

Ephemeral

by Twané



Ephemeral

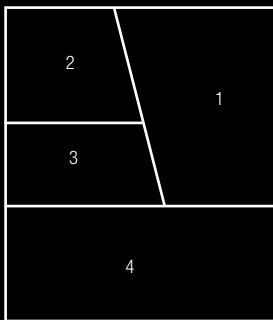
by Twané

with the kind collaboration of Prof. Philippe Moati

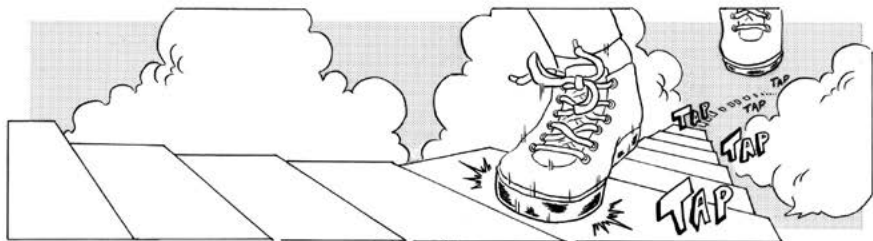
WARNING!

This book is printed in the Japanese reading direction:
from right to left.

Follow the box guide.



Enjoy!



ANNOUNCEMENT 

YOUR ACTIVITY WILL RESUME
AFTER THIS COMMERCIAL

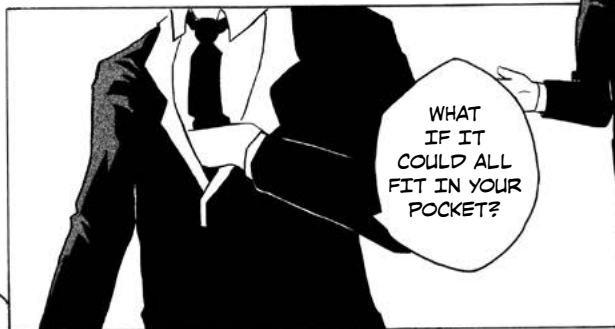




HAVEN'T
YOU EVER
DREAMED
OF BEING
ALMIGHTY?

RAPIDITY...

MEMORY,
QUALITY
?



WHAT
IF IT
COULD ALL
FIT IN YOUR
POCKET?



**NEXT-
PHONE 3:**
THE BEST OF
TECHNOLOGY
AND INNOVA-
TION!



0:05

NEXT-
PHONE 3:
EXCEL-
LENCE IS
PRICE-
LESS!



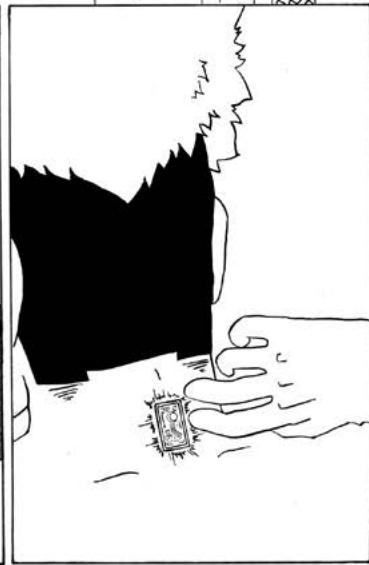
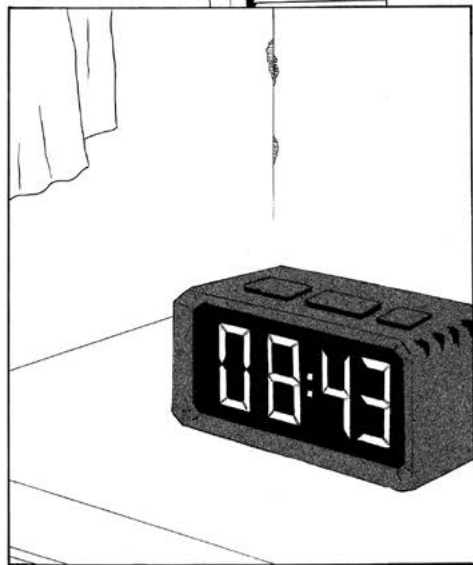
THANK YOU
FOR YOUR
PATIENCE. YOU
CAN NOW GO
ON WITH YOUR
DREAM.



WHAT
ARE YOU
WAITING FOR!
GET WHAT
YOU ALWAYS
DREAMED OF!
ON SALE
SOON!



A DREAM?



My name is Kravin.

SKRRG

And I'm one of the people who owns a dream chip.

WHERE ARE YOU?

ON MY WAY!

A chip that broadcasts commercials in dreams in exchange for a few advantages, so...

SKRRG

TCH
TCH
TCH



...YOUR DETECTOR
MAY DETECT
SOMETHING BECAUSE
OF MY CHIP.

HUM... ANOTHER
ONE TODAY



GO AHEAD,
YOU CAN
GO, DON'T
WORRY.



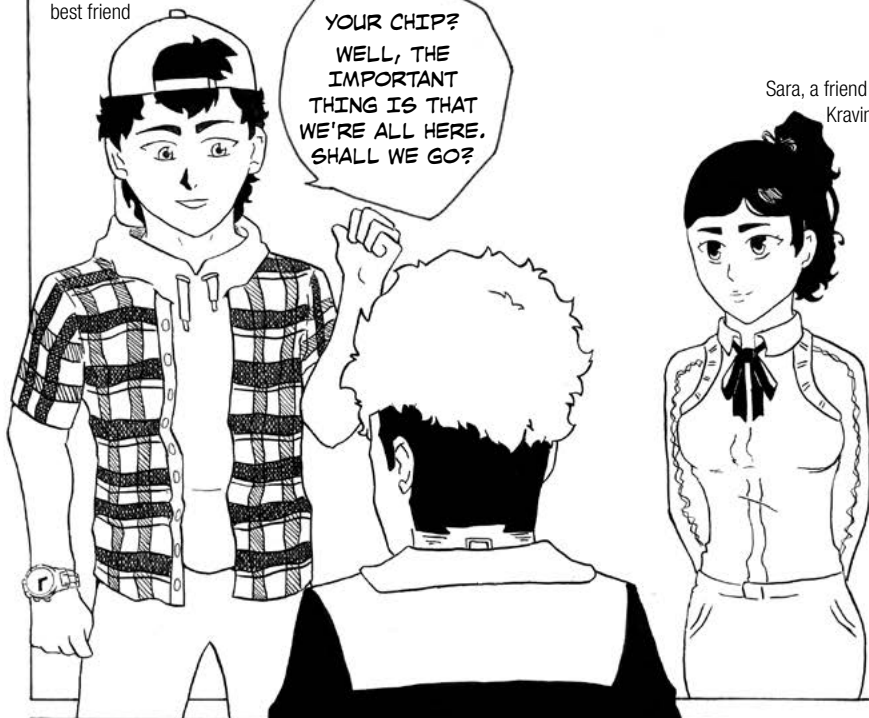
I GOT
HELD UP
BY THE
SECURITY
GUARD.

AH, THERE
YOU ARE AT
LAST! TOOK
YOU LONG
ENOUGH.

Basile, Kravin's
best friend

YOUR CHIP?
WELL, THE
IMPORTANT
THING IS THAT
WE'RE ALL HERE.
SHALL WE GO?

Sara, a friend of
Kravin's



COME ON,
THERE'S
LOTS OF
DISCOUNTS
OVER
THERE.



?





WELL,
WHAT'S ALL
THIS?

- FULL HD
4K CAMERA
- PHOTO
CAPTURE
- 1 MONTH
OF ONLINE
CINEMA
COURSES

-30% COMPATIBLE
DREAM PRICE

WHAT ARE
YOU DOING,
ARE YOU
COMING
?

