

MEDIA ADVISORY

NEWS FROM THE UNIVERSITY OF TASMANIA

DATE: THURSDAY 6 MARCH 2008

ATTENTION: Chiefs of Staff, News Directors



Anime festival ready to fire at UTAS

Anime fans of all ages are set to gather at the UTAS Sandy Bay campus this weekend for a cartoon-themed festival of fun and fandom.

Anime Island Convention (AI-Con) is a student-organised event featuring costumes, seminars, art classes and competitions based around Japanese Anime cartoons and digital pop-culture. Costumes and fashion will be a highlight of the weekend.

The two-day festival has been held annually at the UTAS Sandy Bay campus since 2006 and attracts visitors from across Tasmania and interstate.

Last year around 300 people attended, with 400 expected this year.

Dr Craig Norris, from the UTAS School of Journalism, has a research focus on anime and will deliver a paper on Sunday entitled *The Tourist, the Witch and the Bakery: Anime comes to Tasmania?*

Dr Norris' paper focuses on the popular internet rumour spread by Japanese tourists that the Village Bakery in Ross was the inspiration for a key location in the popular anime film *Kiki's Delivery Service*.

AI-Con kicks off at midday Saturday in the Stanley Burbury building (off Churchill Avenue Sandy Bay) and runs until 8pm, and on Sunday 9 March from 10am-5pm.

Photo opportunities include:

- **Saturday 8 March, 3pm:** Stanley Burbury Building. Cosplay (costumed-role-play) event, includes displays, costumes and performances inspired by anime film, game and television characters.
- **Sunday, 9 March, 1pm:** Studio Theatre, next to the Stanley Burbury Building. Fruits Fashion competition featuring Tokyo-inspired street wear.

WHAT: AI-Con student-based Anime convention

WHEN: Saturday 8 March (12pm to 8pm) and Sunday 9 March (10am to 5pm)

WHERE: UTAS Sandy Bay Campus, Stanley Burbury Theatre (large red-fronted building next to Administration).

For further information, contact organiser Sophia Peacock on 0419 828 037 or (03) 6234 5640

**Dr Craig Norris will be available for interviews on anime culture after 1pm on Sunday 9 March. His presentation is in the Stanley Burbury building at 12.30pm, Sunday.
Mobile: 0431 912 053**

Information Released by:

**The Media Office, University of Tasmania
Phone: 6226 2124 Mobile: 0417 517 291
Email: Media.Office@utas.edu.au**