and anime aimed at a young, female audience.

Seinen

A subset of manga that is generally targeted at an 18 - 30 year old male audience.

Kodomo

A Japanese word that means child. However, to many non-Japanese readers of manga and anime, the word refers to a specific genre intended primarily for children.

Josei

A genre of manga or anime created mostly by women, for late teenage and adult female audiences.

Moé

Anime or manga featuring characters that are extremely perky or cute, for example Little Snow Fairy Sugar.

Starting a Manga Group

With the increasing popularity of Manga as an art form, now is the time to consider starting a Manga fan club within the Public Library Service. It is advisable to have some sort of Manga collection within the Library you aim at housing the group when it meets, and with a number of UK-based publishers producing Manga it is not as expensive as it once was. There has also been an explosion of how-to draw Manga books being published. One of the best being *How to Draw Manga* by Sweatdrop Studios, but there are also many others of varying quality.

Generally it is best to hold a one-off session to determine the public response to a Manga fan group.

If you are fortunate enough to have funding for events it is a good idea to contact

Sweatdrop Studios as a number of their members hold Manga Workshops. You can contact them via their website – www.sweatdrop.com. Emma Vieceli and Sonia Leong run one of the most entertaining and informative workshops I have seen – **highly recommended!**

Tokyopop is also very involved with outreach work and always keen to assist in any way they can; their UK Field Sales Manager is Andrew Whelan and is contactable via e-mail: andrew@tokyopop.com.

Materials

Letraset and Manga have a long history together - their Screen-Tones have been produced in Japan for many years and artists have always used their markers for creating colourful cover art and character designs. As manga keeps growing, they are committed to expanding their product range and helping artists produce wonderful Manga art.

Letraset also produce an amazing A5 leaflet that explains what Manga is and where it comes from, as well as giving a short how-to session and tell you what they produce and how to use it.

If you contact them they will be quite happy to send you a few leaflets to hand out people that come to Manga events.

www.letraset.co.uk

Competition:

Welcome to the first competition run in Teen Librarian Monthly! Sponsored by **Tanoshimi**.

Win one of two sets of Manga titles from **Tanoshimi** by answering these three questions:

Who writes the manga 'Negima'?

Who designed the characters on the Tanoshimi website?

Name any three of the Manga titles Tanoshimi will be releasing this year.

The answers can be found on the Tanoshimi website – www.tanoshimi.tv

The first two subscribers who respond with the correct answers will be sent a selection of Manga titles. Answers must be e-mailed to: editor@teenlibrarian.co.uk with the word competition in the subject line.

Submissions

If anyone would like to submit an article or idea for inclusion in the newsletter, please send it to teenlibraryservice@gmail.com.

Shiho Inada

Fuyumi Oao

Q1. What made you decide to become a Manga artist?

I think that I had always imagined my stories would be told in prose. I used to be full of ideas as a kid and I would fill notepads with the things! I was a big fan of anime and manga, and I used to doodle all the time, but I can honestly say that I had never thought to put the two together. It seemed something totally unachievable. I owe a lot to Sweatdrop. When I was approached and asked whether I had considered turning my Dragon Heir story into a manga, it really made me think - maybe this is possible! Since then I haven't looked back and now have ambitions of seeing my own stories in manga form in a full graphic novel! I want to tell my stories using this beautiful, varied and visual medium..

Q2. How do you get into the heads of your characters?

In many ways, a lot of my characters' aspects are based on elements of myself - so I'm kind of in their heads already I suppose. I sometimes think that it's the other way around: It's THEM who get into MY head! haha^_^ I ask questions, a LOT of questions. I discuss the characters with people close to me and in conversation we find every character hole and fill it...I take the characters apart to the point where I know every detail of their life, motivation, passions and hatreds. I can't really write a story unless I know my characters inside out.

Q3. Do you know instinctively what will appeal to Teens or is it more a hit or miss process?

I wish I did! hahahaha! I think we can all have a good idea of what will work on the whole. However, part of wanting to be a manga ka involves making that decision between writing for the masses or writing for yourself and to tell a story you feel passionate about.

I think I try and stay true to myself and tell stories I care about, but then tweak areas to appeal to fan groups. For example, my characters are nearly always young and (hopefully) appealing...it's shallow, but what's wrong with allowing readers to gush over an attractive character at the same time as telling them a story? ^_~

As a fan, I'd like to see more artists creating what they want to create and not simply what they know will appeal.....but then, we also draw what we want to see. So maybe there's more to it than simply creating for the readers.

Q4. What is the most satisfying part of the writing process for you?

