

FANTASY ORGANIZATION AND GENDER

Investigating Bodies-Spaces in a
Hong Kong Maid Cafe

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ABSTRACT

Maid Cafés are inventions of Japanese A.C.G. subculture. Along with the global popularity of Japanese A.C.G. subculture, maid cafés started to emerge in places outside Japan, such as cities in East Asia, Southeast Asia, the US, and Europe. This book is based on an ethnographic research conducted in a maid café in Hong Kong. It explores the dynamics of body and space in everyday life in this café, and it construes the relationship between bodies-spaces and the constructions of subcultural fantasy, interactive service organizations and gender.

During the eleven weeks of field study, the researcher worked as a maid in this café and collected data from participant observation and in-depth interviews with a strong focus on people's everyday practices and experiences related to the maid café. By analyzing the bodies-spaces dynamics in relation to the construction of fantasy, organization and gender, the study found that bodies and spaces of this maid café are not only engaged in constant (re)construction of each other, but they also (re)construct each other in accord with the production of A.C.G. fantasy, interactive service organization, and the matrix of gender, gender relationship, and sexuality.