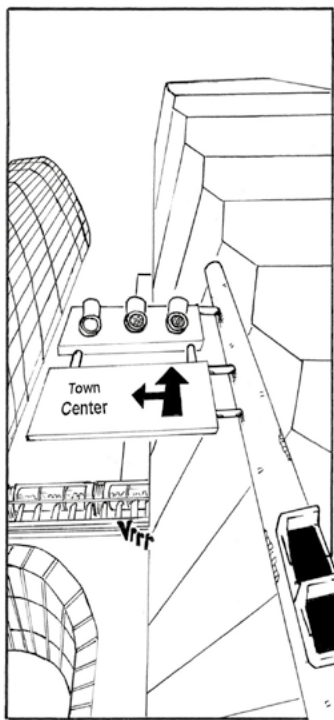
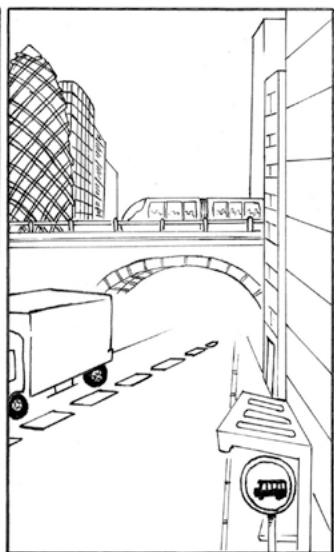
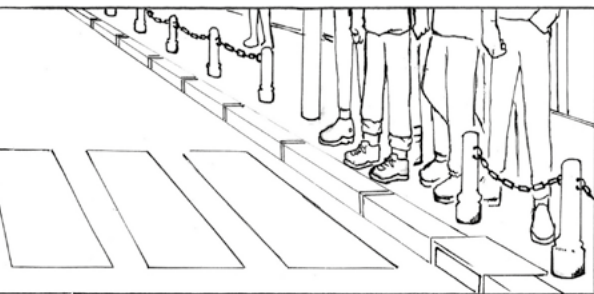
SO,
THIS,
THIS, OR
THESE
?

THERE'S
EVEN 60%
OFF ON
THIS ONE
!!!



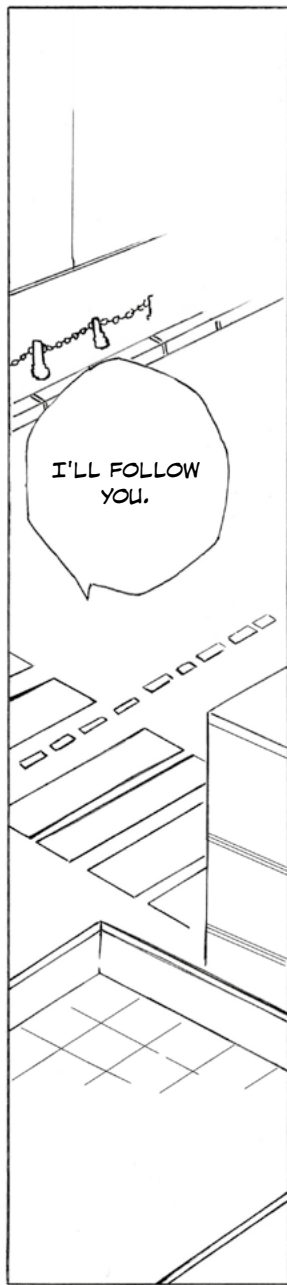
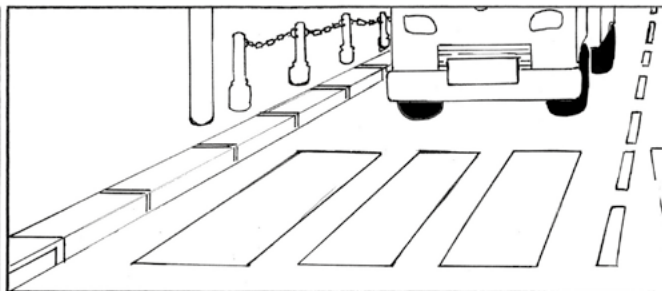
YEAH,
I'M
COMING!





THE
COMMERCIAL
FROM THIS
MORNING?
THEY'RE REALLY
TRYING TO GET
IT EVERYWHERE
!



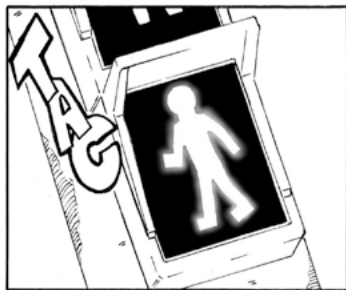


I'LL FOLLOW
YOU.

IT'S THE
FIRST TIME
I SEE A
COMMERCIAL
I DREAMT OF
APPEARING
IN PUBLIC SO
QUICKLY.

NEVERTHE-
LESS,
IT'S...

IT'S GREEN,
LET'S GO.





NO, IT'S
I HAD MY FAULT, I
MY EYES DIDN'T SEE
ON MY PHONE.
YOU.



SORRY
SIR.



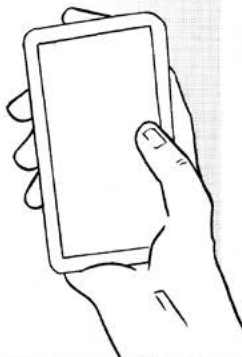
...







THE
NEXT
PHONE 3 HAS
A GREAT BUILT-
IN CAMERA. BUT
YOU'RE RIGHT,
MINE'S NOT
TOO BAD...



COME ON,
YOU DON'T
NEED A NEW
PHONE.



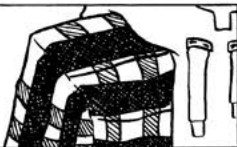
WELL, YEAH,
THAT'S TRUE...
LET'S SEE HOW
MUCH IS LEFT
IN MY BANK
ACCOUNT.

ARE
YOU KIDDING
ME, THIS
THING, IN GOOD
SHAPE? IT'S
AT LEAST TWO
GENERATIONS
OLD.

DAMN...
I'LL NEVER
HAVE ENOUGH
TO PAY FOR
IT!



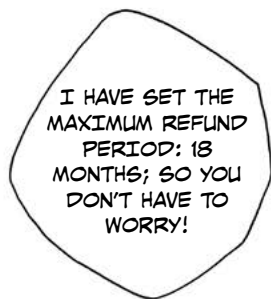
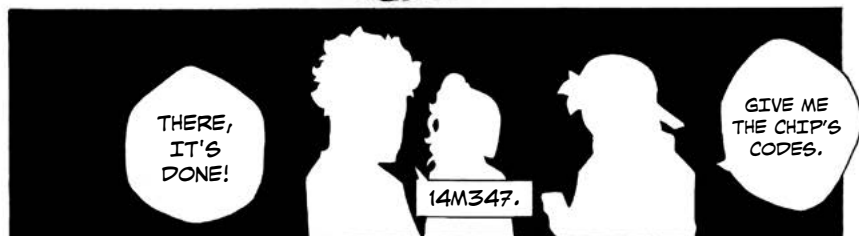
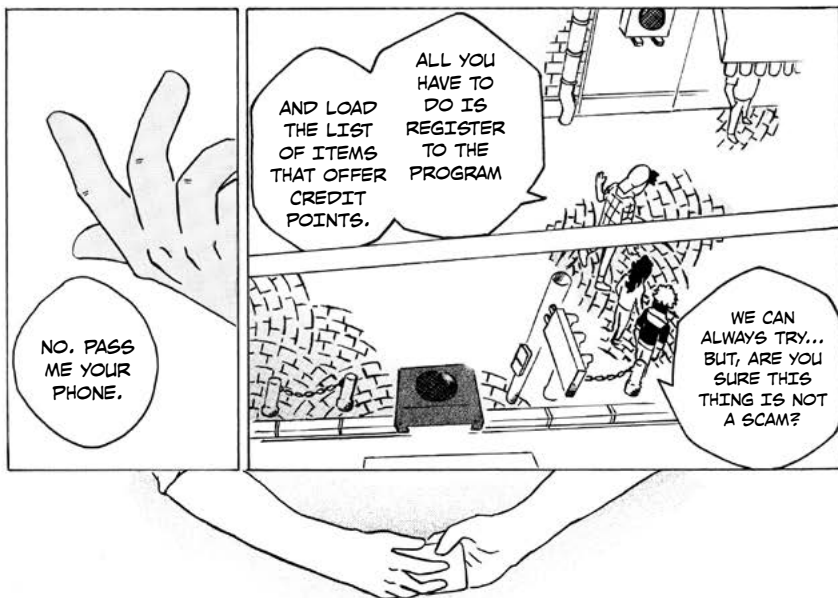
I MIGHT HAVE
A SOLUTION.