Seeing a finished page! I also enjoy a lot of my inking process these days. I do all of my work digitally now and so my inking process has become a step that combines elements of

pencilling and inking. It's where I add all of my details. In particular, I LOVE inking eyes. ^_^

Q5. Do you ever read the works of other Manga artists? If yes what can you recommend?

Of course! I read as much as I possibly can, whenever I have the time. I strongly recommend a couple of the older works of CLAMP such as X1999 and Cardcaptor Sakura. A wide range of material is essential if you want to get to grips with the manga style - and it's hard to find a starting point. There is a vast amount of reading material available and something to suite every taste. Pick a genre - there will be a manga in it. Recently my two favourites have been Tarot Cafe and Alichino; both stunningly beautiful!

Q6. Are any of your manga based on personal experiences?

One that I have in the works is actually! ^_~ Other than that one, no - not really. At least, not obviously so. Of course certain feelings and emotions are very much taken from myself, but the situations are often different. I hope that makes sense!

Q7. What are you working on at the moment?

I'm working on Hamlet; a manga adaptation for publishers, Metro media. It will be my first full length Graphic novel! It's very hard work, but hopefully will be hugely rewarding.

Q8. Do you ever do Library visits to Teen Reading Groups? If yes, what is the best way to get into contact with your or your agent about it?

I have been involved with and run several workshops and seminars over the last couple of years; both with Sweatdrop and with fellow artist Sonia Leong as individuals. A couple of those have been through libraries and they were a great way of getting in touch with not only kids who are new to the medium, but also the people working there who are having to learn what they can about the industry. I think there is a large responsibility on libraries and schools to get manga right. It is an industry as diverse as literature and film, and deserves to be treated with the same care. Attention must be paid to ratings and content or we will find this wave of manga crashing down around us before it even has a chance to crest!

Q1. What made you decide to become a Manga artist?

I had always written stories, but I wanted to tell them in a visual way. Manga really caught my eye when I was younger, and I was captivated by the style of storytelling and often very beautiful artwork. I started drawing my own stories, people liked them, and it all grew from there.

I joined the leading UK comic-collaborative, Sweatdrop Studios, who are now an independent publisher of manga. This increased my profile a lot, so that I was able to become an illustrator full time.

Q2. How do you get into the heads of your characters?

I put myself into their situation. I first think about how I would act, then I add conditions, which apply to my characters, like "If I didn't have a short temper, how do I act?" and so on. I used to study theatre arts and drama, so the feeling is similar to acting a character in a play. I feel that you can't get into the head of a character unless s/he connects with you in some way, so it's about exploring what you have in common, and understanding what makes them different from you.

Q3. Do you know instinctively what will appeal to Teens or is it more a hit or miss process?

As a reader/collector of manga myself, I know what I would like to see, so I start from there. Ultimately, you have to enjoy what you are creating, or it will lose its soul. Once you have a full outline or plot, you can tweak here and there. It is always important to bounce ideas off others, as you may not realise if you're missing something.

Q4. What is the most satisfying part of the writing process for you?

I like inking! Once you sorted out your script and thumbnails and pencilling, inking is the bit that your readers actually will see, it is what you commit to those lines, which will be printed. It eases off the pressure of having to draw from scratch, or stressing yourself out over page layout, as those bits are already drawn. You get to trace over your pencil, but add subtlety and your own touch to it.

Q5. Do you ever read the works of other Manga artists? If yes what can you recommend?

Read as many different artists' work as possible. Get a broad mix so that you can research and absorb various styles. The works of CLAMP is a good place to start, as they have different styles within their own group.

Q6. Are any of your manga based on personal experiences?

Some are obviously so, others will in a more subtle manner. All of my manga draw from either my actual experiences, or those of friends, or what I would like to imagine doing. My personal series in print with Sweatdrop Studios, "Once Upon a Time", is about life's lessons – things that I wish I had been told when I was younger. Even in my work which may have a sci-fi, fantasy, or historical setting, the characters often have to face challenges similar to those I have encountered.

Q7. What are you working on at the moment?

A manga adaptation of Romeo & Juliet, set in modern day Tokyo between two warring Yakuza families. It will be 200 pages long, and published next January by Self Made Hero/Metromedia UK.

Q8. Do you ever do Library visits to Teen Reading Groups? If yes, what is the best way to get into contact with your or your agent about it?

Yes, I have run several Manga Workshops for children and young adults in libraries as part of their Manga Mania promotions, one of the initiatives of the Reading Agency. I have also had experience with presentations and workshops at various exhibitions with Sweatdrop Studios. Please contact me directly, or contact my group, Sweatdrop Studios.



Contributors: Matthew Imrie & Paul Fisher
With special thanks to Emma Vieceli & Sonia Leong of Sweatdrop Studios for giving up their time to answer the questions.
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