Nourished by a great passion for manga and anime since his youngest age, Jordan TOINÉ has only one idea in mind when he gets out of high school: to become a mangaka! It is within the support of his family that he decides to leave the island of Martinique, where he comes from, to attend AAA – Ecole de Manga, a Parisian manga school. Freshly graduated and driven by an even greater love for this art, he puts all his talent 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 a society which, by dint of persuasion, leads us to think that our happiness lies in the acquisition of the latest technologies and to buy, buy, buy …

**Synopsis**

Love is a critical force for the advancement of humanity. Can too much love be bad? In modern times, do we love shopping, gaming and our cell phones too much? Fondation Ipsen transmits science to people and in this Magna Collection, we examine Modern Love – for better or worse.

Enjoy!

*James A. Levine*

MD, PhD, Professor
Fondation Ipsen, President

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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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Ephemeral
WARNING!

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

That means that right now, you're at the end of the book. Turn it over, and follow the box guide.

Enjoy!
HOW DID YOU CONVINCE HIM?

SIMPLY BY SHARING OUR PASSIONS...

AND ACTION!

IT SMELLS LIKE BULL IN HERE!

BUT THAT'S MY LINE!

FINALLY SOME REAL SMILES! SHARING, TOGETHER, IT'S PRICELESS...
LET'S KEEP GOING SO THAT IT'S LIKE THAT EVERY DAY!
YOU STILL WANT TO BE FORGIVEN?

YES OF COURSE!

SO YOU'RE GONNA BE IN MY FIRST MOVIE!

WHAT ARE YOU TALKING ABOUT?

I THOUGHT THAT MAKING MOVIES WAS COMPLICATED.

I'M GONNA GET A REFUND FOR THE PURCHASES AND BUY THAT CAMERA WITH FILM CLASSES!

WHAT?

WHAT ARE YOU TALKING ABOUT?

I THOUGHT THAT MAKING MOVIES WAS COMPLICATED.

YES, BUT TOGETHER WE CAN DO ANYTHING, AND IT'LL BE A SHARED PLEASURE, IN THE LONG VERSION... AH AH AH!

YES OF COURSE!

I'M GONNA GET A REFUND FOR THE PURCHASES AND BUY THAT CAMERA WITH FILM CLASSES!

YES, BUT TOGETHER WE CAN DO ANYTHING, AND IT'LL BE A SHARED PLEASURE, IN THE LONG VERSION... AH AH AH!

YOU KNOW WITH MY TALENT, WE'LL GO FAR!

DON'T GET EXCITED...

HEY, KRAVIS; ARE WE GONNA BE FAMOUS?

WHAT?

WHAT ARE YOU TALKING ABOUT?
I MEAN, I HAVE TO BE SURE...

KRAVIN.

I AM SO SORRY THAT...

I MEAN, I HAVE TO BE SURE...

WAIT, PLEASE.

I'M GOING TO DELETE MY ACCOUNT AND GET BACK WHAT I WANTED IN THE FIRST PLACE... THE MOST EPHEMERAL COINS OF HISTORY! FADING AWAY AS QUICKLY AS THE PLEASURE OF THESE ABSURD PURCHASES.

WHAT?

THE DEADLINE HAS ARRIVED. MY POINTS HAVE BEEN CONVERTED: I CAN BUY THE NEXT PHONE 3... BUT YES!!!! THAT'S HOW I CAN BE SURE!
AND ALL THIS FOR THINGS I DIDN'T NEED OR WANT IN THE FIRST PLACE.

WHAT A FOOL... I'VE BEEN MANIPULATED, BY THIS DAMN COMMERCIAL YOU SEE EVERYWHERE!

WE ALL GOT SCREWED!

IN THE END, YOU GOT SCREWED TOO.

WE ALL GOT SCREWED!

REALLY EVERYWHERE
IT PISSES ME OFF!

THAT DAMN SIGN PISSES ME OFF TOO!

HOW DID I LET MYSELF BE TALKED INTO THIS?!?

CALM DOWN, I'LL PAY YOU BACK. BUT PLEASE DON'T GET ANGRY.

THIS COMMERCIAL, IT'S THE SAME AS THE ONE THIS MORNING. IT ALL STARTED THERE.

