



# Pure Invention: How Japan's Pop Culture Conquered the World

**Matt Alt**

**Wednesday, Nov. 11<sup>th</sup>, 7:00 pm on Zoom**

**P**lease join writer Matt Alt in a discussion of his new book, *Pure Invention: How Japan's Pop Culture Conquered the World*, a cultural detective story and history of modern life told through the lens of Japanese consumer products. Alt tracks down the creators of what he calls "fantasy-delivery devices" that changed us as we consumed them. From toys and gadgets like the karaoke machine and the Walkman to increasingly immersive virtual escapes of anime, video games and anonymous online imageboards, essential inessentials made in Japan profoundly transformed lifestyles and disrupted societies around the globe. They bewitched millions partly because they were well crafted products, but also because advanced nations across the planet have come to resemble Japan demographically, economically, and socially. That's why when Japan's economy crashed in the 1990s, its cultural clout paradoxically soared – and continues to.

Matt Alt is the co-founder of AltJapan Co., Ltd., a Tokyo-based entertainment localization company. With more than twenty years experience working alongside Japanese game, manga, and other content creators, he brings a unique perspective from inside Japan's pop-cultural production machine. The author of numerous books about Japan, his writing has appeared widely in print and online at the New Yorker, Slate, Wired, CNN, BBC, Vice, and more.

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