

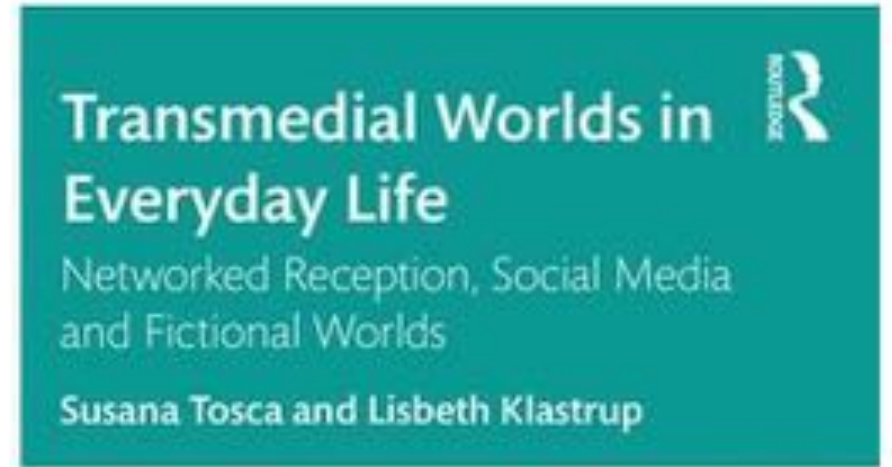
—Kyou—
京—

Transmedial Dreams of Kyoto

Susana Tosca

This talk's plan

- My transmedial approach
- Background for this project: previous work
- Project design
- Timeline and status



Transmedial/ Media mix

2003-...



Real places as
medium?



Focus: transmedial worlds as inhabited and performed

Goals

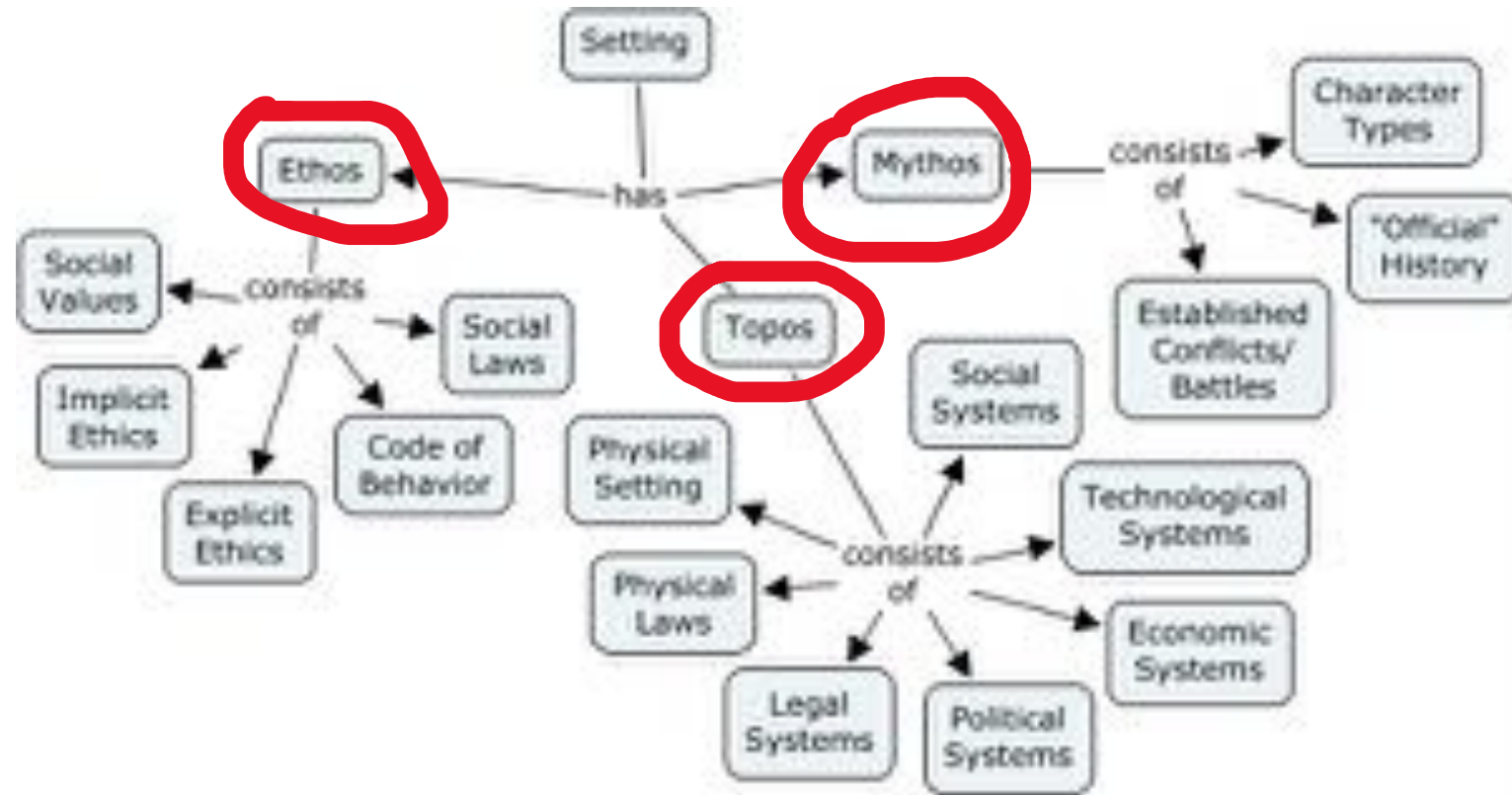
- To develop a theoretical framework and analytical foundation
- How transmedial worlds matter in people's everyday lives

