



## *Anime-Pop: Contemporary Art and Culture Industry in A Global Age*

Hui Wang  
Heidelberg Center for Transcultural Studies  
Faculty of Philosophy  
Heidelberg University

Primary supervisor: Prof. Dr. Harald Fuess

### *Abstract*

Anime-Pop defines and explores a cultural-economic phenomenon, art genre and artistic practice emerged around the late 1990s and prospered around the globe up till present. The concept combines the entity of anime — a (Japan-originated) term that refers to a visual cultural system, commercial industry and mass popular medium — and Pop — a (west-dominated) art historian terminology that refers to the theoretical, aesthetic and critical constructs and institutional establishment of a fine art movement started in the 1960s. The rising and development of anime-pop reflected transformation of culture production-consumption in both high and low levels based on globalization of media, communication, businesses and markets. An analytical investigation of anime-pop contributes to understanding the reevaluation and commodification of cultural value, its related intangible assets and disruptions under the overall circumstances of digital virtuality and postmodernity. The initiative and influence of the anime-represented popular culture and industry of Japan in the formation and global development of anime-pop poses a challenge from the perspective of non-EuroAmerican experiences, agents and interconnections in an expanded, more tightly connected and multifaceted transcultural framework.



Takashi Murakami  
727-272, 2004  
Offset lithograph  
65.4 × 99.7 cm  
Edition 180/300/300