

Pfff... my kids are completely loony...
and they must think the same about
me... OK... I must go detach my
wife...

thinks the old *salaryman** fond of
*shibari**, about his son *hikikomori** and
his daughter *kawaii**.

Mad in Japan

immerses you in
everything that Japan has more
crazy, through drawings of Stephane Bouillet: from
prints to *manga** including painting, he appropriates and mixes
the japanese artistic styles from different periods to show, with
an offbeat point of view, the generations lost between modernity and
japanese traditions.


It's like this that young people are sometimes qualified by their elders:
lost, in a contemporary Japan where the goals are no longer as evident as
after the Second World War when they need to rebuild everything.
Thus, young generations take their time before being gobbled up by the
Japanese society, contributing through modes like *gyaru** or *kawaii**, all
more crazy than the other one, or at the contrary, containing on themselves as
*hikikomori** or *otaku**.

* You don't understand these words ? Thus immerse yourself in the nippon
madness of yesterday and today... the head first !

If the Japanese society is atypical, the course of *Stephane Bouillet* is
atypical too: after veterinary studies, he exercised 10 years, multiplying the
photographic trips in the remote places of Congo, Cambodia, Bangladesh...
before going back to his first love: indian ink drawing. It's therefore naturally
that he's absorbed by the japanese artistic techniques: from printmaking
*ukiyo-e** to *manga** through the *sumi-e** painting, it's also a trip
through the japanese traditional and modern graphic styles that
Mad in Japan proposes to discover.

Mad

in Japan is a book 100%
made in Japan: images et texts has
been created during an artistic residence in
Japan. Translation, graphic conception et printing had
been realised on site in duo with a japanese graphic designer,
and a japanese editor.



This book has a japanese reading direction
So here is the last page

[glossary/index] group of subjects that *Mad in Japan* will try to explore
(non exhaustif - adaptation on site)

ainu	doll	Karaoke	salaryman	tsunami
Akebono	fugu	kawaii	samurai	the
aphrodisiaque	Fukushima	kimono	sake	Tōkyō
Aokigahara (forest)	futon	Kyōto	sex	ukiyo-e
alimentation	geisha	lolita	shibari	whale
ama	geta	manga	shintoïsme	yakuza
animisme	ghost	Nagasaki	suicide	yamabushi
bath	gyaru	onagadori	sumi-e	yōkais
bouddhism	haikyo	nuclear power	sushi	yukatas
buraku	hikikomori	onsen	sumo	zen
capsule (hotel)	Hiroshima	otaku	tatami	...
	kabuki	red tuna	tatoo	



Japanese soul, in particular by coloring with watercolor, pigments or on computer. *Takashi Murakami* is an artist who knows how to mix brilliantly modernity and traditions in some of its artworks.

Interviews /// Disregard *clichés* of Japan seen from foreign countries, and interfere as closely as possible to the Japanese population to find unexpected, current subjects, in the diverse generations, or with specialists in sociology, history, psychology (in particular for *hikikomori*)...

Archives /// Some images will refer to photos of archives (clothing habits, hairstyles, architecture...), in order to go back in time.

Book /// See the paragraphe “residence in duo”: translation, graphic design, and printing will be 100% made in Japan. ■

Graphic design /// in duo with a Japanese graphic designer, bringing his own graphic style. Likely size B5 (17,6 x 25 cm) close to the manga. Being myself a graphic designer, I could take care of this stage, losing at the same time a specifically Japanese vision of the book, and thus a better catcher concerning the Japanese public.

Printing /// Print the book *in situ*, for a packaging 100 % Japanese, in particular for the choice of the paper among which some are very specific. The book can also be sold with an original print, in limited edition. ■

[In practice]

A daily discipline /// All the images of the book will be created *in situ*, each day, which means at least 30 images per month. This, by taking back the proven concept of my last project *Sasabudi* (Same same but different - 1 year › link).

Multiple Japanese techniques /// Mix as often as possible the Japanese techniques, both traditional (India ink illustration + print) and modern (manga made with feather + graphic design by computer of the book ± colorization); so the shock of generations could be felt as well in the subjects as in the technique used. Meet specialists of these techniques and practice with them. These meetings can also concern calligraphy, researches on the specificity of the Japanese papers... It is also a question of developing my own style by filling it with the traditional and modern

[conception of the book]

› residence in duo

The goal is to create a packaging 100 % Japanese, that means the book *Mad in Japan* literally, following the first period of residence during which I would create the contents 100 % French.

Translation /// Translate texts into Japanese, and adopt the Japanese direction of reading, requiring particularly a conversion of the boards of manga.



The book would be a collection of short texts illustrated by traditional and modern images: print, painting, illustration, manga...
The residence would allow to create the contents of the book, before conceiving it physically during the residence.

[Mad in Japan] /// Lost generation(s)

A Japanese packaging for a French contents on Japan

Mad in Japan is a handling editorial project on the crazy side of Japan (*mad*), designed completely in Japan (images and book: *made in*).

and some images could for example put together a *samurai* et un young and futuristic *gyaru*.

An offbeat reality /// *Mad in Japan* wants to show the gap existing between generations by a vision of author itself offbeat and a little bit crazy (see the cover text, p.2).

Same same but... /// Images, like the cover one of this booklet will play with disparities, but also similar things existing between ages, even if it means making anachronisms or put side by side two portraits of two different periods.

24Hcomic of Angoulême /// at the end of january will take place the 24H comic of Angoulême in France (› link) which will be my 3rd participation: create a comic of 24 pages in 24 hours, with a constraint revealed at the last moment. The idea is to participate from the place of residence, or even organize an event inside this place, with some other authors. These 24 pages will be *a priori* integrated to the book, if ever the result is interesting. This event can be also organized another month in the year.

