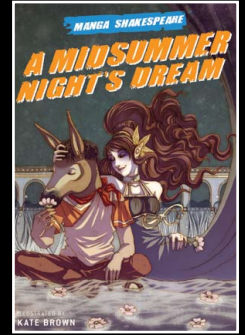
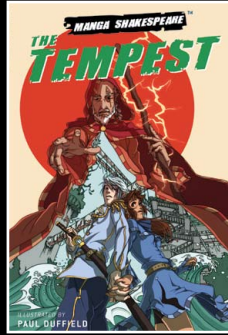
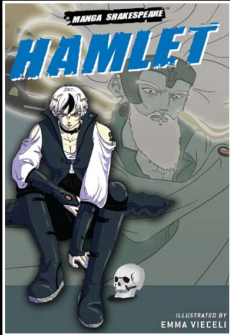




## MANGA SHAKESPEARE™ SERIES IS LAUNCHED



**Manga Shakespeare mania is about to hit the Peninsula when five titles in the new Manga Shakespeare series become available from British publisher SelfMadeHero. The books have received critical acclaim from British, American and Japanese press recently, where they are seen as an interpretation of Shakespeare for a new generation. Using vivid Japanese style manga illustrations, the books feature adapted but original Shakespeare text. With illustrations by young emerging manga artists, the books are highly attractive to school and university students.**

The director of SelfMadeHero is young British publisher, Emma Hayley who has been establishing a name for herself in London's publishing scene. She was a finalist for the British Council and London Book Fair UK Young Publisher of the Year 2007 award, reflecting her energy and the adventurous spirit with which she approaches book publishing. Emma Hayley said: *'It's wonderful to be launching the Manga Shakespeare books in South East Asia. Shakespeare is universal; as we can see from the success of the Indian film Maqbool – which set Macbeth in Mumbai. The Manga Shakespeare books take risks in changing the settings. For example, 'Romeo and Juliet' is set in Tokyo – among warring Yakuza families'*. Emma was inspired to commission the books after she saw Baz Luhrmann's Hollywood movie Romeo and Juliet,

which captivated its audience while using the original Shakespeare text. The Manga Shakespeare books have been admired in Japan where they are seen as credible and inspirational. Illustrations by the young British Manga artists involved have been collected by the Kyoto National Manga Museum.

The Manga Shakespeare books will be supported by an educational programme which combines the latest educational technology with the narrative energy of manga, mixing visuals with Shakespeare's texts. Working with interactive whiteboard manufacturers Promethean, and supported by Letraset and Wacom, SelfMadeHero is producing a truly multimedia educational experience for students studying Shakespeare.

SelfMadeHero director Emma Hayley and artist Paul Duffield illustrator of *The Tempest* are visiting Malaysia and Singapore to attend seminars and run workshops with schools at the invitation of the British Council.

The Manga Shakespeare books now available are:

- Romeo and Juliet**
- Hamlet**
- Richard III**
- The Tempest**
- A Midsummer Night's Dream**

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