SUMMARY

Conducting Manga Workshops in Cultural Institutions:
A Report on Activities of the Kyoto International Manga Museum

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In recent years, "workshops" have become prominent in programs offered by many cultural institutions. In some cases, they are even viewed as events equal in importance to special and sponsored exhibitions. One reason for this may be that, as cultural institutions face changing roles and conditions, workshops are increasingly being used as a means to stem the tide of decreasing citizen involvement.

At the same time, in the new millennium, manga and other forms of popular culture have been rediscovered as forms of "soft content" that can survive in today’s highly competitive global economy. And as more museums become independent administrative corporations, manga have come to attract attention as a genre that can have an immediate economic impact.

This report examines the relationship between "manga" and "workshops" as they have emerged against this social background. It is also an attempt to theorize the activities around manga workshops conducted at the Kyoto International Manga Museum. While our main aim is to report on actual achievements to date, we present an overview, concrete examples, and an analysis of the components of manga workshops, and we note issues and discuss the outlook for their future development.