

## RECREATIONAL SHAKESPEARE

**Arc Humanities Press** (Arc) operates as a specialist imprint, with a focus on premodern studies, in partnership with **Amsterdam University Press** (AUP). It was established as the publishing arm of the learned society for medieval studies worldwide [CARMEN Worldwide Medieval Network](#), and comprises a dozen acquisitions and publishing experts from around the world. In partnering with AUP, Arc offers all the advantages of continental Europe's largest university press, including worldwide distribution, whilst offering authors the benefits of dealing with a highly motivated team of medieval and early modern specialists.

The **Recreational Shakespeare** series seeks to define the ways our understanding of and responses to Shakespeare's work have undergone important transformations in the past and in our postmodern, digital age. Recreational Shakespeare examines contemporary forms of media performance—radio, graphic novels, “fan fiction,” loose novelistic adaptations, blogs, horror movies, internet parodies, YouTube memes, avant-garde internet podcasts, and more—to discover how these iterations refresh and revitalize Shakespeare.

Recreational Shakespeare addresses questions such as: what kinds of new stories can users generate from the Shakespearean text? How much meaning do these re-creations bear without becoming overly heavy, eccentric, or sentimental and what new meanings appear when old texts are renewed through modern minds? Where exactly do we find the intersection of “Shakespeare” and “popular” culture, and how can these intersections change our already complex orientation towards authorship, adaptation, and appropriation? New Shakespeare works are often used recreationally, consumed for fun during leisure time. What can we determine about recreational consumers? What makes artifacts fun, illuminating, and sometimes even collectable? What are the characteristics of a Shakespeare fan? When is recreated Shakespeare a mere recreation and when is it something more traditionally “respectable”? At what points and under what conditions do all of these taxonomies break down?

**Keywords:** Shakespeare, new visions, authorship, creativity, graphic novels, comics, cinema, new media

### Proposals Welcome

The series welcomes “minigraphs” of 45,000 to 60,000 words.

### Further Information

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