Approach

- Combination of aesthetic and empirical methods
- Cases: Star Wars, LOTRO, World of Warcraft, Game of Thrones, Sherlock Holmes, fairy tales, Japanese media mix...

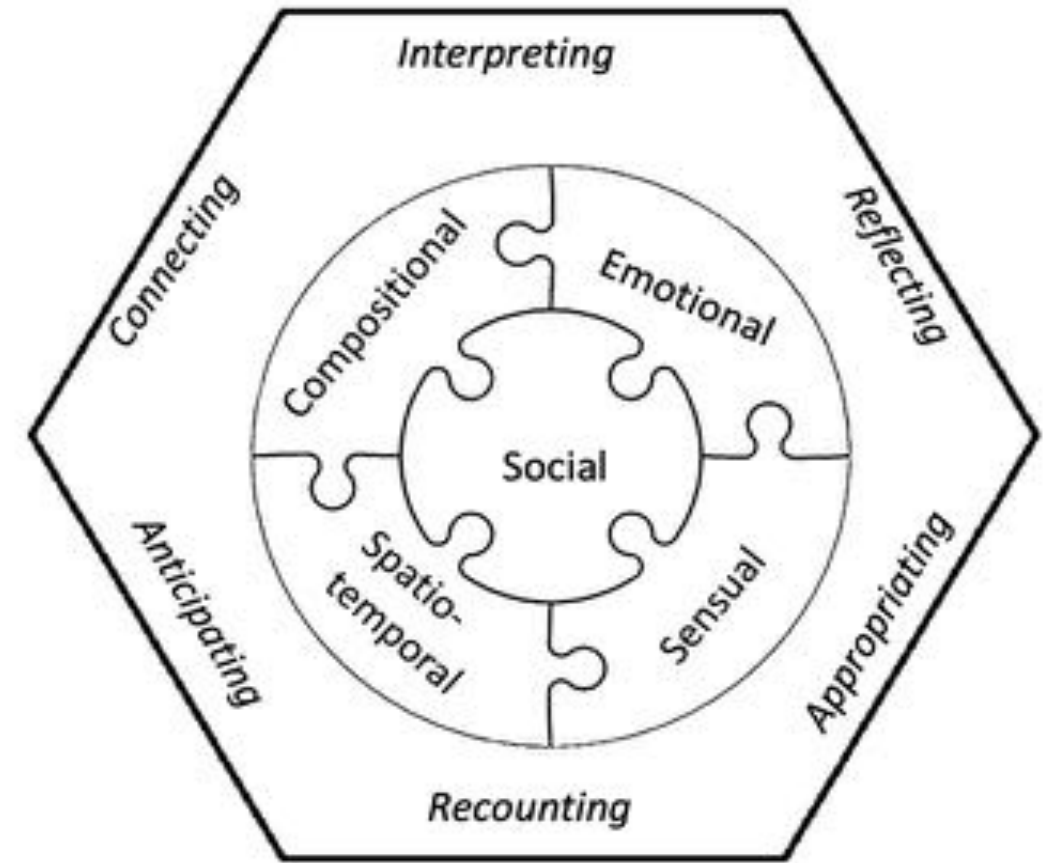
Mediatized user experience

- Networked reception
- Platforms: YouTube, Facebook, Twitter, Instagram, Imgur, Amino...



WORLDNESS

Transmedial experience



Our model, developed from McCarthy & Wright

experiencing more

- adapting
 - platforms
 - senses
 - media
- reproducing
- fleshing out
- communicating



We enjoy experiencing the same stories in a new way, and also have a wish to display them to the world, to give them flesh in different media.

transforming

- changing
- extending
- remixing
