



NICOLLE LAMERICHS

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PERSONAL PROFILE

Creative business is where I work, and what I love. In our strong team of researchers and professionals, my forte is fandom, participation in subcultures and consumer culture, gamification, and problem-based learning. I am a dedicated teacher and researcher, who enjoys motivating and coaching others. Research makes me tick. My book Productive Fandom (2018) is characteristic of my work - I study fandom and subcultures at a high level and received my Ph.D. in 2014. Writing and public speaking are two things that I love to do. My interests include fandom, game/transmedia design, gender & technology, and digital humanities. Let's connect!

Key interests: Digital games, new media, transmedia design, inter/crossmediality, fan studies, traditional play, television studies, ethnography, literary studies, gender studies

COMPETENCES

Communication: an established writer in Dutch and English, an engaging public speaker, a critical participant in discussions, provides constructive feedback to students and colleagues

Interpersonal skills: motivates others, cooperates, social and enthusiastic, caring teacher, adviser, a good moderator and coach

Research and planning: an interdisciplinary scholar, thinks outside the box, identifies information and creates new ideas, empirically grounded, trained in interpretive and analytical skills, meets goals and deadlines, solves problems, invested in teamwork and large projects, experiments with new research software and shareware

Languages: English, Dutch and German

Technical skills

Social media

Twitter, Tumblr, LinkedIn, Facebook

Office

Word, Excell, Endnote

Game design

Basic Game Maker, 7Scenes, Twine

Graphic design

Adobe Photoshop, Quark Express, basic Indesign

Websites/CMS

HTML code, basic Dreamweaver, Wordpress, Joomla

EXPERIENCE

Education

2010 – 2014	Ph.D. candidate Maastricht University, Faculty of Arts and Social Sciences, Department of Literature and Arts
2007 – 2009	Research master Cultures of Arts, Sciences and Technology Maastricht University
2004 – 2007	Bachelor Arts and Culture at Maastricht University Specialisation: Literature and art Minor: Crucial Differences, Center for Gender and Diversity
1998 – 2004	Gymnasium, Trevianum. Specialisation: Culture and Society

Working experience

2018	Senior lecturer & team lead Creative Business
2016	Senior lecturer & head of media International Communication and Media, HU University of Applied Sciences
2015	Lecturer & research fellow International Communication and Media, HU University of Applied Sciences
2015	Chief editor academic items & funding Cinema Beyond
2013 – 2014	Lecturer at Utrecht University in New Media and Digital Culture. Department of Media and Culture Studies
2010 – 2014	Ph.D. candidate & lecturer , Maastricht University NWO: Narrative fan practices. Dissertation: <i>Productive Fandom</i> , defended on March 26 th , 2014.
2010 – 2014	Event manager (2010-2012) and chair (2013-2014) fan convention YaYCon
2013 – 2014	Columnist Strips2Go (<i>Geek Cultures</i>)
2012 – 2013	Lecturer at Utrecht University in game studies. Department of Media and Culture Studies
2008 – 2009	Research intern at Van Abbe Museum, Eindhoven, and ICN Amsterdam in the project <i>Plug-In XL</i>
2007 – 2008	Chief editor interdisciplinary essay journal <i>Mosaïek</i>
2006 – 2007	Research intern Centre for Gender and Diversity Assistant in the historical research for the biography of M. Vasalis with prof. Maaike Meijer

PUBLICATIONS

Books

- 2018 – *Productive Fandom: Intermediality and Affective Reception in Fan Cultures*. Amsterdam: Amsterdam University Press. [URL](#)
- 2014 – *Fan Studies: Researching Popular Audiences*. (With Chauvel, A., Seymour, A.) Oxford: Inter-disciplinary.net.
- 2014 – *Productive Fandom: Intermediality and Affective Reception in Fan Cultures*. Maastricht: Maastricht University Press. (Thesis version)