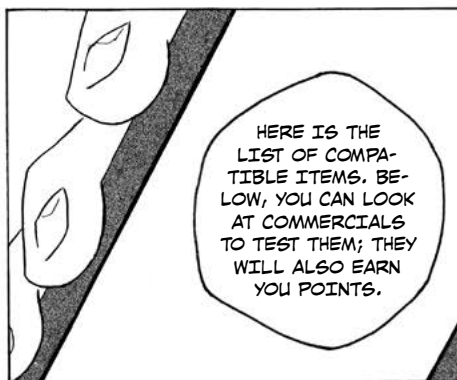




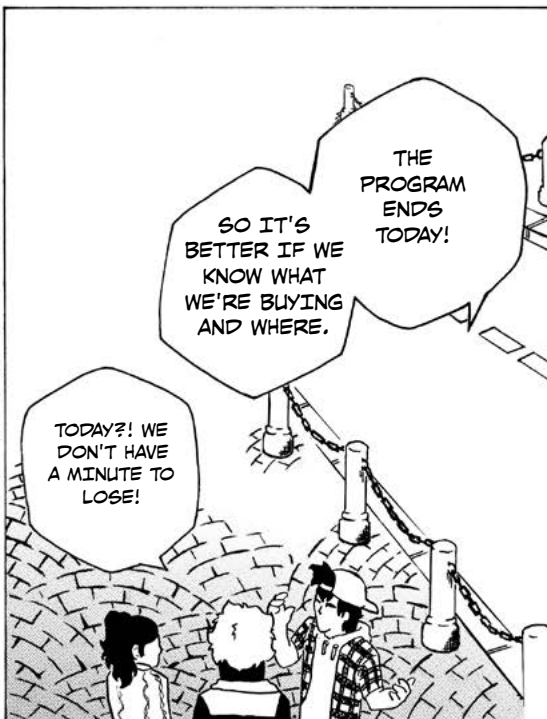
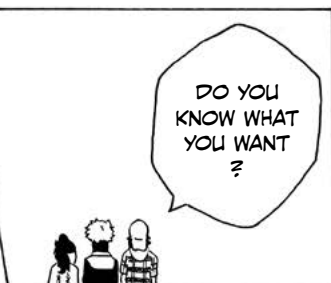
*COINS: cryptocurrency;
virtual currency.







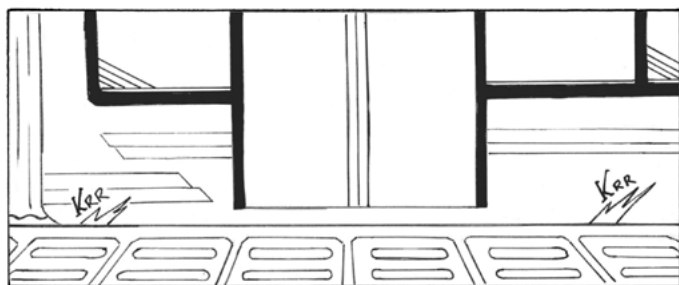
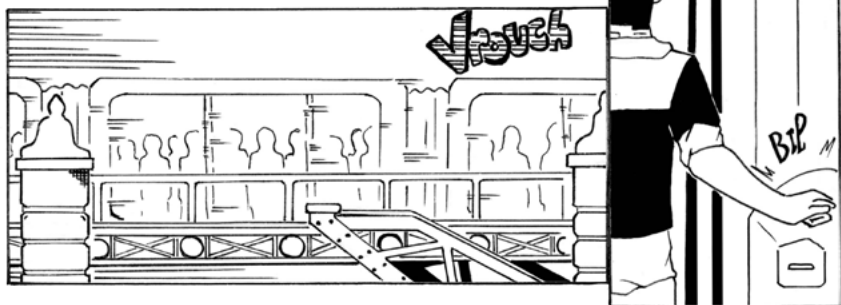


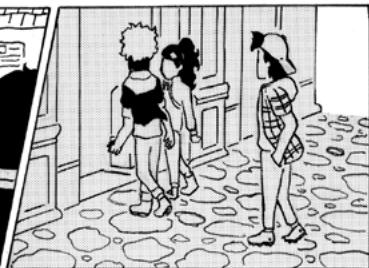
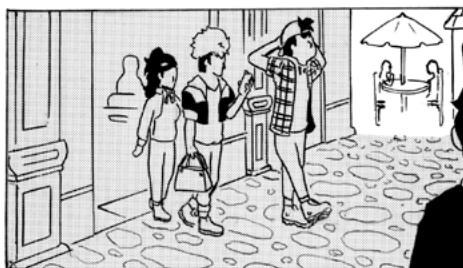


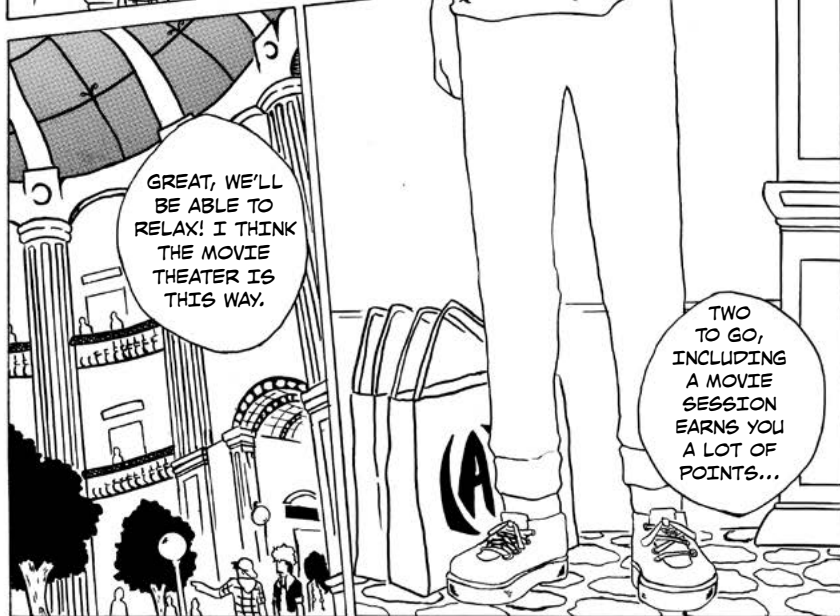
OK!
PICK THREE
ITEMS, I'LL
DO THE
REST.

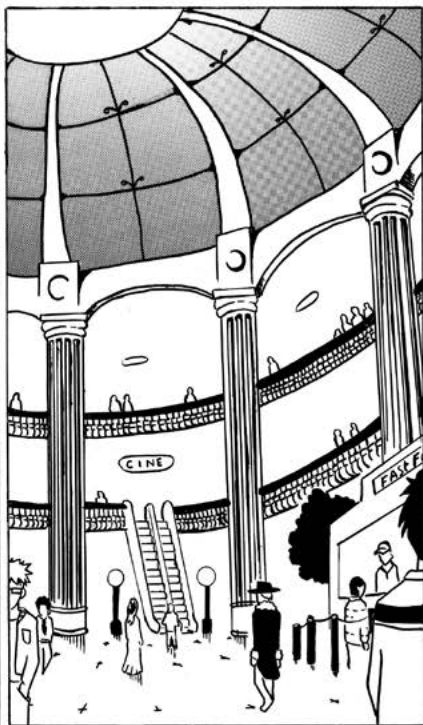
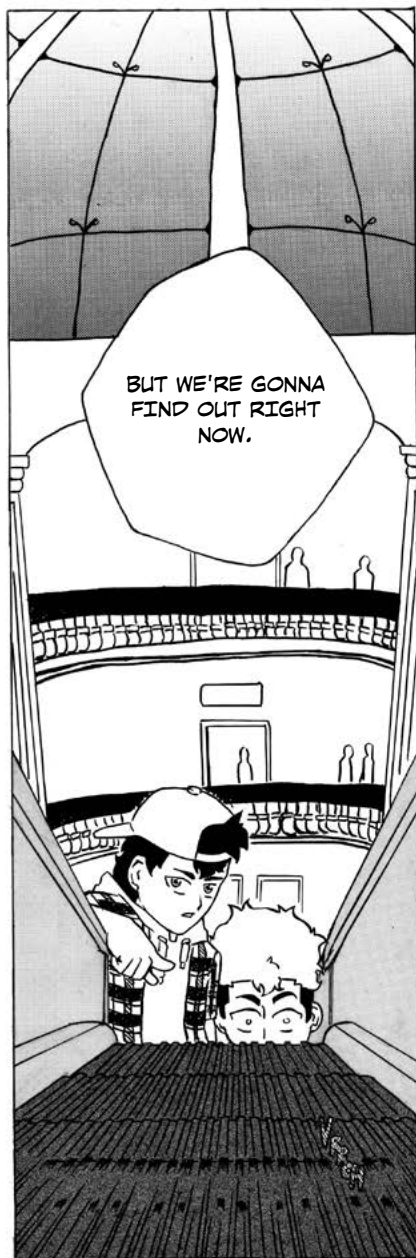