- twisting
- reframing
- reinterpreting



Transformations are about reframings and reinterpretations, sometimes intended as homage, sometimes with an ironic twist... or both.

desire 3

inhabiting

DRAGON BALL FighterZ

Community Hub

Tsurugajo castle (Fukushima), cosplay by Takanori Murayoshi



Tsurugajo castle (Fukushima), cosplay by Takanori Murayoshi



DRAGON BALL FighterZ is born from what makes the DRAGON BALL series so loved and famous: endless spectacular fights with its all-powerful fighters.

RECENT REVIEWS: Very Positive (934)
ALL REVIEWS: Very Positive (18,499)

RELEASE DATE: 26 Jan, 2018

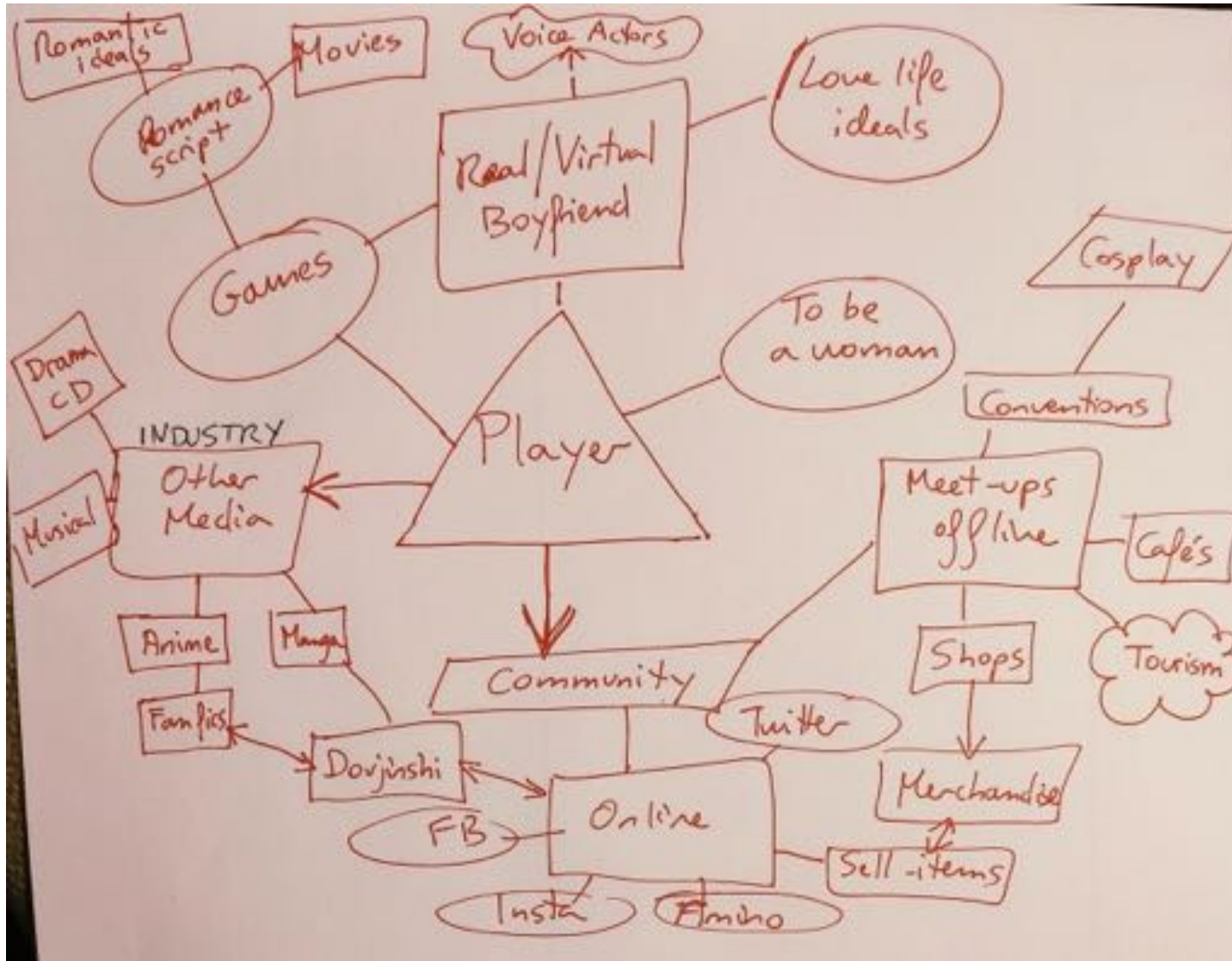
DEVELOPER: Arc System Works
PUBLISHER: BANDAI NAMCO Entertainment