Peer-reviewed Publications & Edited Book Chapters

- 2018 – Lamerichs, N., Lange-Böhmer, A. Nguyen, D., Puerta Melguizo, M. & Radojevic, R. ‘Elite Male Bodies: The Circulation of Alt-Right Memes and Framing of Politicians on Social Media. *Participations*, 15 (1), pp. 180-206. [URL](#)
- 2018 – ‘When Production Is Over: Creating Narrative Closure in Fan Edits’. In Williams, R. (2018). *Everybody Hurts: Transitions, Endings, and Resurrections in Fandom*. Iowa: University of Iowa Press, pp. 139-150.
- 2018 – ‘Hunters, Climbers, Flaneurs: How Video Games Create and Design Tourism’. In Lundberg, C. & Ziakas, V. (2018). *Handbook on Pop-Culture and Tourism*. London, New York: Routledge.
- 2018 – ‘Cosplay and Conventions: Exporting the Digital’. In Banks: J. (2018). *Avatars Assembled*. New York: Peter Lang Publishing. [URL](#)
- 2018 – ‘Fan Fashion: Re-enacting Hunger Games through Clothing and Design’. In Booth, P. (2018). *Companion to Media Fandom and Fan Studies*. New York, Oxford: Wiley Blackwell. Fan Studies, pp. 150-172
- 2017 – Ritteco, A., Klein, L. & Lamerichs, N. ‘Honours and (re)design of the Curriculum: How to bridge the Gap between Honours and Bachelor Programmes’. *Journal of the European Honours Council*, 1 (1). [URL](#)
- 2016 – ‘Otaku: Representations of Fans in Manga and Anime’. In: Booth, P. & Bennett, L. *Seeing Fans*. Chicago UP: Chicago. [Google Books](#)
- 2016 – ‘The Reenactment of Popular Culture. Constructing Meaning and Affect in Cosplay’. In: Dreschke, A., Huynh, I., Knipp, R. & Sittler, D. (2016). *Reenactments: Medienpraktiken zwischen Wiederholung und Kreativer Aneignung*. Bielefeld: Transscript Verlag, pp. 237-257. [URL](#)
- 2016 – ‘A Donut For Tom Paris: Identity and Belonging at European SF/Fantasy Conventions’. In: Telotte, J. & Duchovnay, G. *Science Fiction Double Feature*. Chicago UP: Chicago. [Google Books](#)
- 2016 – Lamerichs, N., Chin, B. & Bourdaa, M. ‘The Transmedia Practices of Battlestar Galactica. Studying the Industry, Stars and Fans’. In: Hutchin, A. & Tindall, N. *Public Relations and Participatory Culture*. New York, London: Routledge. [Google Books](#)
- 2015 – ‘Euromanga: Hybrid Styles and Stories in Transcultural Manga Fandom’. In: Brienza, C. *Global Manga* (Working Title). Ashgate: Ashgate Publishing. [Google Books](#)
- 2015 – ‘Express Yourself: An Affective Analysis of Game Cosplayers.’ In: McCallum-Stewart, E. & Enevold, J. *Game Love*. Jefferson: McFarland. [Google Books](#)
- 2015 – ‘The Remediation of the Fan Convention: Understanding the Emerging Genre of Cosplay Music Videos’. *Transformative Works and Cultures*, vol. 18. [URL](#)
- 2014 – ‘Transmedia Performances: Gender and Geek Feminism in *Glee*’. In: Olivieri, O. & Leurs, K. *Everyday Feminist Research Praxis*. Cambridge Scholars Press. [Google Books](#)

