
MEDIA RELEASE

FOR MORE INFORMATION:

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Mechademia: Conference on Asian Popular Cultures September 26–28, 2014

July 23, 2014—Minneapolis, Minn.— The Minneapolis College of Art and Design (MCAD) presents Mechademia, an internationally recognized three-day conference which explores the global innovations and creative and cultural implications of Japanese anime and manga. The session combines the vibrancy of fan practices, the fashion show, and anime screenings with the presentations and discussions of academic papers, resulting in an enriching and unique experience.

Since its inception in 2001, Mechademia (formerly SGMS) has become a center for discussion of the cultural study, creation, aesthetics, sociology, fascination and wonder of the remarkably broad range of objects and practices that have developed around the global proliferation of Japanese manga and anime. It was also the birthplace of the now internationally praised Mechademia book series published by the University of Minnesota Press.

Over the years, Mechademia participants have gained access to notable experts across a wide range of perspectives, such as Paul Benjamin, Helen McCarthy, Susan Napier, Patrick Drazen, Christopher Bolton, Sharon Kinsella, Masami Toku, Antonia Levi, Brent Allison, Brian Ruh, Marc Hairston, Udon, Trina Robbins, Peter Paik, Crispin Freeman, C.B. Cebulski, Jeremy Ross, Wendy Siuyi Wong, Tim Lehman, Phil Anderson, Ke Jiang, Erik Lervold, Lea Hernandez, Frenchy Lunning, Samantha Rei and Verssen Werks.

Mechademia Details:

What:	Conference on Asian Popular Cultures
Who:	Faculty, Independent Scholars, and Students
Where:	MCAD, 2501 Stevens Avenue, Minneapolis, MN 55404
When:	September 26–28, 2014
Why:	To engages both anime's and manga's creative and cultural implications and practices
Register:	www.mcad.edu/events-fellowships/mechademia/2014-registration

Early Registration Fee Structure:

(All prices go up \$25 after September 1)
Faculty and Independent Scholars, including ZoomRoom Presenters—\$100
Graduate Students—\$75 (\$25 discount)
Undergraduate Students—\$50 (\$50 discount)
ZoomRoom Participant—\$50 (\$50 discount)
All MCAD Students—\$25 (\$75 discount)

Continued

Mechademia

Registration includes entrance to all Mechademia Conference events, including the Full Fashion Panic fashion show, dozens of academic panels on manga and anime, and other events.

If you would like to only attend the Full Fashion Panic fashion show you can purchase individual tickets online for \$15.

ABOUT MECHADEMIA

Mechademia: Conference on Asian Popular Cultures (formerly SchoolGirls and Mobile Suits SGMS) is an internationally recognized three-day conference that explores and celebrates global popular cultures influenced by anime and manga. Through its unique merger of academic and fan concerns, Mechademia engages both anime's and manga's creative and cultural implications and practices.

Like us on Facebook: www.facebook.com/SGMSatMCAD?ref=br_tf

For Mechademia info on the MCAD website: www.mcad.edu/events-fellowships/mechademia

ABOUT THE MINNEAPOLIS COLLEGE OF ART AND DESIGN

MCAD, 2501 Stevens Avenue, Minneapolis, MN 55404

www.mcad.edu

Recognized nationally and internationally for its innovative and interdisciplinary approaches to visual arts education, the Minneapolis College of Art and Design is home to more than 700 students and offers professional certificates, bachelor of fine arts and bachelor of science degrees, and graduate degrees.

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