I SPENT A TON OF MONEY TO KEEP UP WITH THE MASSES.
YOU’VE BEEN MESSING WITH ME; PRETENDING AND ALL!

I JUST WANTED AN EXCLUSIVE COLLAB* TO SHOW OFF...

I'M SORRY, I THOUGHT WE'D BOTH BE SATISFIED ...

YOU USED ME, DAMN IT!

SATISFIED ?!? YOU USED ME. HOW STUPID COULD I HAVE BEEN!

*COLLAB’ : collaboration between two or more brands; rare collector’s item.
I jumped at the opportunity of the Super Stratos Light Max because they allowed me to pass to the extra gold status...

OK! Shut up, I've heard enough!
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...

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

ARE YOU KIDDING ME?!

MY BALANCE WAS INCREASING AND MY REPAYMENT OPTIONS WERE BECOMING MORE ATTRACTIVE. AND ALL THAT WAS CHANGING ...
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 class. 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.
A CHIP? BUT THAT'S AWESOME! IT EXPLAINS A LOT.

WHY DIDN'T YOU TELL ME?

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

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

I INTENDED TO TELL YOU EVERYTHING WHEN THIS WHOLE THING WAS OVER.
I'LL TELL YOU THE TRUTH, BUT, BEFORE, KNOW THAT...

OK, LISTEN KRAVIN...

DAMN, SO CLOSE!

CLAP

I'LL TELL YOU THE TRUTH, BUT, BEFORE, KNOW THAT...
SOON, EVERYONE WILL WANT SOME?
BUT THAT'S NOT IMPORTANT RIGHT NOW.

YOU SAID...

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!
WHERE'S THIS SHOP, THEN?

AT THE OTHER END OF THE SHOPPING CENTER.

BUT WE'RE NOT GOING FOR JUST ANY ARTICLE; IT'S THE SECRET OF STAR SUCCESS!

WHY ARE YOU SLOWING DOWN?

SOON, EVERYONE WILL WANT SOME! YOU SAW IT IN YOUR DREAM, DIDN'T YOU?

WAIT, WHAT DID YOU SAY?
THEY SENT ME THEIR CATALOG.
LOOK, THEY HAVE A PRODUCT FROM THE LIST!

AND I GOT ALL THIS FROM MY GEOLOCATION, SO THE STORE MUST BE HERE!

LET'S GO GET THOSE LAST POINTS!!!
SHOW ME THE LIST.

WHAT'S YOUR POINT?

EARLIER AT THE CINEMA, I RECEIVED A VOUCHER FROM A CLOTHING SHOP.
THERE'S NOTHING LEFT.

SO?

HOW IS THAT POSSIBLE?

TOMORROW WILL BE TOO LATE. BUT THAT'S OKAY, I HAVE A SOLUTION.

BUT HE'S GETTING MORE TOMORROW.

HE TOLD ME THE LAST PACK WAS JUST SOLD.
YES SIR, WHAT CAN I DO FOR YOU?

WHEN DOES YOUR SHOP CLOSE?

IN THIRTY MINUTES.

YES, FIRST-EDITION CONTROL-TERS.

WOULD YOU LIKE TO RESERVE AN ITEM?

OK… ALL RIGHT… BLAA BLA OK...

OK, THANKS.
WE SHOULD CALL THE SHOP TO SEE IF IT'S STILL OPEN.

HELLO? HI.

GOOD IDEA!

IS THIS PIXEL N BUY?
I'm leaving. I'll see you next weekend.

Wait, you're just blowing off the team like that?

I promised my mom I'd help her, and besides, it's getting late.

It's true that it's getting late.

Kravin, do you know when the shop closes?

You're right! What are we still doing here?
There's no one left. If the point was to sleep, that's stupid!

What's the next purchase?

That will be without me, I've got to go.

An accessory for my console, but the shop isn't located here.
WAKE UP !!!
THE NEW PAIR OF SNEAKERS: STRATOS LIGHT MAX!

KRAVIN', WAKE UP!!

HEY !!!

NO ONE RESISTS ME WHEN I HAVE THEM ON MY FEET.
HELLO, I'M HERBIE THOMPSON, NBA PLAYER.

THIS IS THE SECRET OF MY SUCCESS.
WHAT THE HELL IS THIS?! AND WHY...