- 2014 – ‘Embodied Fantasy: The Affective Space of Anime Conventions’. Reijnders, S. Duits, L. & De Zwaan, K. (2014). *The Ashgate Companion to Fan Culture*. London, Lund: Ashgate Publishing. [Pre-print](#)
- 2014 – ‘Cosplay: The Affective mediation of Fictional Bodies’. Chauvel, A.; Lamerichs, N.; Seymour, A. (2014). *Fan Studies: Researching Popular Audiences*. Oxford: Interdisciplinary.net, pp. 123-131.
- 2014 – ‘Costuming as Subculture: The Multiple Bodies in Cosplay’. *Scene*, 2, 1, pp. 113-125. [PDF](#)
- 2014 – ‘Romancing Pigeons: The Deconstruction of the Dating-Sim in *Hatoful Boyfriend*. *Well-played: A Journal on Video Games, Value and Meaning*, 3 (2). [PDF](#)
- 2013 – ‘The Cultural Dynamic of Doujinshi and Cosplay: Local Anime Fandom in Japan, The States and Europe’. In: *Participations: Journal for Audience Studies*, special issue on fandom (edited by Lucy Bennett and Tom Philips). [PDF](#)
- 2012 – ‘Sherlock Abroad: Dutch fans interpret the famous detective’. In: Busse K. & Stein, L. *Sherlock and Transmedia Fandom*. Jefferson: McFarland, pp. 179-193. [Google Books](#)
- 2012 – ‘The Mediation of Fandom in Karin Giphart’s *Maak me blij*’. *Transformative Work and Cultures*, 11. [URL](#)
- 2012 – Selected Entries, ‘Fandom’ and ‘Pervasive Games’. In Mark J.P. Wolf (ed.) *The Video Game Encyclopedia*, Greenwood Press. [Google Books](#)
- 2011 – Stranger than Fiction: Fan Identity in Cosplay. *Transformative Work and Cultures*, 7. [URL](#)

Selected conference papers & keynotes

- 2018 – *Star Wars on the Catwalk: Fan Fashion in the Age of Creative Business*. Fan Studies Network Conference. University of Cardiff (01.07.2018). [SLIDES](#)
- 2018 – *Keynote: Futures of Participation: Characters and Connections in a Fan-Centric Economy*. De/Recontextualizing Characters (Winterschool). University Tübingen. (26.02.2018-02.03.2018).
- 2015 – *From Text to Screen. Metafiction in the Webcomics Property of Hate and Homestuck*. Amsterdam Comic Studies Conference. Amsterdam. [SLIDES](#)
- 2015 – *Fan Participation in Cartoon Endings*. Fan Studies Network. Norwich, UK.
- 2014 – *A Fan Study of Indie Games: Interpreting Gaming Capital in The Stanley Parable*(Conference in Fan Studies). Fan Studies Network: Norwich, UK.
- 2014 – *Battlestar Galactica The Boardgame: Revisiting the TV Show Through Meaningful Play and Narrativity*. Worldcon (Loncon 3): London.
- 2013 – *Cosplay: Affective Reception in Fan Cultures* (Conference in Fan Studies). Fan Studies Network: Norwich, UK.
- 2013 – *Cosplay: Material and Transmedial Culture in Play*. (Defragging Game Studies). DiGRA: Atlanta.
- 2013 – *Transmedia Play: The Possible Worlds of Firefly*. Narrative Minds and Virtual Worlds: Tampere.
- 2013 – *Cosplay: Embodied Affect*. Oxford: Fan Studies Conference.
- 2012 – *Where is the Love? Show me the Love! – Design Workshop and Panel Discussion on Game Love Culture & Aesthetics*. (With Enevold, J., MacCallum-Stewart, E., Brown, A., Flynn-Jones, E. & Sturrock, I.) Under The Mask: Luton.
- 2012 – *Global Conventioneers? Local Doujinshi and Cosplay scenes*. European Fandom & Fan Studies Conference: Amsterdam.
- 2011 – ‘Can’t Stop The Signal?’ *The Design of the Dutch Firefly LARP*. (Think Design Play ed.). DiGRA : Hilversum.

2011 – *BBC's Sherlock Fans in Search of the Canon*. Transforming Audiences: London.