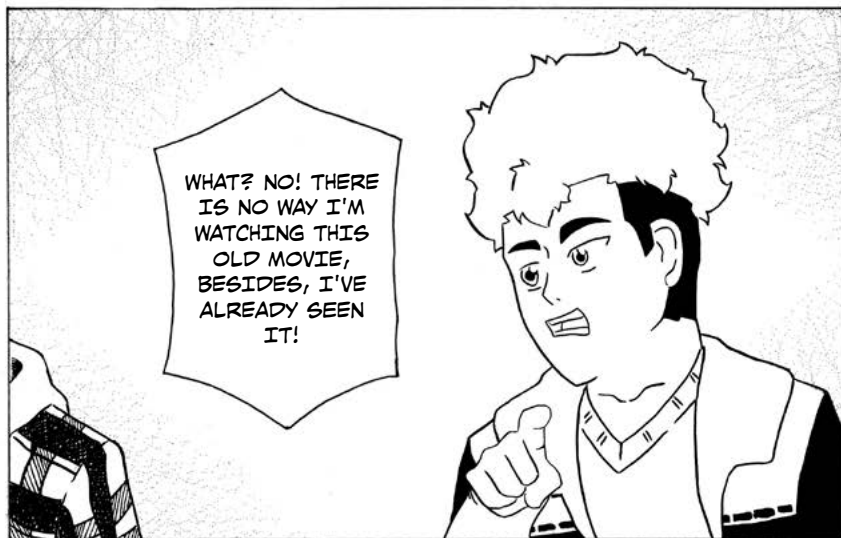
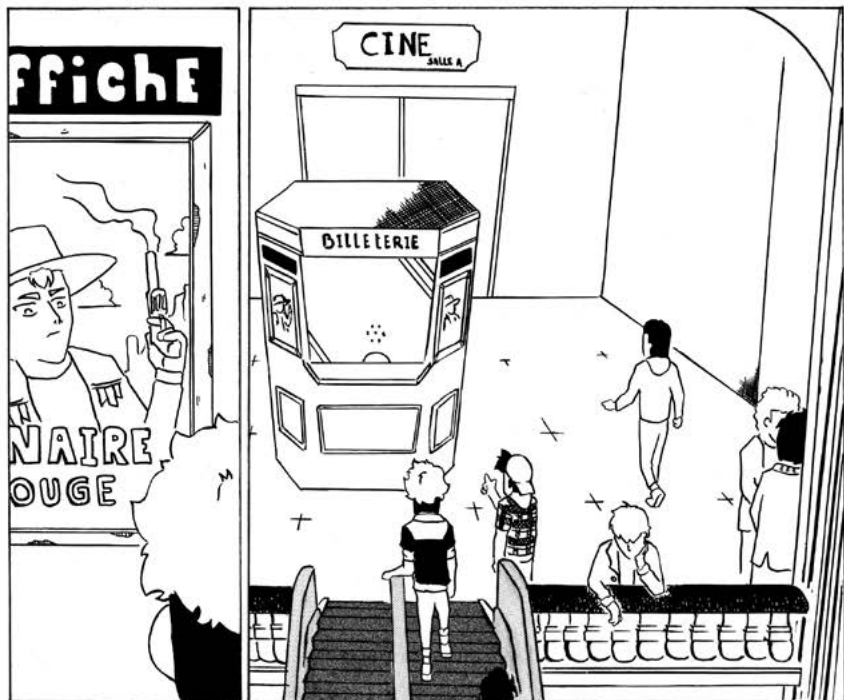


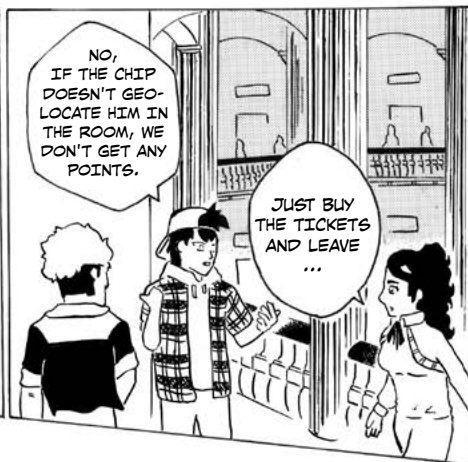














PAF



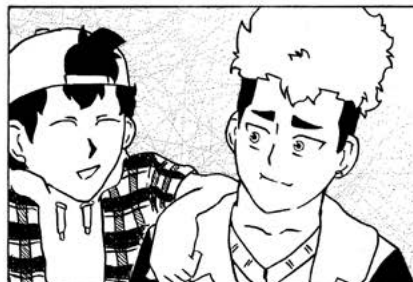
DAMN,
IT'S FULL OF
COMMERCIALS,
I CAN'T SEE A
DAMN THING.



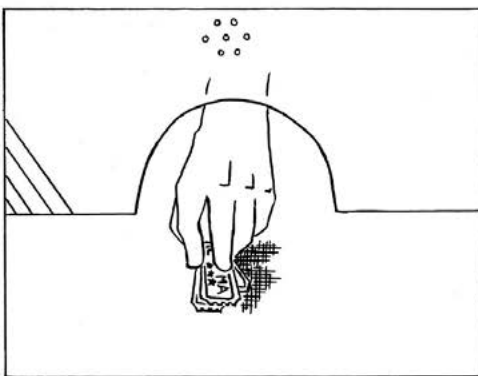
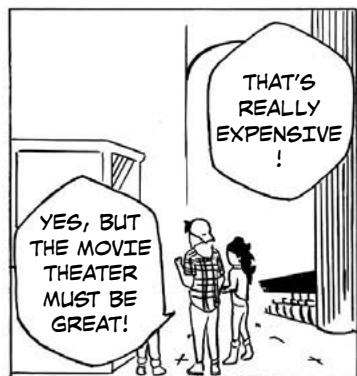
JUST
REMEMBER
THAT, IN THE
END, YOU'LL
GET THE NEXT
PHONE 3
!!!

