



Tokyo Geek's Guide: Manga, Anime, Gaming, Cosplay, Toys, Idols & More - The Ultimate Guide to Japan's Otaku Culture

By Gianni Simone

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Tokyo Geek's Guide: Manga, Anime, Gaming, Cosplay, Toys, Idols & More - The Ultimate Guide to Japan's Otaku Culture By Gianni Simone

Tokyo is ground zero for Japan's popular "geek" or *otaku* culture—a phenomenon that has now swept across the globe.

This is the most comprehensive Japan travel guide ever produced which features Tokyo's geeky underworld. It provides a comprehensive run-down on each major Tokyo district where geeks congregate, shop, play and hang out—from hi-tech Akihabara and trendy Harajuku to newer and lesser-known haunts like chic Shimo-Kita and working-class Ikebukuro.

Dozens of iconic shops, restaurants, cafes and clubs in each area are described in loving detail with precise directions to get to each location. Maps, URLs, opening hours and over 400 fascinating color photographs bring you around Tokyo on an unforgettable trip to the centers of Japanese manga, anime and geek culture. Interviews with local otaku experts and people on the street let you see the world from their perspective and provide insights on what is currently happening in Tokyo now (which will eventually impact the rest of the world)!

Japan's geek culture, in its myriad forms is more popular today than ever before—with Japanese manga filling every bookstore; anime cartoons on TV; and transformer toys and video games like Pokemon Go played by tens of millions of people. Swarms of visitors come to Tokyo each year on a personal quest to soak in all the otaku-related sights and enjoy Japanese manga, anime, gaming and idol culture at its very source. This is the book they have to get!

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- Rank: #146572 in Books
- Published on: 2017-07-11
- Released on: 2017-07-11
- Original language: English
- Dimensions: 10.00" h x .2" w x 7.50" l,
- Binding: Paperback
- 144 pages

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Editorial Review

Review

"*Tokyo Geek's Guide* is highly recommended both for first-time visitors and lifers alike. Simone, a correspondent for *Vogue Italia* and contributor to *The Japan Times* not only exploits his deep knowledge of Tokyo, but has a knack for explaining why you should care." —*Japan Daily*

"*Tokyo Geek's Guide* is a book that can be enjoyed by all kinds of people. Fans of Japanese culture will benefit from the guide for its images and relevant information even if they're not planning to visit the country...the book is also quite hard to put down." —*The Daily Fandom*

"*Tokyo Geek's Guide* by Gianni Simone is a resource for exploring manga, anime, gaming, cosplay, and more." —*Publishers Weekly*

"If you want to see Tokyo through a snazzy set of new glasses, or you're a Japan pop culture geek in Tokyo wondering what you might be missing, this book is a must-have — for your bag, not your shelf." —*Japan Visitor*

"The local knowledge accumulated over time by the author allows the reader to follow him with complete trust into the labyrinth of Tokyo's neighbourhoods where it's easy to get lost if you're not familiar with the area" —*Zoom Japan Magazine*

"The book is filled with pictures which help to capture the experience for those that have not been to Japan, and they do a very good job. Even though it's been almost 20 years since I've been those pictures instantly brought back memories of seeing the shops and the women dressed up in anime-inspired outfits trying to get you into the stores. Overall, a very well-laid out book for those anime fans who will be traveling to Japan." —*Absolute Anime blog*

"...within the pages of *Tokyo Geek's Guide*, you'll find the experience of a Japanese travelling expert. With games like Yakuza and Persona 5 getting so many people interested in Japan as a location and not just a place with interesting exports, the book couldn't come at a better time." —*Game Sprev blog*

"*Tokyo Geek's Guide*, out this month, includes everything you need to know to navigate the spaces and places of otaku life. A must-buy for anyone interested in otaku trends or Japanese culture, *Tokyo Geek's Guide* is practical, readable and pop-culturally insightful, for geeks and nongeeks alike." —*The Japan Times*

About the Author

Gianni Simone is the Japan correspondent for *Vogue Italia* and a regular contributor to *The Japan Times*. His writings have also appeared on *Flash Art* and *CNN Travel* websites and in *Zoom Japon* and *San Francisco Arts Quarterly* magazines. Simone has lived in Japan for almost 25 years and he resides in Yokohama with his wife and two sons.

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