

Meet a real life geisha with Ganapati

Nadia Adelstein, of Ganapati, discusses their exciting plans for ICE Totally Gaming 2018



Bio

Nadia Adelstein is marketing manager at Ganapati. Ganapati is an international company comprising game studios, media platforms and production companies, with offices in London, Tokyo, Malta, Tallinn, Bucharest and Los Angeles. Prior to working for Ganapati, Adelstein was based in Tokyo with Sony Digital Entertainment.

First appearing in Japan around the turn of the 18th century, geisha became a cultural zeitgeist, thanks to their exceptional sophistication and class. A geisha's role involves entertaining men with conversation, dance and song. As such, geisha's are exceptionally well-trained, skilled entertainers, who also act as hostesses and courtesans. And they remain one of Japan's cultural icons in the modern day.

To become a geisha, many years of training is required. Starting as maiko (apprentices), they may undergo years of intensive training in order to reach the high standards required to be a fully fledged geisha.

This long training period is spent learning how to play various musical instruments, sing, dance and generally learn how to be the best hostess possible; the illusion of female perfection; the ultimate companion.

A geisha's unique appearance – their makeup, hair, clothing and demeanour – is calculated to indulge a man's fantasy of the perfect woman, and men pay huge sums of money to have geisha attend to their every whim. However, money alone does not give access to geisha. One must be an invited member to a specific geisha house to be entertained by these Japanese wonders.

Another form of courtesan native to Japan is that of an oiran. In order to become an oiran, a woman has to be educated in a range of skills, including the traditional arts of sadō (Japanese tea ceremony), ikebana (flower arranging), and calligraphy.

Within the pleasure quarters, courtesans' prestige was based on their beauty, character, education, and artistic ability, rather than the auspices of their birth. It is said that spending a night in the company of an oiran would cost the average worker a year's salary!

In modern day Japan, geisha and oiran have become rare – and even more so in the western world where

there has not been as much exposure to Japanese courtesans – but that doesn't mean you have to miss out on meeting one.

In a very rare occurrence, geisha will soon be making their way to western shores. Thanks to Ganapati, geisha will come from the small towns of Gion Higashi and Kamishichiken, Kyoto, in early February to convene at the ICE Totally Gaming Convention in London, England.

Ganapati, a multinational gaming company with bases all around the world, including Tokyo, are bringing three genuine maiko, three authentic geisha, and even an oiran all the way from Kyoto.

Ganapati is a specialist when it comes to egaming – combining traditional European egaming with an authentic Japanese flavour to leave you with an experience you certainly won't forget in a hurry.

Ganapati's fantastically unique games include Pikotaro's Pineapple Pen, a quirky and unforgettable slot game based on the viral YouTube sensation PPAP, by Japanese comedian Pikotaro. Also worth noting is the visually stunning She Ninja Suzu – a 5-reel, 20-line slot game with incredible features where you as a player can interactively fight as Suzu against her enemies. When you play with Ganapati, you're playing with one of the best (and most immersive) vendors in the business.

If you fancy being transported to the tranquillity of Japan to witness the beauty of real life geisha, drop by stand N7-440 at ICE Totally Gaming, the only B2B gaming event that truly brings together the international online and offline gaming sectors, in London between 6-8 February.

Being able to meet a real life geisha is a unique experience you won't want to miss out on, so grab your chance to interact with a unique and fascinating part of Japanese culture. 