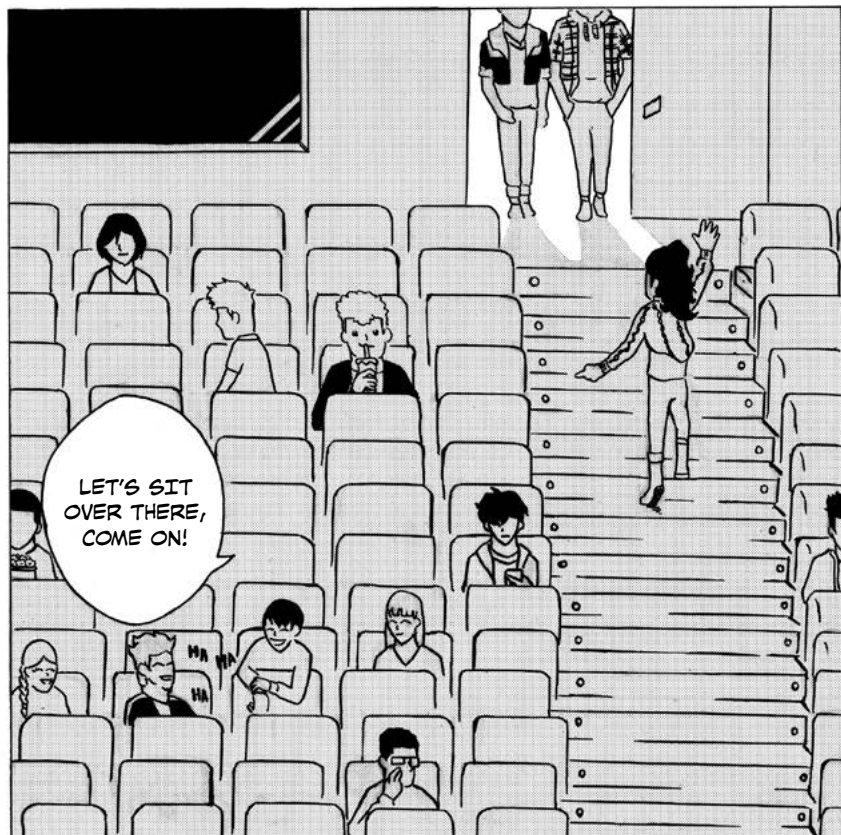
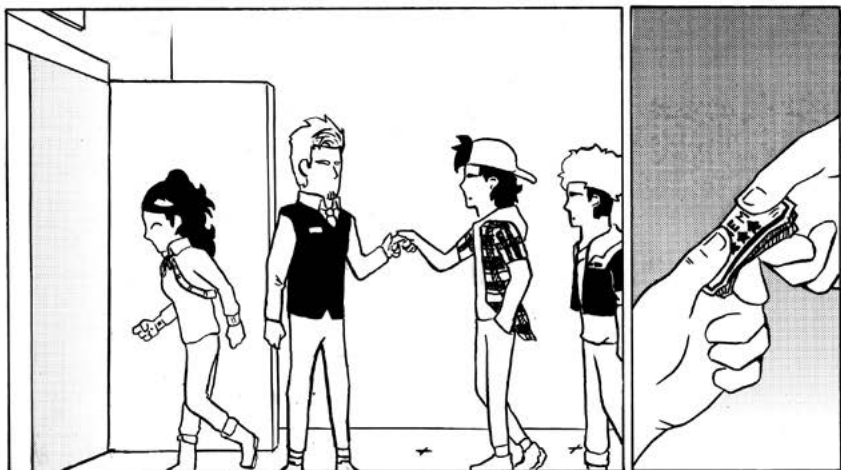


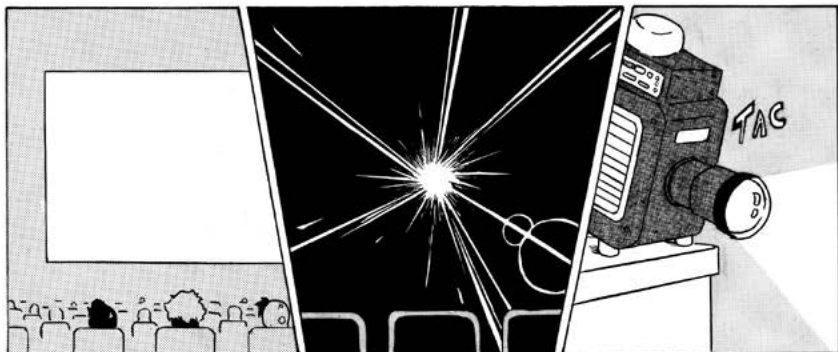
HEY, DON'T
BEAT YOUR-
SELF UP, I
KNOW IT BO-
THERS YOU, BUT
IT'S JUST A
MOVIE.

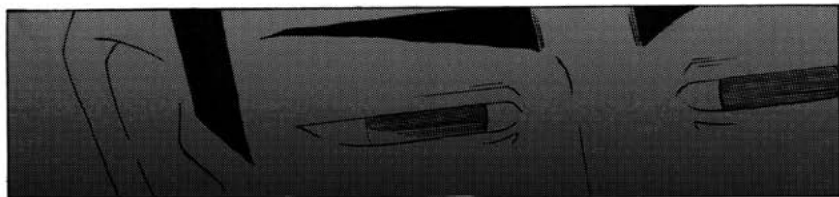
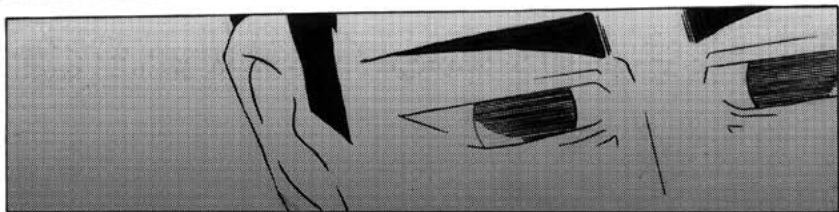
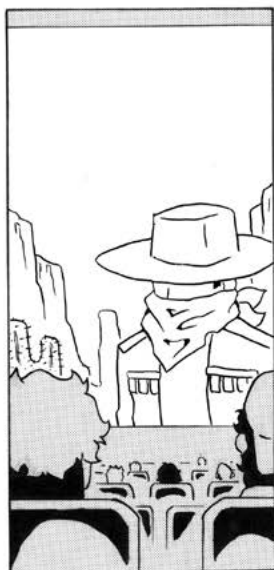


YEAH,
YOU'RE
PROBABLY
RIGHT.

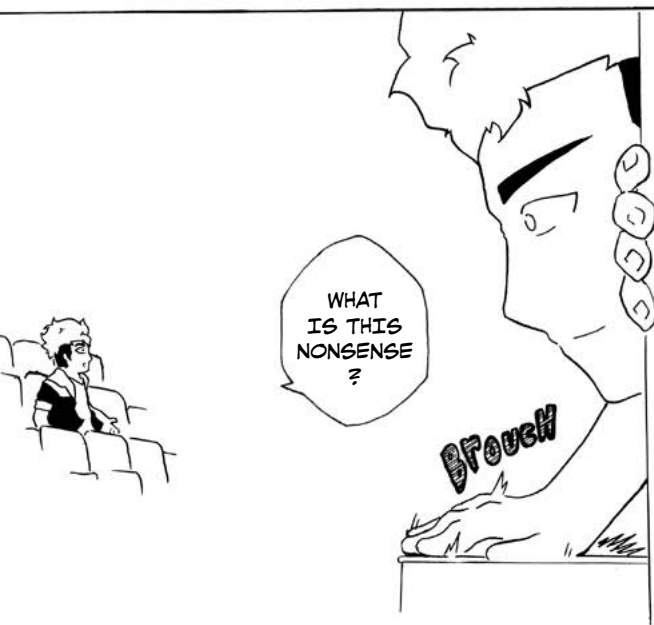
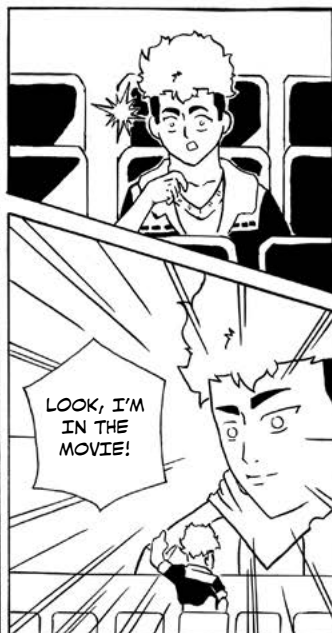
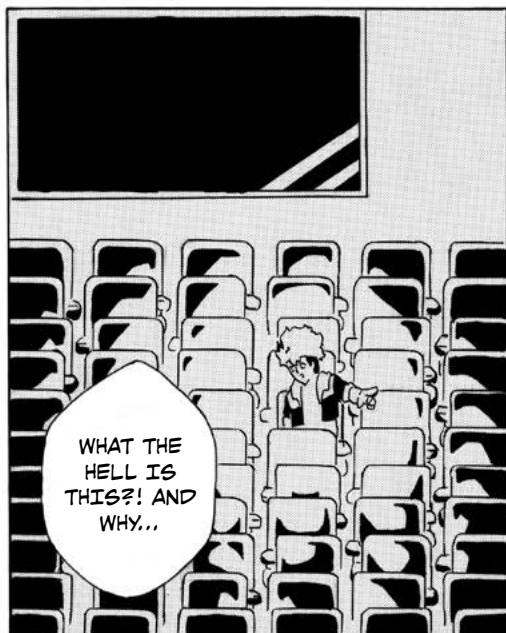


