

# **Power of Cosplay, Anime, Manga, Kawaii-fashion and Idol music of Japan**

Lecture by Former Pop Culture Ambassador of Japan

## **Sakurai Takamasa**

Examining the reasons behind the world's fascination with Japan's anime, manga, fashion and popular music. Exploring possibilities for business and cultural exchange with a speaker known internationally for cultural diplomacy. Featuring lots of visuals from photos to videos.



**Date: August 25, Sunday 12:45 – 13:45**

**Venue: South Building Room 715**

Takamasa Sakurai is a contents media producer, author and Research Professor at Digital Hollywood University in Tokyo. He is a pioneer in using animation and Harajuku fashion to promote Japanese cultural diplomacy. He has been an advisor on pop culture for Japan's Ministry of Foreign Affairs and was once appointed "Kawaii" Ambassador to promote popular culture overseas. (*kawaii* = cute) He has organized lectures and fashions shows in 120 cities across 24 countries. His books include *Sekai Kawaii Kakumei* (World Kawaii Revolution; PHP Shinsho), *Anime Bunka Gaikou* (Anime Culture Diplomacy: Chikuma Shobo) among others. He is a radio personality who also writes for various newspapers, magazines and websites.