

THE MANGA TAROT

SELENA LIN

Manga is cool. And here to stay. Selena is a leading manga artist, and this is her first shojo (young girl's) manga deck. Her comic-book art style perfectly suits the teen characters in the major and court cards, creating a deck that will have huge appeal among teen manga fans.

SELLING POINTS

- Manga mania is sweeping the world
- Full deck of 78 cards
- Selena Lin is an established manga artist

SPECIFICATION

Box: 145 x 145 x 70 mm (5¾ x 5¾ x 2¾ in)

Book: 135 x 135 mm (5¼ x 5¼ in)

64 pages printed 1/1

Approx 13,500 words

Cards: 78 cards, 122 x 56 mm (4¾ x 2¼ in) printed 4/1

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OUTLINE

The manga phenomenon continues its unprecedented growth on both sides of the Atlantic. The stylized graphic-novel or comic-book art is now used to illustrate a wide range of subjects from science fiction and horror to comedy and romance, and it's easy to see why. The style is immediately appealing to a readership used to the fast action and drama of computer games, and the wide-eyed characters express a wide range of emotions with fewer words, a combination that attracts shy readers to the genre.

And, anime – animated-film versions of manga stories – has contributed to the trend so that the manga experience has now reached a hip, cult status among young people who consider it their own. Manga is the 'new rock 'n' roll'.

Shojo manga is designed to appeal to young (13–16 year old) girls, and as tarot is already a firm favourite with female readers, THE MANGA TAROT is guaranteed an enthusiastic reception. Selena Lin is one of the world's leading manga artists. She is based in Taiwan and her work is published in romantic comic books, magazines and calendars that enjoy enormous popularity among her young audience, both at home and, increasingly, through international markets.

THE MANGA TAROT comprises a full deck of 78 cards, made up of the conventional 22 Major Arcana cards, and the four suits of Swords, Cups, Pentacles and Wands, each with illustrated pip cards (from Ace to Ten), plus four character Court cards.

There is also an accompanying book by Gilly Smith, a writer and mother of two teenage children, that offers a brief background to the tarot, how to prepare for reading the cards, how to select cards for a reading, and how to consult them. Layouts are presented that cater for the kind of questions and issues that are likely to be posed by teenage girls:

How can I make this boy interested in me?

What does the boy I fancy think of me?

Does he/she like me?

How will I do in my next exam?

How can I improve my exam results?

Will it make a difference whether or not I go to the library today?

How can I get on better with my parents?

A commentary suitable for a teenage-girl readership is offered for each card, along with interpretations for Upright and Reversed positions.

THE MARKET

Manga is huge, and growing. In Japan, manga accounts for 40 per cent of all titles and experts estimate that manga sales in the US reached \$120m in 2004. In the UK, publishers, distributors and retailers report that turnover has increased by more than 100 per cent in the past year and predict that sales will rocket in 2005. 'Manga Mania' is a large-scale library promotion campaign launched by the UK's Reading Agency to target 13–16 year olds who don't see themselves as book readers. Given the success of the genre, and the increasing popularity of the MBS/self-help category among younger female readers, THE MANGA TAROT should be in big demand.

CONTENTS

- 1. What is Tarot?
- 2. How to Prepare to use the Cards
- 3. Different Layouts for Different Situations
- 4. The Major Cards
 - 0 The Fool
 - 1 The Magician
 - 2 The High Priestess
 - 3 The Empress
 - 4 The Emperor
 - 5 The Hierophant
 - 6 The Lovers
 - 7 The Chariot
 - 8 Strength
 - 9 The Hermit
 - 10 Wheel of Fortune
 - 11 Justice
 - 12 The Hanged Man
 - 13 Death
 - 14 Temperance
 - 15 The Devil
 - 16 The Tower
 - 17 The Star
 - 18 The Moon
 - 19 The Sun
 - 20 Judgement
 - 21 The World
- 5. The Minor Cards
 - SWORDS Ace–10, Page, Knight, Queen, King
 - CUPS Ace–10, Page, Knight, Queen, King
 - PENTACLES Ace–10, Page, Knight, Queen, King
 - WANDS Ace–10, Page, Knight, Queen, King

ABOUT THE ARTIST

ACKNOWLEDGEMENTS

THE ARTIST

Selena Lin’s cute shoji manga style has established her reputation in Taiwan as a leading artist of the genre. Her work illustrates romantic comic books, colouring books, magazines and calendars. Her tarot is already a bestseller in her home country.

THE AUTHOR

Gilly Smith is a journalist and broadcaster whose interests include food and travel, and foodie biographies. She is author of *Nigella Lawson: A Biography*, and is currently writing a biography on Jamie Oliver and his effect on food culture in Britain. Gilly Smith is also attracted to ancient wisdom for teenage girls, inspired by her own children, and plans more titles in this area. Visit www.gillysmith.com.

Synopsis prepared
6 February 2006