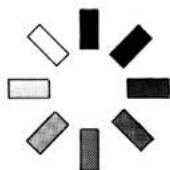






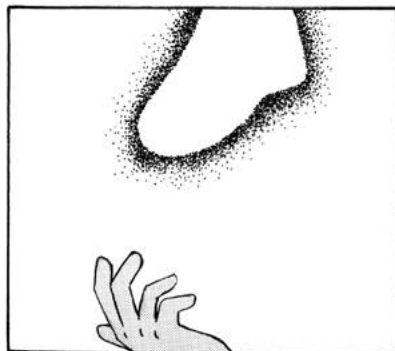
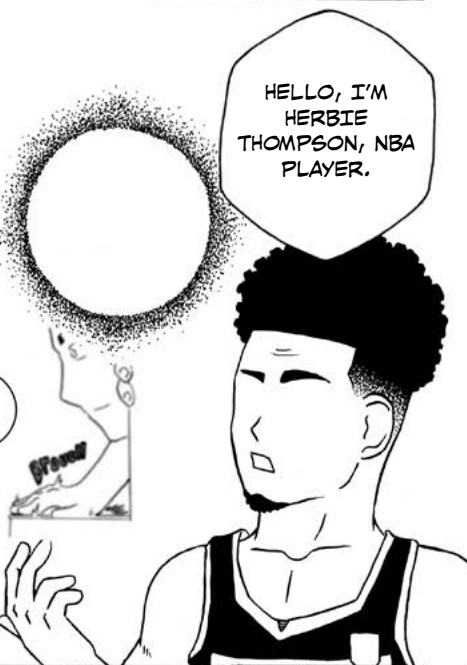
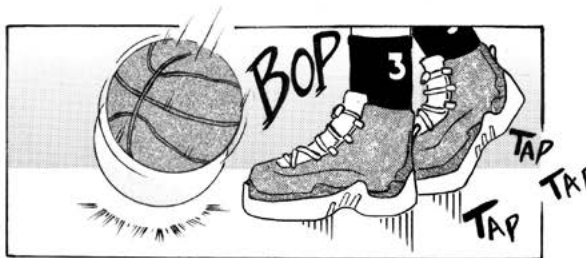






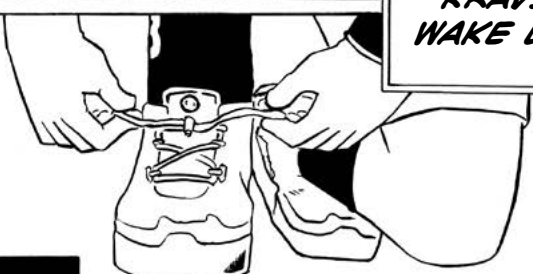
ANNOUNCEMENT







THE NEW PAIR
OF SNEAKERS:
STRATOS
LIGHT MAX
!



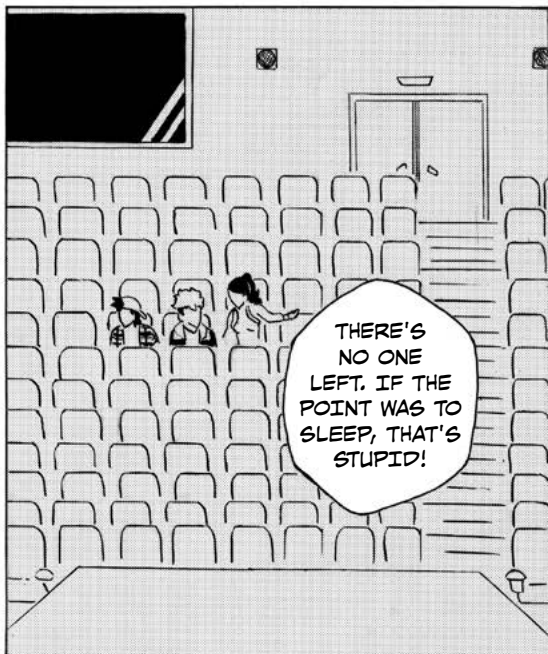
**KRAVIN,
WAKE UP!!!**

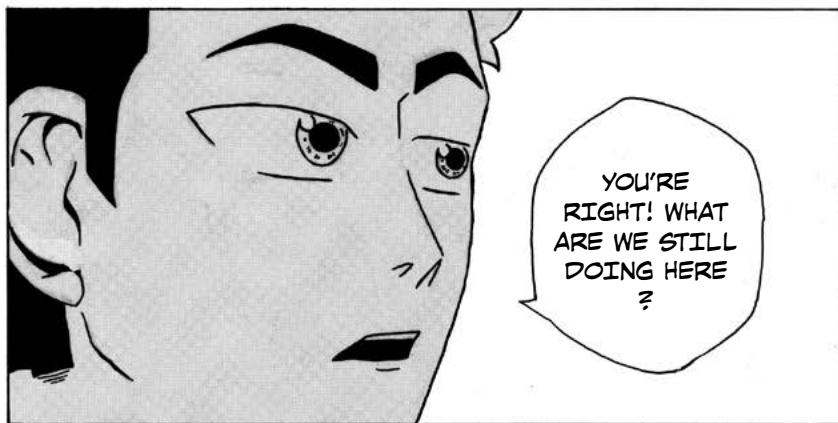
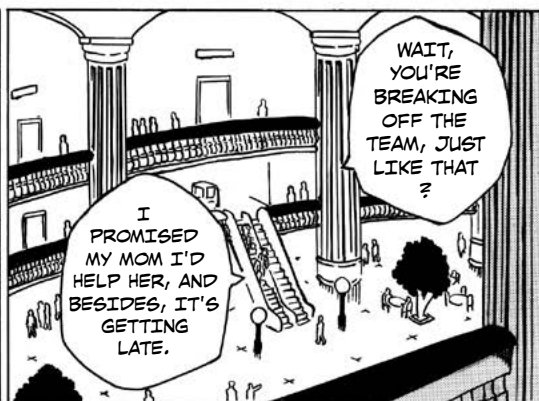


**HEY
!!!**

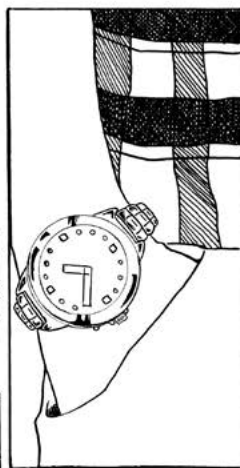
NO ONE CAN
BEAT ME WHEN
I AM WEARING
THEM.

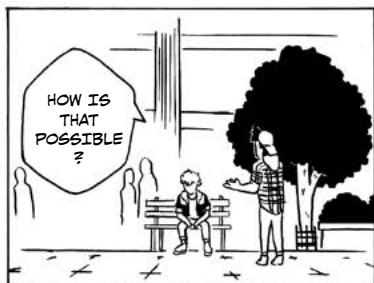




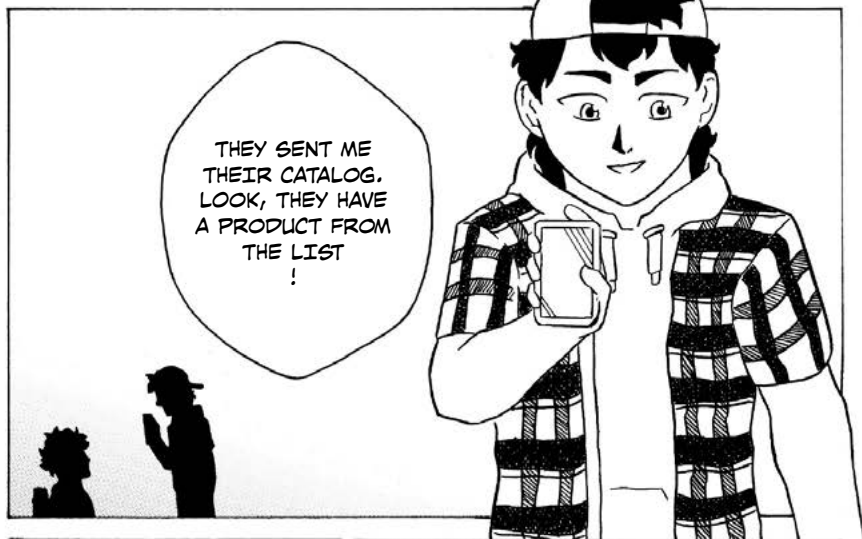


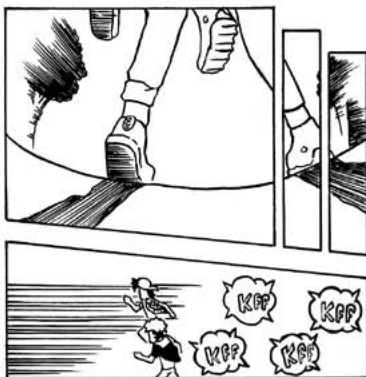














YOU
SAID...

