

# Nerima Ward

Publicity campaigns promoting Nerima as the birthplace of Japanese anime



## Situation

- Nerima Ward is the birthplace of Japanese anime.
  - Nerima is known for the production of Japan's first feature-length colour anime film released in 1958, and the 1963 television anime series *Tetsuwan Atom* (Astro Boy).
  - Nerima hosts a cluster of about 80 anime production companies, the largest in Japan.
  - There are many educational institutes that have produced many people involved in anime production in Nerima.

## Intervention

- The Nerima Ward office plans to carry out a range of strategic measures to strengthen the district's anime businesses as a priority industry in hopes of revitalising all industry sectors in the ward and establishing anime as a form of culture that local residents love and are proud of.

### Spread of Anime Culture and Regional Revitalisation

- Anime events: Nerima Anime Carnival and Anime Project in Oizumi
- Career education: professional animators are sent to elementary and junior high schools in Nerima to conduct classes that provide students with hands-on experience in anime creation.
- Publicity campaigns through various types of media
- The establishment of anime character monuments.

### Human Resources Development

- Working with Nerima Animation, the ward office conducts demand surveys and organises lectures to help develop human resources in the anime industry. The ward offices is also planning an anime competition to give young animators a gateway to success.

## Impact

- The campaigns are expected to raise public recognition of anime culture, and boost the number of visitors to related locations in the area.
- New collaborations between anime business operators in Nerima and local communities will be promoted.

