

Organizer and Chair: **Jacobs, Katrien**, City University of Hong Kong, Hong Kong  
**Animation Fandom and Costume Play as Transnational Queer Performativity**

Panelists will present academic enquiries alongside experimental short films to discuss the gender performativity in the Chinese appropriation of Japanese animation. Animation fans, Cosplayers and doll players are all pursuing a DIY culture of self-display and multiple identities, while some are develop shades of queer or transgender sexuality. Japanese ACG (Animation, Comics and Games) depicting male same-sex relationships attract significant female fandom, but they are often denied as “gay” texts within vying subcultures. Panelists will investigate the creative-artistic and queer aspirations of animation fans and performative subcultures as “safe” cosmopolitan branding versus romantic vanguardism within media industries.