[images & texts]

› residence

The (relativ) japanese madness /// show the strange and crazy side of the japanese society seen *from inside*, through the conflict of generations, relations between the Japan of yesterday and today. Several young people in loss of marks and in fracture with previous generations, enter in clans all more crazy than others (*gyaru, lolitas, kawaii...*) or, at contrary, will cut any relationship with the real (*hikikomori, otaku, suicide...*). *Mad in Japan* will attempt to illustrate the coexistence between tradition and modernity.

Subjects ± precise /// See the glossary/index p.6: this non exhaustive list will change (and that's the purpose) by my feelings and experiences *in situ*.

The shape /// *Mad in Japan* could be the translation tool between generations which don't understand each other, grouping these generations inside images explained by short texts, improbable dialogues between people separated by the *gap* of modernity. *Mad in Japan* wants also go further than time limits,

MAD IN JAPAN

Lost between tradition and modernity,
generations look for themselves...

by Stéphane Bouillet / Remedact
in residence in Japan



[NB] This notebook aims to be short, incomplete and indistinct, specially in order to let Japan influence me once on site, and if ever Japan wouldn't be already completely the same Japan...



ca (he's been nationalized Japanese before his coronation). So he embodies partially the coexistence between tradition and modernity in contemporary Japan.

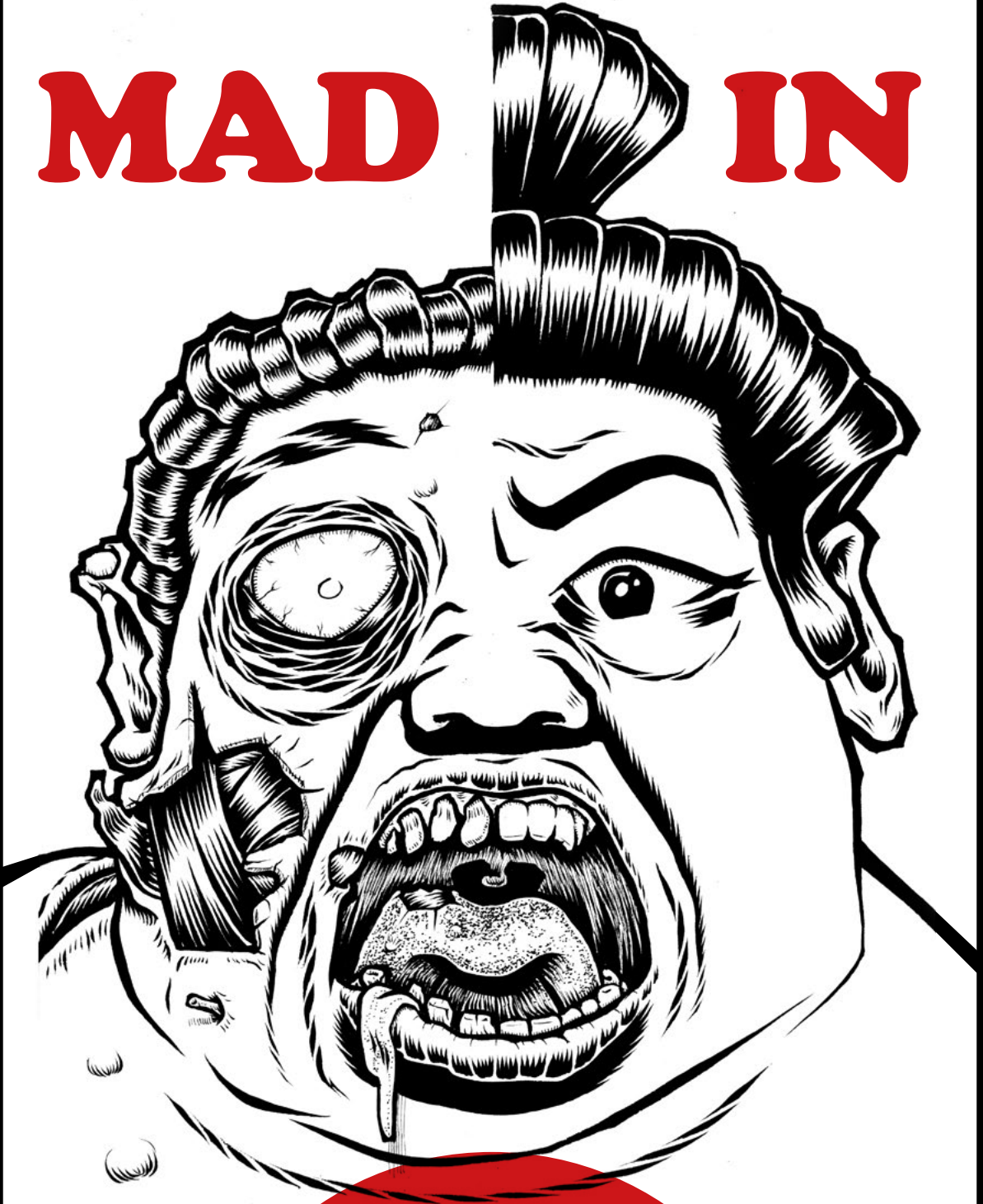
(NB: the drawing of cover will be replaced by a drawing done on site, the subject of which could be quite different).

[cover] Chadwick George Ha'aheo Rowan, more known under his name of *sumo*, *Tarō Akebono*, led a troop of 1000 zombies students through Tokyo for the party of Halloween in 2013.

In 1993, Akebono became the first non-Japanese *sumotori* to reach the rank of *yokozuna* (supreme champion), the highest in the hierarchy of the *sumo*, while he comes from Ameri-

MAD

IN



JAPAN

MoDerN

///

loST gEnerAtiOn(S)

///

TraDitioN