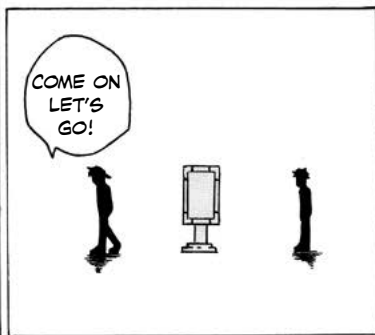
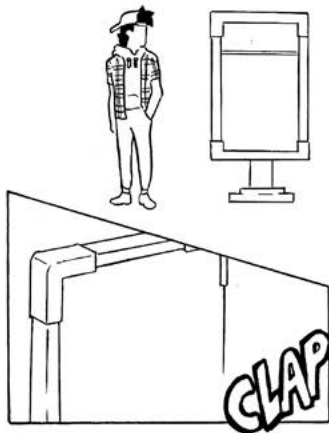


SOON,
EVERYONE WILL
WANT SOME?
BUT THAT'S NOT
IMPORTANT
RIGHT NOW.

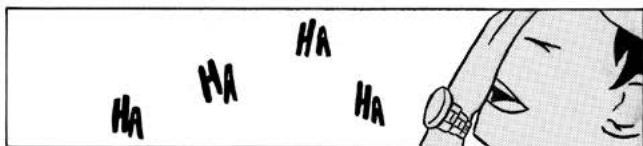


YOU
SPOKE
LIKE HERBIE
THOMPSON IN
MY DREAM...

HOW CAN YOU
BE AWARE
OF WHAT
I DREAMT
ABOUT 5 MIN
AGO WHEN I
DIDN'T EVEN
MENTION
IT?!?



COME ON
LET'S
GO!



"CLAP"





I
INTENDED TO
TELL YOU EVERY-
THING WHEN THIS
WHOLE THING
WAS OVER.

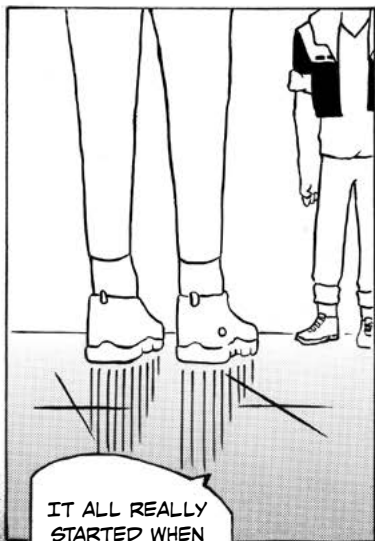


WHAT ARE
YOU
...



...
SAYING
?



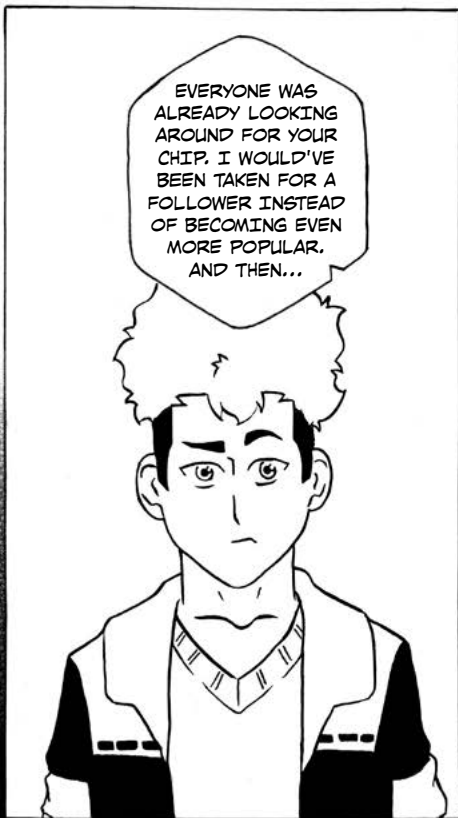


IT ALL REALLY
STARTED WHEN
I HAD THIS
DREAM AND
DISCOVERED
THE DREAM
CHIP POINTS
PROGRAM.
AT THE
BEGINNING...



A CHIP?
BUT THAT'S
AWESOME! IT
EXPLAINS A
LOT.

WHY DIDN'T
YOU TELL
ME?



EVERYONE WAS
ALREADY LOOKING
AROUND FOR YOUR
CHIP. I WOULD'VE
BEEN TAKEN FOR A
FOLLOWER INSTEAD
OF BECOMING EVEN
MORE POPULAR.
AND THEN...

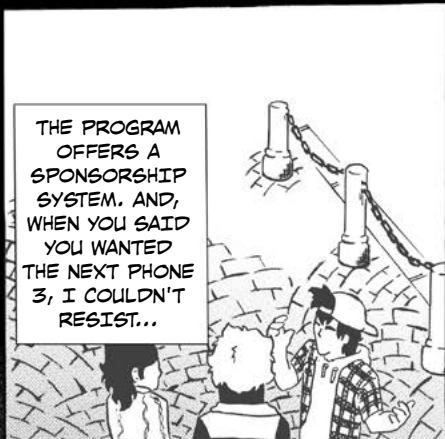
I JUST WANTED
TO SCORE POINTS
TO GET THE NEXT
PHONE 3. NO
ONE WOULD HAVE
UNDERSTOOD HOW
I COULD AFFORD
IT; IT WOULD HAVE
BEEN CLASSY. BUT
WHAT I DIDN'T
TELL YOU IS THAT...



I SAW A GUY
WITH THE
PHONE FROM THE
COMMERCIAL
OVER THERE.



THE PROGRAM
OFFERS A
SPONSORSHIP
SYSTEM. AND,
WHEN YOU SAID
YOU WANTED
THE NEXT PHONE
3, I COULDN'T
RESIST...



WHAT?
I DON'T
UNDERSTAND
ANYTHING.

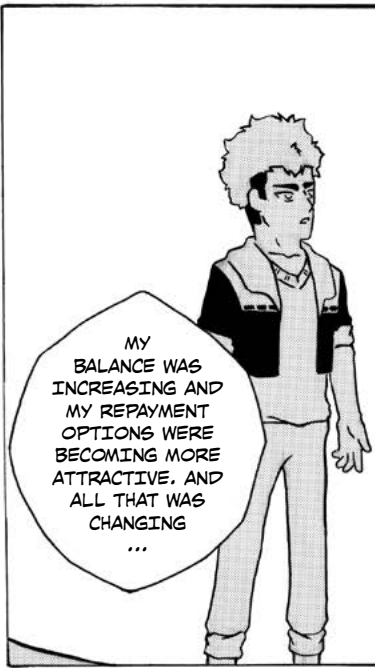




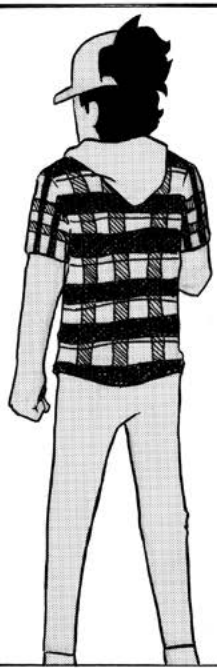
ARE YOU
KIDDING
ME?!