LOOK, I'M IN THE MOVIE!

AM I ALONE?

WHAT IS THIS MADNESS?
DROP YOUR GUN, JOHNNY!
LET'S SIT OVER THERE, COME ON!
ARE YOU SURE YOU WANT TO SEE IT?

YES, COME ON, LET'S GO!

THREE TICKETS PLEASE.

THAT'S REALLY EXPENSIVE!

YES, BUT THE MOVIE THEATER MUST BE GREAT!
DAMN, IT'S FULL OF COMMERCIALS, I CAN'T SEE A DAMN THING.

HEY, DON'T BEAT YOURSELF UP, I KNOW IT BOTHERS YOU, BUT IT'S JUST A MOVIE.

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

JUST THINK THAT IN THE END, YOU'LL GET THE NEXT PHONE 3 !!!
YOU HAVE TO IF YOU WANT THE NEXT PHONE 3.

THIS MOVIE SUCKS! NO WONDER IT EARNED YOU SO MANY POINTS!!!

YOU HAVE TO IF YOU WANT THE NEXT PHONE 3.

THIS MOVIE SUCKS! NO WONDER IT EARNED YOU SO MANY POINTS!!!

IT'S OKAY.

NO, IF THE CHIP DOESN'T GEO-LOCATE HIM IN THE ROOM, WE DON'T GET ANY POINTS.

JUST BUY THE TICKETS AND LEAVE ... 

THERE'S A LOT MORE STUFF YOU CAN BUY ON THE APP, RIGHT? I'LL FIND SOMETHING ELSE.

THIS ONE? NO! WHERE ARE THE THINGS SARA WANTED IN THE FIRST PLACE?
WHAT? NO! NO WAY I'M WATCHING THIS OLD MOVIE, BESIDES, I'VE ALREADY SEEN IT!
SO DO YOU KNOW WHAT MOVIE WE'RE GOING TO SEE?

NO IDEA...

BUT WE'RE GONNA FIND OUT RIGHT NOW.
THAT SHOP TOO, RIGHT?

TWO TO GO, INCLUDING A MOVIE SESSION EARNS YOU A LOT OF POINTS...

GREAT, WE'LL BE ABLE TO RELAX! I THINK THE MOVIE THEATER IS THIS WAY.
WHAT ARE WE WAITING FOR?!

SARA, WAIT FOR US!

LOOK, THIS SHOP HAS SOMETHING FROM THE LIST.

THAT'S COOL, BUT IT DIDN'T EARN ME MANY POINTS. IT WASN'T THE MOST PROFITABLE ON THE LIST. THERE'S GOT TO BE SOMETHING BETTER WE CAN DO AROUND HERE.
WOW!
THAT'S HUGE...

LET'S JUST SAY THAT THEY SPARED NO EXPENSE WITH THIS NEW SHOPPING CENTER! WE WILL FIND EVERYTHING IN THERE!
THREE...
THERE, THAT, RIGHT THERE, THAT’S NOT BAD.

WE SAID THREE...

OKAY, FINE.

GREAT !!!
AND THESE ONES TOO.

YEAH, AND THE ONE BELOW.

THAT’S IT, IT’S OVER?

0752301
2:28

VERY GOOD.
LET’S NOT WASTE TIME THEN, LET’S GO.

YES!
DO YOU KNOW WHAT YOU WANT?
NO, NOT YET.

COME ONE, LET'S NOT WASTE TIME.

DO YOU KNOW WHAT YOU WANT?

THE PROGRAM ENDS TODAY!

SO IT'S BETTER IF WE KNOW WHAT WE'RE BUYING AND WHERE.

TODAY?! WE DON'T HAVE A MINUTE TO LOSE!

I'M GONNA CALL MY PARENTS AND TELL THEM I WON'T BE HOME FOR LUNCH.

WOW! THAT THING TRIPLES THE POINTS!

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

CAN I HELP YOU CHOOSE?

THIS, THIS, AND THIS ONE....
VERY COOL! IT IS BECAUSE I JUST RECEIVED POINTS.

ALREADY?

THIS IS A WELCOME OFFER; I HAVE THE RIGHT TO A BONUS ... AWESOME!

YOU'RE THE BEST BASILE!

LET'S GO POINT HUNTING!