Invited talks & lectures

- 2018 – ‘Becoming a Character: Creativity, Storytelling and Costumes in World of Darkness’. Introduction to World of Darkness (Documentary). *Imagine Film Festival*. 18 April 2018. [URL](#).
- 2017 – ‘Cosplay over Thirty’. Panel with several cosplayers including cosplayer and author Karen Heinrich, 10 June 2017.
- 2016 – ‘Making it Real: Cosplaying Video Games’. *Gamefest*, Computerspielmuseum: Berlin, April 22-25, 2016.
- 2016 – ‘Dragons in Neverending Story and Beyond’. *Radboud Reflects*. Special lecture series related to exhibition on dragons in Limburgs Museum.
- 2015 – *Understanding Dress-Up in the Participatory Culture of Gaming*. Invited lecture at Subotron, Vienna. November 27, 2015.
- 2015 – ‘Seksualiteit in Strips’. *Go Get a Room*, MU Eindhoven, April 23, 2015.
- 2014 – ‘Gender in Manga and Anime’. *Klik!*, Eye Amsterdam, November 1, 2015.
- 2014 – ‘Cosplay: Affect and Embodiment in Fan Cultures’. *Medienpraktiken des Reenactments*. Siegen University, April 24-25, 2014.
- 2014 – ‘Sherlock Fandom. Literary Characters as Celebrities’. Research School for Literature, OSU. *Literaire Celebrities*. January 31, 2014.
- 2013 – ‘Heldhaftig: De Kracht van Karakters’. *Festival Mooie Woorden*.
- 2012 – ‘Gamification’. In *Y-Community*. Amsterdam: Nemo.
- 2012 – Game Design & Ethnography. Promotion UM for high school students.
- 2011 – Game design course. (With Van Dongen, J. & Leeuwenhart, R.) Abunai, 31 August.

Book reviews & edited blogs

- 2016 – ‘Game Play: Paratextuality in Board Games’, by Paul Booth. *Journal of Fandom Studies*, 4 (1), pp. 127-129.
- 2016 – ‘Post-Object Fandom: Television, Identity and Self-Narrative’, by Rebecca Williams. *Cinema Journal*, 55 (3), pp. 171-175.
- 2015 – ‘Online Games, Social Narratives’, by Esther McCallum-Steward. *Transformative Works and Cultures*, 19. [URL](#)
- 2014 – ‘Manga’s Cultural Crossroads’, by Jaqueline Berndt and Bettina Kümmerling-Meibauer. *Transformative Works and Cultures*, 17. [URL](#)
- 2012 – *Sherlock en het Transmediale Publiek*. Crossmedialog. [URL](#)
- 2012 – *Gamification: Meer dan Speelse Marketing*. Crossmedialog. [URL](#)

Interviews and criticism

- 2018 – Interview with Pepijn van der Gulden. Gillend Gek: Waarom de Fanatiekste Fans Flippen Wanneer ze Oog in Oog Staan met Hun Idool. *Quest*. [URL](#)
- 2017 – Interview with Nina Polak. Hoe Harry Potter al twintig jaar een niet zo geheim gezelschap veroverd. *De Correspondent*. [URL](#)
- 2016 – Overgewaaid uit Japan: Kattenootjes veroveren de straat. RTL Nieuws. [Video](#)
- 2016 – In de Huid Kruipen van je Favoriete Anime-Karakter. Een Vandaag. [URL](#)
- 2015 – Ritchie, M. ‘Calgarian Cosplayers Say the Expense of Their Craft is Worth the Experience’. *Calgary Journal* (16 April). [URL](#)
- 2014 – Public speaker in the panels ‘Cosplay is Not Consent!’, ‘Cosplaying out of Type’, ‘Commercializing Fans’, ‘Worldbuilding through Music’, and ‘Game Love’. *Worldcon* (Loncon 3). London.
- 2014 – Vegterlo, A. ‘Minecraft’. *NRC* interview. [URL](#)

- 2012 – Stelling, T. “Manga in de Polder”. *NRC* interview. [URL](#)
2012 – Het is maar een spelletje! [television broadcast]. In *Goeiemiddag Limburg*. (5 March). Maastricht: L1.

Memberships

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|----------------|---|
| 2013 – 2014 | Member of task team for Maastricht Centre for Arts, Conservation and Cultural Heritage (MACH) |
| 2011 – ongoing | Expert panel Tropenmuseum exhibition “manga” |
| 2012 – 2013 | Conference organizer MASH: Making and Sharing (5-6 July, Lumiere, Maastricht) |
| 2010 – ongoing | Member of research networks TWC and DiGRA |
| 2010 – ongoing | Member of research schools RMeS and NOG |

TEACHING

This list is a selection of courses that I taught

Coordinator

Ongoing coordination of the *honours programme* of International Communication and Media, redesigned as Creative Business from 2018 onwards. Other expertise includes:

- 2017 – Coordinator *Media Culture & Technology*
2016 – Coordinator *Media Culture*, BA International Communication and Media
2015 – Module Media Year 4, BA International Communication and Media
2014 - *Interface Culture*. BA Onderwijs Geesteswetenschappen, Niveau 3, UU.
2012 - *Game Studies*. BA Arts & Culture. Maastricht University.