Popular user-defined tags for this product:

Fighting Anime Action 2D Fighter Multiplayer +

Habitable transmedial worlds allow for some reenactment that gives the "user" an experience that is richer than the act of looking. They have to afford some sort of performance that goes beyond aesthetic appreciation

Inspiration behind this project: the complex Otome field site



1. Seek entry points
2. Consider multiple types of network
3. Follow, but also intercept
4. Attend to what is indexed in interviews
5. Incorporate uninhabitable spaces, social imaginaries
6. Know when and where to stop (Burrell)

1. Follow the people
 2. Follow the Thing
 3. Follow the Metaphor
 4. Follow the Plot /Story/ Allegory
 5. Follow the Life / Biography
 6. Follow the Conflict
- (Marcus. "Ethnography in/of the World System")



Place as
Medium



Seimei Shrine – Abe No Seimei



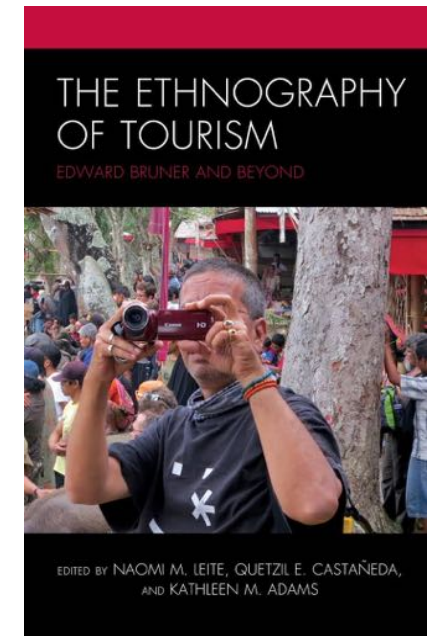


Mediating the Promised Gameland

This lecture will take you on a trip to Japan as the promised gameland, a place of pilgrimage for gamers from all around the world, as seen through the lens of travel videoguides made by amateur commentators. The guides are paratexts that mediate game culture and breed spectacular expectations, promising to transform their audience from outsiders into insiders and assist them in their travels, be their real or imaginary. The lecture will be articulated around Tosca's theoretical framework of transmedial experience and desire, to map how the immaterial pleasures of gaming get materialized into places, objects, bodies and events to be experienced and consumed. Besides building upon previous work in the field of game studies and Japanese popular culture, Tosca will draw on literature from audience and tourism studies, with concepts such as spectacle, ritual, or pilgrimage. Her methods include the analysis of a YouTube video corpus in English, Spanish, French and Danish and its commentary, autoethnographic material from her own fieldwork in Japan, as well as a series of short interviews with non-Japanese game visitors and would-be visitors.

