

Symposium

Cool Japan: Creation, Production, and Fabrication of the Cool

Museum Volkenkunde, Leiden, The Netherlands

4 & 5 September 2017

Program

Monday 4 September

Moderator: **Takako Kondo** (Leiden University)

13.30 - 14:00 Registration with coffee and tea

14:00 - 14:15 Opening and welcome address by **Henrietta LIDCHI**, Head of the Curatorial Department, National Museum of World Cultures, on behalf of the Research Center for Material Culture (RCMC)

14:15-14:30 Introduction of the symposium by **Daan KOK** (National Museum of World Cultures)

14:30 - 15:00 **Dr. Noriko HIRAISHI** (University of Tsukuba, Japan)
Japanese Pop-Texts in Global Contexts

15:00 - 15:15 Q & A

15:15 - 15:30 Coffee and tea break

15:30 - 16:00 **Tamar SHAFRIR** (Het Nieuw Instituut, The Netherlands)
Through the Looking Glass and onto Instagram: Mediating Technologies in the Japanese Imaginary

16:00 - 16:30 **Dr. Rossella MENEGAZZO** (University of Milan, Italy)
Japan vs Cool Japan

16:30 - 17:00 Q & A and closing remarks first day



Tuesday 5 September

Moderator: **Takako Kondo** (Leiden University)

- 10:00 - 10:30 Reception with coffee and tea
- 10:30 - 11:00 **Dr. Kyōko KŌMA** (Meiji University, Japan)
“Archaeology of Kawaii(s)”: Representations of kawaii(s) in Japan and France during the Transnational Communication Age
- 11:00 - 11:30 **Dr. Naoya ITŌ** (Hokkaido University, Japan)
Worldwide Popularity of Holographic Idol Hatsune Miku
- 11:30 - 12:00 Q & A
- 12:00 - 13:00 Lunch (provided for presenters only)
- 13:00 - 13:30 **Rik SPANJERS** (University of Amsterdam, The Netherlands)
The Neglect of Japanese Comics in Western Comics Studies
- 13:30 - 14:15 **Sebastian MASUDA** (Japan Cultural Envoy FY2017, Japan)
From Harajuku to the World: Spread of *Kawaii* Culture
- 14:15 - 14:45 Coffee and tea break at the Volkenkunde Museum café (ground floor)
- 14:45 - 15:30 **Johan NEEFJES** (Roughmen, The Netherlands)
Demonstration: Japanese Subculture in Dutch Manga
- 15:30 - 16:15 **Artist collective THREE** (Japan)
Demonstration: Smelting Japanese Pop Culture
- 16:15 - 16:45 Participatory discussion
- 16:45 - 17:00 Closing remarks by **Daan Kok** (National Museum of World Cultures)
- 17:00 - 18:00 Drinks at the Volkenkunde Museum café (ground floor)

The symposium *Cool Japan: Creation, Production, and Fabrication of the Cool* is organized by the Research Center for Material Culture (RCMC) at the National Museum of World Cultures, The Netherlands, in collaboration with Takako Kondo (Leiden University).

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