

Toys, Games, and Comics in Asia:  
Adaptation, Convergence, and Challenges  
A Scholarly Conference

December 10-12

Over the last twenty years or so comic books and video games have been adapted in to movies. Novels have been adapted into comic books. Many of these products have been licensed as toys. Indeed two Singaporeans are actively engaged in such adaptations: Sonny Liew is working on a comic book version of Jane Austin's novel *Sense and Sensibility* for Marvel Comics, and Eric Khoo is doing a film adaptation of Yoshihiro Tatsumi comic *A Drifting Life*. Increasing there are convergences between media forms and products. This conference held in conjunction with the Singapore Toys, Games and Comics Convention examines the issues involved in these developments from a scholarly perspective with a focus on Asia. We seek scholarly papers related to on a wide variety of issues (and from a wide number of academic disciplines) connected to Toys, Games and Comics, such as :

- Adaptation
- Branding
- Collectors
- Consumers
- Cross Media platforms
- Cultural Production
- Fans
- History
- Intellectual Property (Copyright, Patents, and Trademark)
- Marketing

Most conference sessions will be for approximately 90 minutes with a maximum of three papers each lasting twenty-minute and discussion time. Proposals for other types of sessions are also welcome.

Paper or session proposals should be sent to Associate Professor Ian Gordon: [hisilg@nus.edu.sg](mailto:hisilg@nus.edu.sg) by September 15, 2010. Paper proposals should be in the form of a 200-500 word abstract of the paper, with name, contact details, and cv of presenter. Session proposals should include this information for three proposed presenters in the session. Organisers of the conference are Ian Gordon and Lim Cheng Tju.

The conference will be held in the Suntec City Convention Centre in downtown Singapore. All paper presenters will be registered for the Singapore Toys, Games and Comics Convention as professionals and receive free entry to the exhibition area.

The Singapore Toy, Games & Comic Convention (STGCC) is proudly brought to you by Reed Exhibitions – the world's largest event organizer and the creators of New York Comic Con (NYCC) and the Chicago Comic & Entertainment Expo (C2E2).

This CFP can also be found here: <http://courses.nus.edu.sg/course/hisilg/STGCC%20conference%20CFPs.pdf>