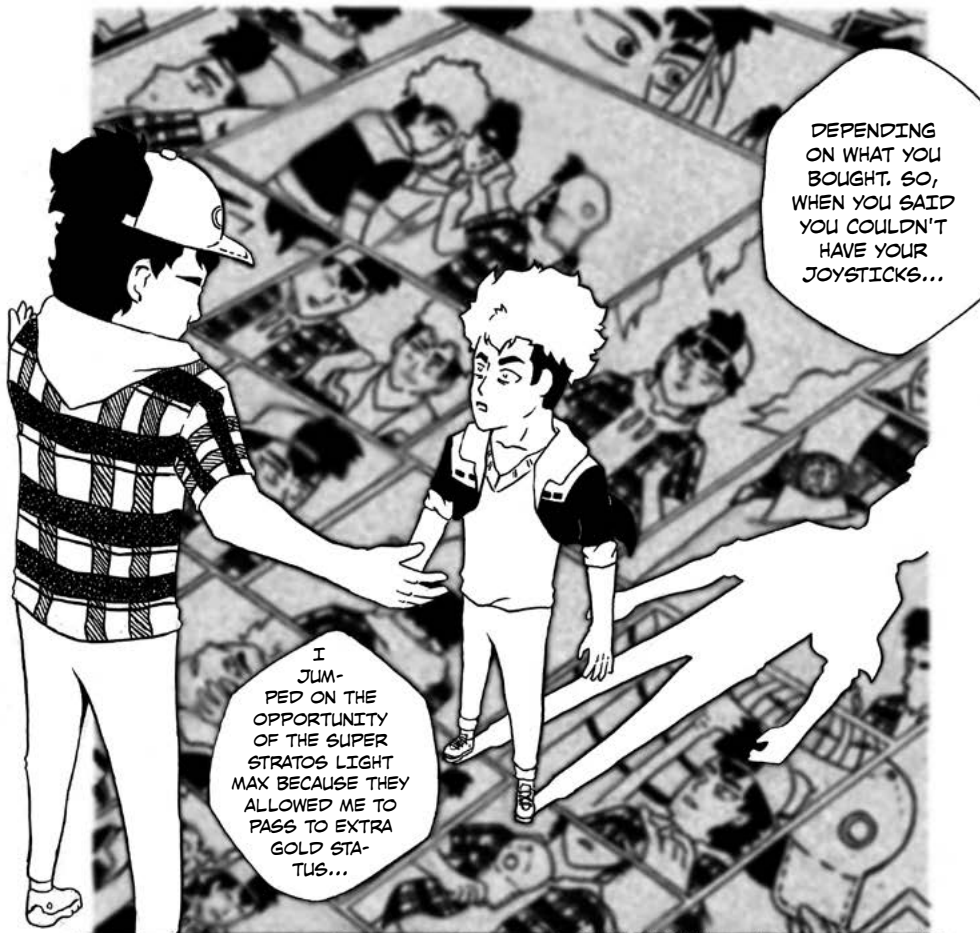
YOU
HAVE ACCESS
TO EXCLUSIVE
VIP OFFERS BY
SPONSORING A
PERSON WHO BUYS
CERTAIN FLAGSHIP
PRODUCTS, THANKS
TO THE COINS,
SO...

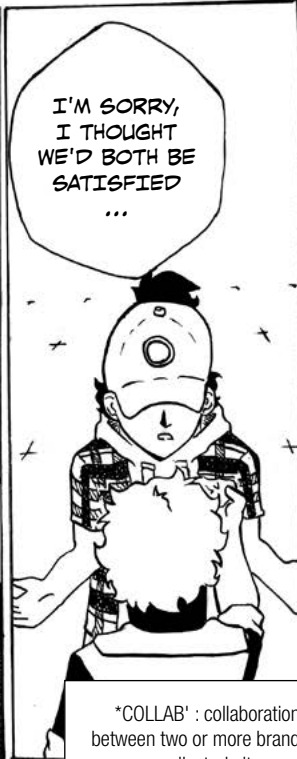


MY
BALANCE WAS
INCREASING AND
MY REPAYMENT
OPTIONS WERE
BECOMING MORE
ATTRACTIVE. AND
ALL THAT WAS
CHANGING
...

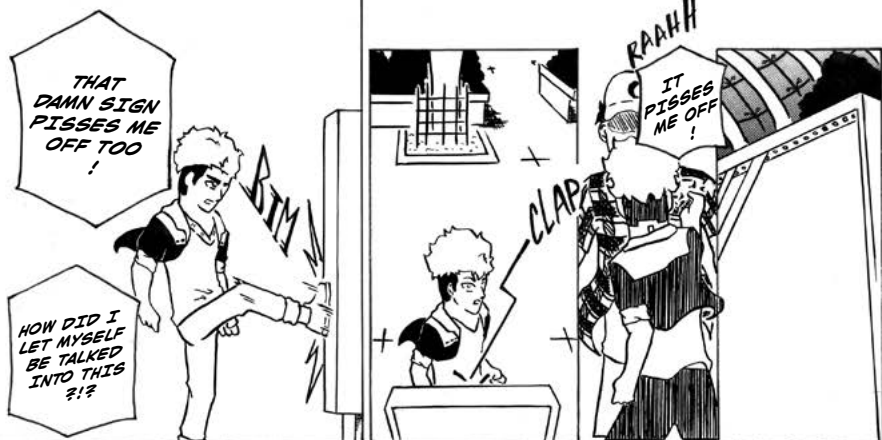


AFTER YOU
SIGNED UP, I
CALLED TO CONFIRM
THE SPONSORSHIP.
WITH THAT, I COULD DO
EVEN BETTER THAN THE
NEXT PHONE 3. EVERY
TIME YOU MADE A
PURCHASE...





*COLLAB' : collaboration between two or more brands; rare collector's item.



IN THE
END,
YOU GOT
SCREWED
TOO.



WE ALL
GOT
SCREWED
!



AND ALL
THIS FOR
THINGS I
DIDN'T NEED
OR WANT IN
THE FIRST
PLACE.



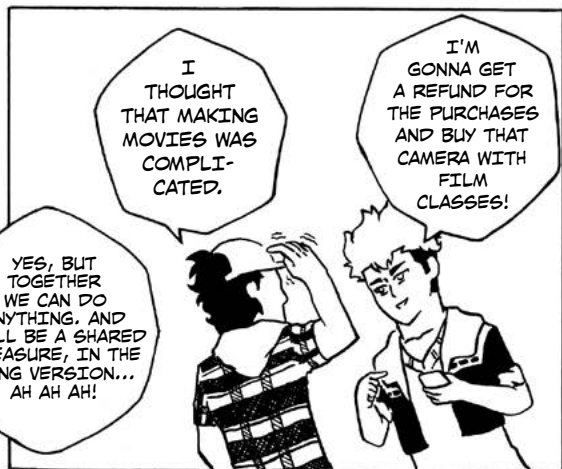
WHAT A
FOOL... I'VE
BEEN MANI-
PULATED, BY
THIS DAMN
COMMERCIAL
YOU SEE EVE-
RYWHERE!

DREAM PULSE
COMPATIBLE

...
REALLY
EVERYWHERE







A few years ago, I took the risky bet of giving up everything to try to live my dream. Today, Fondation Ipsen and the AAA-Manga School have proven me that engaging in this path was the right thing to do, by allowing me to take my first steps.

This is why I would like to start by thanking them, in particular Céline Colombier-Maffre, who accompanied me during this project, and my sensei Kaori Yoshikawa without whom nothing would have been possible.

I would also like to thank Professor Philippe Moati and Alexandre who have been of great help to me.

The two other mangakas with whom I shared this adventure, DarkHoni and Kara7.

My family and friends who have always supported me.

And I also thank you, the readers, for giving visibility to this project, hoping that you will enjoy reading it as much as I enjoyed doing it.

- Twané

The mission of the Fondation Ipsen is science for people. In our Manga series we have connected leading young manga artists with established scientists. This book has emerged through this collaboration. This is a powerful medium and we are thrilled to bring you these books.

- James A. Levine

MD, PhD, Professor, Fondation Ipsen, President

www.fondation-ipsen.org

Cherishing the art of manga and anime from a young age, Jordan Toiné only had one thing in his mind when he finished high school: become a mangaka! With support from his family, he decided to leave Martinique, where he grew up, to attend AAA - École de Manga, a Paris-based manga school. Freshly graduated and driven by an even greater love for his art, he put all his energy and passion in *Ephemeral*, his first volume published under the pseudonym **Twané**.

In this first publication, he invites us to reflect on the state of society, which, by dint of persuasion, leads us to think that happiness lies in acquisition of the latest technologies, and to buy more and more ...

Philippe MOATI is Associate Professor of Economics at the University of Paris. His research focuses in particular on trade and the transformation of the consumption model. He is co-founder of the ObSoCo (the Observatory of Society and Consumption).

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