

The Citi Exhibition

MANGA

Edited by Nicole Rousmaniere
and Ryoko Matsuba



Thames & Hudson

The British
Museum



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Editors

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Accompanies the exhibition at the
British Museum from 23 May to
26 August 2019.

Specification

- 256 pages
- c. 225 illustrations
- 26.0 x 19.0 cm (10¼ x 7½ in.)

All information on this sheet
is provisional and may be
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Manga

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The story of manga, a vibrant form of Japanese narrative art, from its historic roots to its status as a contemporary global graphic phenomenon.

Marketing points

- Covers all aspects of manga, from graphic novels and comics to animation, fashion and gaming.
- Brings to life an art form that is now big business, with a global reach, through games such as Pokemon Go.
- Includes specially commissioned manga art, as well as interviews with prominent contemporary manga artists.
- Written by acknowledged experts, with contributions from artists working in the field.

Description

Translated literally as 'pictures run riot', manga refers to a form of Japanese narrative art that has grown over the centuries to become a global phenomenon. Initially referring to graphic prints, novels and comics, manga has expanded beyond its original forms to include animation, art, fashion and new media such as film and gaming, and has international reach. Immensely popular with people of all ages, manga is big business, with a turnover equivalent to €3 billion in Japan in 2016.

Arranged into six broadly chronological, thematic chapters relating to the concept of graphic power, this book traces the origins of manga, from its beginnings to the present day. Each section opens with an essay, followed by interviews, features and manga selections. Manga characters, in particular the rabbit Mimi-chan, act as guides throughout the book. The first chapter focuses on a practical understanding of manga through reading, drawing and producing. The second explores the power of storytelling. The third examines manga in day-to-day reality as well as within the spirit world. Chapter four looks at manga's role in society, starting with its grass roots and moving on to fandom, education and the future of manga in an uncertain world. The penultimate chapter highlights the works of select manga artists, forming a visual timeline of seminal works. The final chapter examines manga's expanding boundaries, including the avant-garde, media crossover and manga's growing international reach and influence.

Offering a revealing insight into the world of manga, this book will appeal to manga fans and to anyone interested in graphic art, in all its forms.

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Two sponsors' forewords

Foreword by Hartwig Fischer, Director of the British Museum

Foreword by the Director of the National Art Centre, Tokyo

Introduction

1. Understanding Manga through Reading, Drawing and Producing
2. The Power of Storytelling
3. The Power of Seen and Unseen Worlds
4. Manga and Society
5. Motion through Line
6. Expanding Manga's Boundaries

Storyline blurbs

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Very short object titles

Short glossary

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