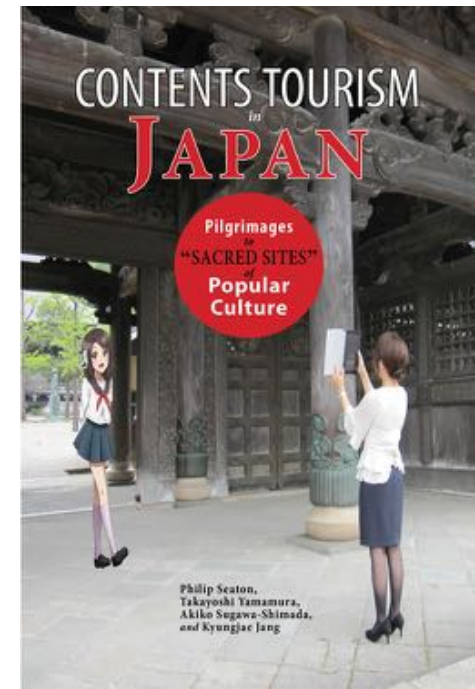
Literature review: tourism

- The transformation of self (Harrison)
- Tourism imaginaries (Salazar)
- The relation to the hosts (Bruner)
- The tension between tourist infrastructure = avoidance of “trodden paths” (Bruner)
- The tourist gaze (Urry)
- Mediatization of tourist gaze (Urry & Larsen)
- The tourist attachment in relation to film-induced tourism (Macioni)
- Videogame induced tourism. Typology of tourists. (Dubois & Gibbs)



Literature review: Japanese media (tourism)

- Kontentsu tourism as pilgrimage. Rich typology. Media providing “meaningful markers” (Beeton)
- Contents tourism relation to “cool Japan” (Yamamura; Seaton & Yamamura)
- The sacred sites (seichi) of Otaku tourism. Building up alternative “small narratives”. Typical behaviour of otaku tourists. (Okamoto)
- Rekijo, pilgrimage and pop spiritualism (Sugawa-Shimada)
- Japanese culture (and space) as playable object (Hutchinson)
- The fantasyscape as an alternative way of engaging with reality (Napier)



The physical tourist

- How committed are you?
 - **Serendipitous:** oops, isn't that the building in that game we played?
 - **General:** we might as well go to Odaiba since we are in Tokyo anyway.
 - “**Specific** tourists are the most driven, self-actualization, pilgrimage, self-identity fantasy and romance are all powerful motivations to travel” (Dubois and Gibbs)
- What do you do?
 - Photos / Offerings / SoMe posting / Merch acquisition / Cosplay / Interaction with locals (Okamoto)

Otaku Tourists in Japan Blissfully Unaware that Locals are Judging Them

February 17, 2016 - News - Tagged: Culture, Fans, Industry, Japan



Satire from





Givemeroom1
New York City, New...

Level 1 Contributor

19 posts

Advice for first-time Japan travel for non-tourist theme?

♡ Save

5 years ago

Hello. Any help would be greatly appreciated.

I'm thinking of traveling to [Japan](#) on late November-early December. I am not sure yet of the duration, but maybe 10-14 days. Nothing is set and a part of the reason is that I have never been to Japan, so I am not sure what/where I should do/go.

While I am not sure what I'd like to do and open to things, there are a few things I do NOT want. Mostly summed up as "touristic" activities. When I travel, even if I have never been to, I generally prefer doing things that I am living there do daily and experience what it is like. I'm even considering to rent a temporary apartment, staying at hotel/hostel, but it may not be the best. Doing so would probably tie me down to a location and prevent me from traveling to different regions. I usually long-term based deals.

For instance, I am just not interested in visiting old stuff such as temples, shrines, castles, etc. I may be open to visit one or two if it is nearby, but I definitely don't want to go out of my way and/or plan my trips around visiting these tourist locations. Nor am I interested in things like staying old style inns with shared onsen or going to Museums. I won't be missing out since these things don't interest me :) I am also not interested in popular tourist locations like [Akihabara](#), so it's not strictly limited to old architectural locations.