PEOPLE OFTEN TELL ME THIS...

THAT GUY!
NOW, YOU CHOOSE, YOU BUY, AND... HERE IS THE LIST OF COMPATIBLE ITEMS. BELOW, YOU CAN LOOK AT COMMERCIALS TO TEST; THEY WILL ALSO EARN YOU POINTS.

OK, I'LL TRY.

KRAVIN! YOUR CHIP... IT'S FLICKERING!
AND LOAD THE LIST OF ITEMS THAT OFFER CREDIT POINTS.

ALL YOU HAVE TO DO IS REGISTER ON THE PROGRAM.

NO. PASS ME YOUR PHONE.

WE CAN ALWAYS TRY... BUT, ARE YOU SURE THIS THING IS NOT A SCAM?

GIVE ME THE CHIP'S CODES.

THERE, IT'S DONE!

I HAVE SET THE MAXIMUM REFUND PERIOD: 18 MONTHS; SO YOU DON'T HAVE TO WORRY!
There is a program on your Dream Chip to earn credit points: 2 points for every 1 euro spent, at least! And it increases according to the articles!

Kravin, what good is your chip if you don't even know about it?!

Ermm... it's Basile who always knows everything...

Then, your credit points are converted into coins*. You buy what you want with them and you only pay back later, it's so good.

*COINS: cryptocurrency; virtual currency.
COME ON, YOU DON'T NEED A NEW PHONE.

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

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.

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

I MIGHT HAVE A SOLUTION.
It's true. That's weird.

Yet it doesn't come out until next month.

 Aren't you aware?!!

They're doing a communication campaign: The phone's on sale for two days.

Seriously?!! I wish I had one too, but it must cost more than what I earned this summer...
HEY, BASILE, SARA!

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

WHEN IT'S NOT EVEN ON SALE YET.

BUT COME ON, LOOK AROUND YOU, KRAVIN!

HE'S NOT THE ONLY ONE WHO HAS ONE.
SORRY SIR.

NO, IT'S MY FAULT, MY EYES DIDN'T SEE YOU.

I HAD MY EYES ON MY SCREEN.

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

NEVERTHELESS, IT'S...

IT'S GREEN, LET'S GO.

I FOLLOW YOU.
IT'S THE FIRST TIME I SEE A COMMERCIAL I DREAMT OF APPEARING IN PUBLIC SO QUICKLY.
THERE WAS A LOT OF STUFF, YET YOU DIDN'T BUY ANYTHING.

THERE WAS THIS CAMERA, BUT YOU'D HAVE TO TAKE COURSES...

THAT OLD THING?! WE'LL FIND SOMETHING BETTER ON THE OTHER SIDE.

WE'LL GO FASTER THIS WAY.
WELL, WHAT'S ALL THIS?

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

-30% COMPLETION DISCOUNT

WHAT ARE YOU DOING, ARE YOU COMING?

SO, THIS, THIS, OR THESE?

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

YEAH, I'M COMING!
YOUR CHIP? WELL, THE IMPORTANT THING IS THAT WE'RE ALL HERE. SHALL WE GO?

COME, THERE'S LOTS OF DISCOUNTS OVER THERE.
...your detector may detect something because of my chip.

Hum... another one today.

Go ahead, you can go, don't worry.

Ah, there you are at last! Took you long enough.

I got held up by the security guard.
My name is Kravin.

And I’m one of the people who owns a Dream Chip.

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

WHERE ARE YOU?

ON MY WAY!
MY DREAM?!?

DAMN, I'LL NEVER GET USED TO IT.
NEXT PHONE 3: EXCELLENCE IS PRICELESS!

THANK YOU FOR YOUR PATIENCE. YOUR DREAM CAN NOW BEGIN AGAIN.

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

A DREAM?
HAVEN'T YOU EVER DREAMED OF BEING ALMIGHTY?

RAPIDITY...

MEMORY, QUALITY?

WHAT IF IT ALL FITS IN A POCKET?

NEXT-PHONE 3:
THE MUST OF TECHNOLOGY AND INNOVATION!
I'M FINALLY THERE!

ADVENTURER! YOU ARE THE FIRST TO HAVE ARRIVED HERE; THIS IS RIGHTFULLY YOURS.
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 right 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
Ephemeral
by Twané