



animania[®] FESTIVAL

australia's leading japanese and asian animation,
manga, games and popular culture event

MEDIA RELEASE | ANIMANIA FESTIVAL 2008

Ready yourself - a tide of robots, samurai, pirates, and ninja is coming soon to an east coast capital city near you. **Back for its seventh year**, all systems are go for Animania Festival, Australia's leading anime and manga event! In 2008, Animania will be bringing all kinds of new and exciting things to the east coast, with **five events across Melbourne, Brisbane and Animania's hometown Sydney!**

Animania Festival brings anime fans, of all kinds, together in celebration of the vibrant and diverse world of Japanese popular culture. **The popularity of anime**, the Japanese word for animation (borrowed from French) and its comic book style counterpart, **manga**, **has really snowballed over the past decade in the West**. This is largely in part to SBS and ABC2 showing anime classics such as Cowboy Bebop and Neon Genesis Evangelion and cinemas showing films such as Spirited Away. More and more fans too are driving the popularity of anime and manga through events that focus on this art form. Animania Festival is one such event.

One of the hallmarks of anime is that it's far more than what is typically expected from animation. Rather than being a genre, it is more a style than anything else. **Anime and manga cover a broad range of topics and sub-genres**, from series aimed at children through to adults, and themes ranging from historical Japanese settings to science fiction (Cowboy Bebop) to high school comedies (Azumanga Daioh) and even baking bread (Yakitate! Japan)! With this kind of choice it's easy to see why anime is becoming so popular in Australia. And of course watching anime is a big part of Animania Festival, **but there's a whole lot more to Animania!**

Over the years **Animania has strived to achieve new heights and grow**. It has transformed in its diversity of events, aiming to bring more excitement each year and a greater appreciation of both traditional and popular modern aspects of Japanese culture to Australian fans. And 2008 will be even more spectacular for Animania Festival with **Animania's Cosplay Competition becoming an Official Preliminary Competition of the World Cosplay Summit!**

Cosplay, short for "costume play", is a form of masquerade and a chance for fans to dress up as their most favourite character from anime, manga and even video games. Fans often dedicate months of effort to creating their costumes. **Featuring one of the best Cosplay Competitions in Australia**, Animania Festival has been privileged to see some of the best costumes made by fans and **now will be able to bring their talents onto a global stage for the first time**. Animania Festival 2008 will definitely be special year for both Cosplayer and supporting fans!

Animania Festival fans can also **expect to see the wide range of other events** that the Festival has come to be known for including:

- » The video **games** display as well as competitions for gamers to duke it out in, from Dance Dance Revolution to Mario Kart!
- » Art competitions and displays for a wide range of anime influenced arts.
- » The market area where vendors offer the latest DVD releases, and all manner of anime merchandise including posters, figurines, plushies and a lot more!
- » Community groups such as student-based appreciation societies also join in at to promote and raise funds, while local manga artists can get their work out to the public.
- » Art demonstrations and discussion panels covering many interesting topics about anime and the people who watch it.
- » The tasty Food Fair at the Animania Festival Weekend, where Japanese snacks, drinks and foods are available for visitors to enjoy, such as takoyaki (fried octopus balls), karaage (Japanese fried chicken), green tea pancakes and sushi.
- » And of course, the highlight of the Festival, the now international-level Cosplay Competition!

No matter the kind of fan, hardcore or even the simply curious, there is something for everyone to enjoy at Animania Festival!

Animania Festival will be touring capital cities along the East coast with events on the following dates, **for more information** relating to the specific events, please hop onto our website at animania.net.au.

29 MAR | SYD | CITIGATE CENTRAL 19 APR | MEL | RYDGES MELB 10 MAY | BRI | HOLIDAY INN
23-24 AUG | SYD | AUST. TECH. PARK 20 SEP | BRI | HOLIDAY INN

SYDNEY * MELBOURNE * BRISBANE

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