Here I am different inside although I am the same as the others outside. In Akihabara, I am different outside but feel an inside connection. So it somehow makes me feel that it is ok to be different, and not to fit anywhere really.

However I am not against all popular tourist locations and as I am interested in food in general, I will probably go to crowded locations for it if needed -although I won't probably stand in lines for an hour, let alone 2-3 hours, though. Probably the only food I will actively avoid is raw fish or anything (animal) raw food. I'd say that trying out food that I haven't in U.S. is one of the main things I would like to be doing.

...known tourist locations might be, just exploring and walking around are good enough for the first

...e going to shared onsen or interested if there is a private one. I'd be on trying if there is a private one for me.

As for the locations, I'm aware that most first visitors go to [Tokyo/Kyoto/Osaka](#). I could follow that, but I know there are other places like [Fukuoka](#), [Sendai](#), [Okinawa](#), [Nagoya](#), etc. In general, I have no idea where I should go. I will start from Tokyo for a few days, but after that, I'm open to suggestions. I won't be eating \$30-40 meals (maybe once or twice, but not likely) nor be staying \$200+/day accommodations. Maybe this will give some idea on the budget. It won't be crazy cheapskate nor luxury.

Thanks.

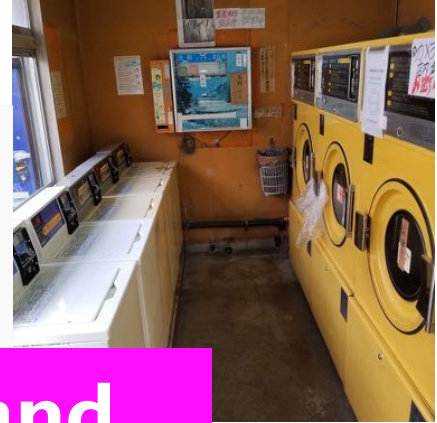
The traveller

“holy shit,



Fiona Wright 1 month ago

Should've gone to the bathhouse to increase your charm



“I dragged my sister to the laundromat and was all jumping around and saying I wished we could wash a load and something magical would happen and she was pissed because of the long trek in the heat and was all: “for God’s sake, it is just a bunch of rusty washing machines!”

