

With love from Pakistan: Colorful tales of Japan

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Japan has a culture, which for decades has been known to attractively fascinate mankind towards color and creativity. Recently, Pakistani youth have caught on to the growing trend of JAPANESE POP CULTURE.

Japanese pop culture is a form of representing art through different platforms and a medium of pursuing your passion. The recent platforms can be seen in the form of Cosplay (costume) and Manga (comics).

Cosplay derived from the word costume and play (acting) revolves around typically impersonating the anime characters and embracing their aura in an elaborative way.

Manga is widely linked to the Japanese animation that has evolved with time and expanded its domain from children to adults as well.



Pakistani cosplayers taking part in the cosplay event which took place in 2015

Two Pakistani groups named “Metal Seinen” and “Shonen Infinity” have embarked on a journey of actively participating in the advancement of the Japanese culture in Karachi.

Metal Seinen originally established in 2006 is an organization of a group of creative Pakistani youth who initiated a means of expressing and demonstrating their common interests regarding Japan.

Whereas the second group Shonen Infinity founded in 2015 is a group of Pakistani youth that aspires to practice their passion of Japanese Culture.



In 2015, a member of Shonen Infinity cosplayed as Princess Kaguya from “The Tale of the Princess Kaguya” in a Japanese film festival event

Recently, an interview was conducted by the Japan information culture center where Syed Shoaib Ali Communications Manager of Metal Seinen described cosplay and manga as being a forum to revitalize hidden talents. Mir Balach Rassol President and Founder of Shonen Infinity expressed his views over what people fail to apprehend is that manga is not simply a means of entertainment but instead

“It gave me life lessons and the best message it gave me was of how to value friendship in life”

In an attempt to engross the residents of Pakistan into the Japanese culture, Metal Seinen collaborated the Pakistani lifestyle with the Japanese pop culture through their “cosplay in Pakistan photo contest” conducted in 2016. The Pakistani youth were motivated to combine the daily norms and settings of their country and bring a local touch to the cosplay. One of the participants rode the rickshaw in the attire of the character she had dressed up as and embraced the Japanese culture through this. Winners were awarded with prizes and recognition that further sparked their interest for it.

All the cosplay outfits are self-financed by the members of the groups and some even go as far as sewing their own costumes.

Mr. Balach commented “Cosplay has no age limit, it can be adopted by anyone and can be practiced by whoever feels like it” and that’s how the name Shonen Infinity which signifies to be Young Forever was formulated. The group was inspired by the event Dekho Japan Week conducted by the Consulate General of Japan in Karachi in 2013. The event showcased the vibrant culture of Japan and since then they have been participating in various events to promote the culture.



**A female cosplayer was dressed as “Edward Elric (fullmetal Alchemist Series) for the “Cosplay in Pakistan photo contest” Conducted in 2016 and was seen driving a Rikshaw in this attire.
Photo credits: Noor Butt**

To further make the stance of Metal Seinen clearer, Mr. Ali highlighted some of their upcoming projects inclusive of Project Daemon and Project Venus which has proved to be a stepping stone for their organization. Both projects aim to provide visual novel experience and crafting their artistic manga talent through social media for it to be widely available. While Project Daemon has been launched on Google Play Store, other projects are currently in the development stage.



Project Daemon; visual novel can be installed from Google Play Store which was introduced by Metal Seinen in 2016
https://play.google.com/store/apps/details?id=com.gmail.hellbolt.saad.Daemon_NE
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As Mr. Ali described “The derivation of the name suggests the group to be Metal which signifies rigid but malleable with a drive for passion and Seinen as Young Man who would evolve with the surroundings”. This group aims to live up to its name and continue to mold according to the various flavors the Japanese culture has to offer.

(Approved by Jun Ikeda, at Consulate General of Japan in Karachi)