Lecturer

- 2017 – *Technology, Participatory Culture and International Creative Business*
2016 – *Media Culture, Research Lab and Methods, Online Research and Big Data*
2015 – *Digital Storytelling, Marketing Principles, Media Trends and Analysis* and more
2014 - *Interface Culture*. BA Onderwijs Geesteswetenschappen, Niveau 3. UU.
2014 - *Cultuur & Maatschappij: Media and Performance*. BA TFT, Niveau 1, UU.
2014 – *Ethnography & Interview Training*. Guest lecturer during the course Data Analysis. BA Communicatie- en Informatiewetenschappen, Niveau 2. UU.
2013 - *Games: Cultuur en Analyse*. BA Onderwijs Geesteswetenschappen, Niveau 2. UU.
2012 - *Game Studies 2*. MA New Media and Digital Culture. UU.
2012 - *Digital Games*. BA Arts & Culture. Maastricht University.
2011 - *Analysis of Paintings and Literary Texts*. BA Arts & Culture. Maastricht University.
2010 - *Digital Games*. BA Arts & Culture. Maastricht University.

Individual supervision:

2018-2019 – BA thesis, work placements and honours assignments. BA Creative Business
2017-2018 – BA thesis, work placements and honours assignments. BA International
Communication and Media, HU
2016-2017 – BA thesis, work placements and honours assignments. BA International
Communication and Media, HU
2015-2016 – *BA thesis and work placements*, BA International Communication and Media
2013-2014 - *MA Thesis & Internships*. MA New Media Digital Culture. Utrecht University.
2013-2014 - *BA Thesis in Game Studies*. BA TFT, CIW, Utrecht University.
2010-2013 - *BA Thesis in Media Studies*. BA Arts & Culture. Maastricht University.

Skills courses

2012 - *Game Design. Conceptual & Game Maker*. BA Arts & Culture. Maastricht University.
2012 - *Serious Game Design in 7Scenes*. MA New Media and Digital Culture, UU.
2012 - *Introduction in Dreamweaver*. BA Arts & Culture. Maastricht University.

Selected lectures:

2016 – *Research Concepts*. Lecture Series in Basics of Research & Method. HU.
2016 – *Digital Humanities and Data*. HU: Humanities.
2014 - *Strategies and Tactics: The Power of Platforms*. UU: Interface Culture.
2014 - *Remediation: The Interplay of Old and New Technologies*. UU: Interface Culture.
2014 - *Metaphores in Contemporary Interface Design*. UU: Interface Culture.
2014 - *Interface: Performance and Materiality*. UU: Interface Culture.
2013 - *From Princess to Cyborg: Gender and Games*. UU: Game Studies.
2013 - *Cosplay: Performance and Visual Culture in Media Fandom*. UCM: Cultural Studies.
2013 - *Textual Affect and Reader-Response Theory*. UCM: The Future of Literature
2012 - *Transmedia design: Aesthetics and Critique*. UCM: Digital Media.
2012 - *Ludification: Introduction to Game Studies*. UU: Game Studies 2.
2012 - *Game Culture: Contemporary Play Practices*. FASOS: Digital Games.
2012 - *Remediatie: Wisselwerking tussen Oude en Nieuwe Media*. (AKV St. Joost, 2012)
2011-2012 - *The Subcultures of Contemporary Gothic* (2011; 2012). UCM: Gothic Fiction.
2010-2011 - *Reworking the text: Fan Practices and Digital Media*. UCM: Digital Media.

OTHER

Extracurricular

Sept. 2009 – August, 2012 Artist and writer of webcomic (<http://curtain-call.nl>)
Dec. 2006 – August, 2012 Artist and organizer of graphic novel publisher OpenMinded

Hobbies

Sewing costumes, drawing, writing stories and playing games

References available upon request