YouTube



5:30 / 10:26

Persona 5 Shibuya vs Real Life Shibuya Comparison

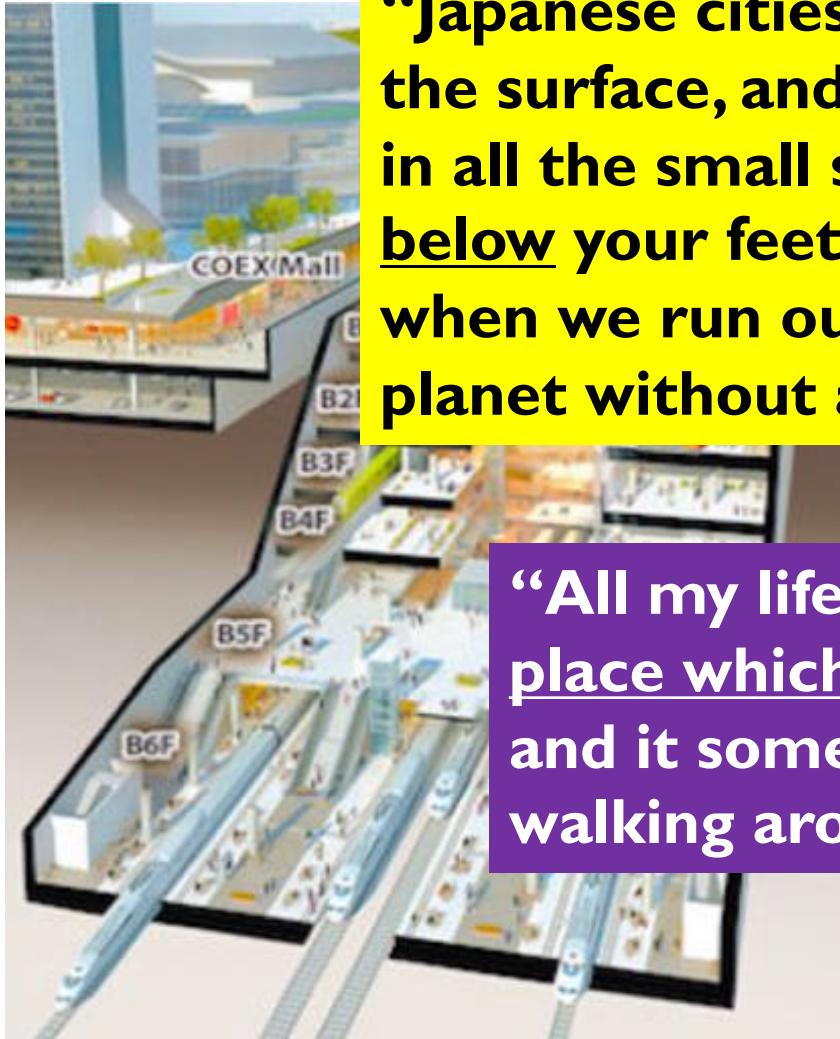


3 LIEUX JAPONAIS QUI ONT INFLUENCÉ POKÉMON, STARFOX & SHENMUE

Making the gameland as you go...



“Japanese cities are like icebergs, you see the street in the surface, and then there are like seven levels above, in all the small shops in the buildings, and seven levels below your feet. I feel like I am looking at the future, when we run out of place on earth, or colonize another planet without a friendly atmosphere.”



“All my life I have been looking for the place which I first glimpsed in Blade Runner, and it sometimes appears when I am walking around in Japan...”



Korean mall plans

Fantasy city, unknown author, Pinterest

A thicker **worldness** made of several layers



Last Name 2 years ago

ive memorized the map of a place ive never been to..



2.9K



REPLY



[Hide 24 replies](#)



Moustapha Tall 2 years ago

You HAVE been to that place. In your dreams, in a virtual reality. That's the magic of video games and why I love them.



8



REPLY

Comment to Shibuya in Persona 5 video (You Tube)



京にても
京なつかしや
ほととぎす

松尾芭蕉
印

*In Kyoto,
hearing the cuckoo,
I long for Kyoto.*

(Trans. J. Hirshfield)

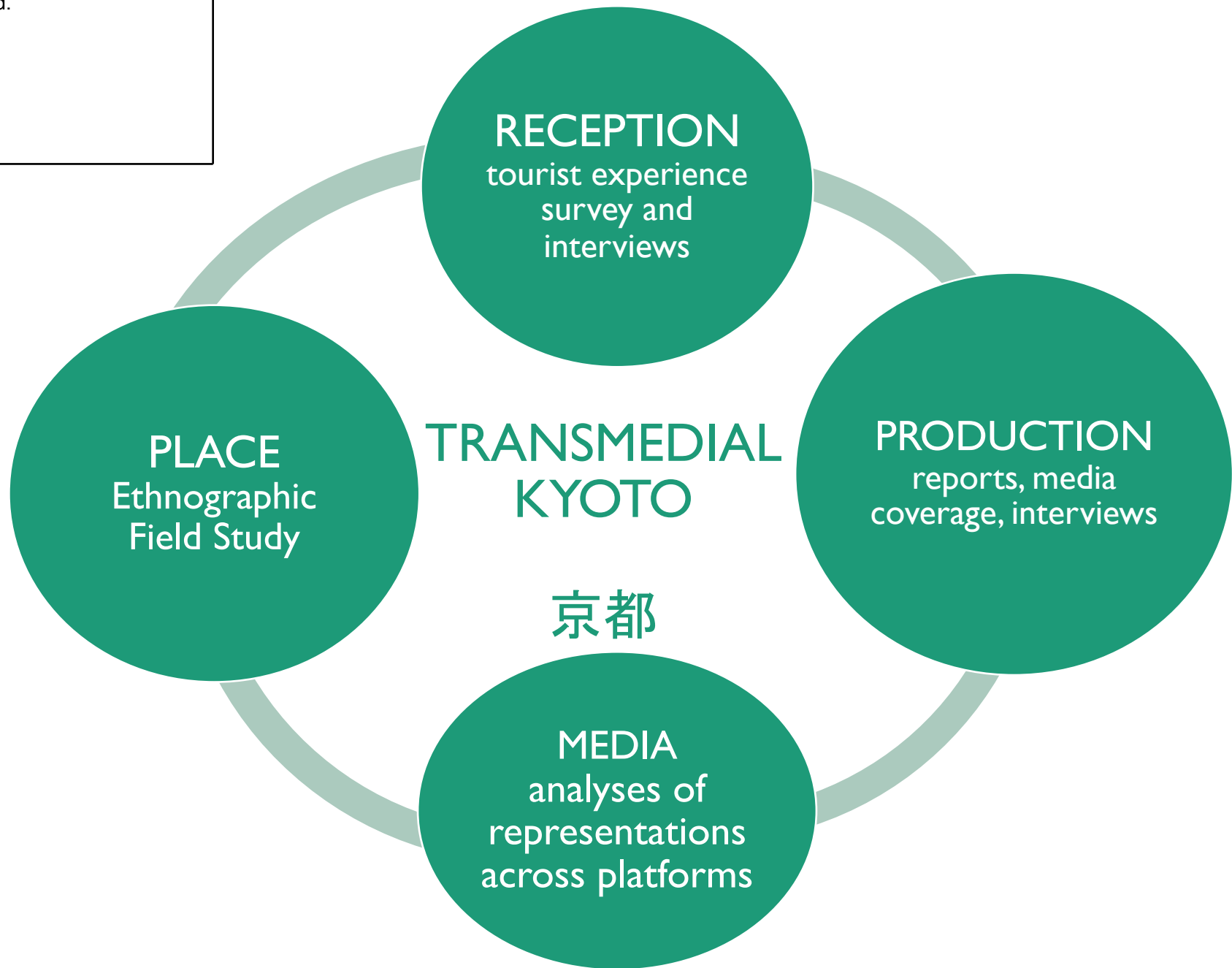
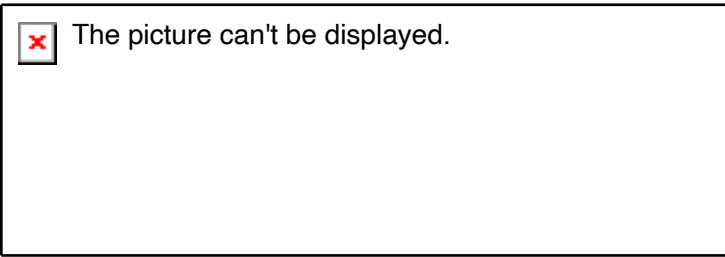
Portrait of Basho, by Ichijun 1700. Cleveland Museum of Art, CC

Transmedial *imaginaries* of place

- Transmedial imaginaries are inspired by the idea of tourism imaginaries as "shared, composite images of a place or people, whether as general types or as particular destinations, held by tourists, would-be tourists, and not-yet tourists as a result of widely circulating imagery and ideas." (Leite, 2014: 264)
- The **main research questions** are: *How are transmedia imaginaries of place constituted? How does a place become a medium in fictional renderings across different media? Which characteristics are preserved and which made up? How do transmedial fictions connect people to places/spaces and in turn, how do people experience place as mediated by transmedial fictions? In*

Transmedial Kyoto







Project plan



Survey



Which of the following statements fits you best?

- I have been to Kyoto once
- I have been to Kyoto several times
- I want to visit Kyoto
- I live or have lived in Kyoto
- Other (please specify)

Do you remember any cultural or media products set in Kyoto or where the city plays an important role either in the present or another time in history? It could be literature, poetry, painting, television, film, manga, anime, games... Please name them and explain.

Can these media memories be a motivation to visit the city or specific locations? How?

How would you best prepare for such a trip?

If you already have been to Kyoto:

Did you visit some specific places in the city or buy something that has to do with your media memories? Please explain which locations, people and items were important to you and why.

Did Kyoto live up to your expectations? Please explain why or why not.

Did you share your experience with others? (someone you travelled with, online communication...)

- Thoughts?
- Questions?
- Literature?
- Media?
- Places?
- People?

よろしくお願いします!

