

# Publicity Campaigns Promoting Nerima as the Birthplace of Japanese Anime

## Nerima Ward



### Background

Nerima Ward is the birthplace of Japanese anime, known for the production of Japan's first feature-length colour anime film, *Hakujaden* (The White Snake Enchantress), released in 1958, and the 1963 television anime series *Tetsuwan Atom* (Astro Boy). Currently, Nerima hosts a cluster of about 80 anime production companies, the largest in Japan.

Also, given Nerima's role as host to Nihon University's Faculty of Art and other educational institutes that have taught many individuals involved in anime production, it seems fair to say that anime was born and raised in Nerima.

Among the Japanese brands that are highly acclaimed globally, Japanese anime is a form of cultural and artistic content that is expected to draw visitors from abroad. Based on this recognition, 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.

### Purpose of Project

◆Promote the aggregation of anime-related companies in Nerima and support the development of people who will play vital roles in Japanese anime, so that new anime works and characters that captivate the world's imagination can be sustainably produced.

◆Carry out measures to make the cultural significance and value of anime and manga comics recognised as assets in which local residents can take pride in. Publicise them as one of the major appeals of Nerima, while also making use of anime and manga as regional resources for community renovation.

### Outline of Project

#### 1. Spread of Anime Culture and Regional Revitalisation

Working with related groups, including local merchants' associations, anime businesses and railway operators, the Nerima Ward office conducts publicity campaigns for Nerima-born anime works in and outside the ward in order to highlight the anime culture of Nerima and support regional revitalisation through anime.

a.) Anime events: Nerima Anime Carnival and Anime Project in Oizumi

\*Nerima Anime Carnival, held every autumn, includes anime character shows, anime song live concerts, screenings of anime works and workshops for participants to experience the job of anime creation.

\*Anime Project in Oizumi is an event held in the ward's Oizumi area, the birthplace of Japanese anime, featuring character shows, outdoor stalls of local retailers and anime creation classes by professional animators, in four locations including Oizumi Yumaetel Shopping Street. The word *Yumaetel* combines *yume*, the Japanese word

for dream, and Maetel, a popular anime character from Galaxy Express 999 produced by renowned artist Leiji Matsumoto.

- b.) Career education: In a collaborative project linking the anime industry with education, professional animators are sent to elementary and junior high schools in Nerima to conduct classes that provide students with hands-on experience of anime production.
- c.) Publicity campaigns through various types of media: Nerima Animation Site website, production of anime describing and promoting Nerima Ward, and the publication of publicity leaflets.
- d.) Development of tourist spots: The establishment of anime character monuments including Astro Boy in front of the Seibu Ikebukuro Line Oizumi-gakuen Station.



Nerima Anime Carnival 2015

## 2. Human Resources Development

Working with Nerima Animation, a general incorporated association that brings together anime business operators in Nerima, the ward office conducts demand surveys and organises lectures to help develop human resources in the anime industry. The ward office is also making preparations for an anime competition to give young animators a gateway to success. The office is currently drawing up plans to hold an anime competition in fiscal 2016.

## Features and Advanced Aspects

The periodic holding of anime-related events and

effective publicity campaigns for these events are expected to raise public recognition of anime culture in Nerima Ward, both in and outside the ward, and boost the number visitors to related locations in the area. In addition, new collaborations between anime business operators in Nerima and local communities will be promoted. The anime competition, as well as discussing and implementing other human resources development programmes, will help establish Nerima Ward as the mecca of Japanese anime. It will consolidate the Nerima Ward brand, bring global attention, and draw an increasing number of visitors from overseas.

アニメ産業と教育の連携事業



A collaborative programme linking the anime industry and education

## Effects of Project

### 1. Spread of Anime Culture and Regional Revitalisation

\*Nerima Animation Carnival 2015 was held on October 17 (Saturday) and 18 (Sunday), 2015, attracting 12,000 visitors.

\*Anime Project in Oizumi 2015 was held on May 24 (Sunday), 2015, attracting 12,000 visitors.

### 2. Human Resources Development

In fiscal 2013 and 2014, Nerima Animation, a general incorporated association, carried out training programmes designed to improve the skills and other expertise of novice animators.

Direct training by experienced animators produced the intended results.

## **Problems and Responses**

### **1. Spread of Anime Culture and Regional Revitalisation**

For the use of anime content at related events, difficulties were sometimes faced in negotiations and coordination on copyright fees and the scheduling of performers. The use of popular content was not easy because of budgetary restraints. Employing influential producers is expected to solve these problems to some extent.

### **2. Human Resources Development**

When training courses were organised, consideration needed to be paid to the situations of individual animators who served as instructors, as they had to accept reductions in their work hours and incomes. Thanks to close cooperation with animation studios, the training courses featured appealing animators as instructors and received many applications for participation.

## **Outlook**

### **1. Spread of Anime Culture and Regional Revitalisation**

The Nerima Ward office plans to step up collaborations with local merchants' associations and business corporations further in order to reflect the vitality of local communities in the project and enhance its attractiveness.

### **2. Human Resources Development**

An increasing number of anime production jobs have been outsourced overseas, reducing opportunities for Japanese animators to improve their skills through on-the-job training.

The anime industry needs to take the initiative for maintaining and improving the quality of Japanese anime by, for example, holding training courses periodically and opening a permanent training facility.

## **Reference URL**

[http://www.city.nerima.tokyo.jp/annai/animesangyo/oshirase/animecity.files/animeichiban\\_english.p](http://www.city.nerima.tokyo.jp/annai/animesangyo/oshirase/animecity.files/animeichiban_english.pdf)

[df](#) \*English

[http://www.city.nerima.tokyo.jp/annai/animesangyo/oshirase/animecity.files/animeichiban\\_chinese.p](http://www.city.nerima.tokyo.jp/annai/animesangyo/oshirase/animecity.files/animeichiban_chinese.p)

[df](#) \*Chinese

<http://www.city.nerima.tokyo.jp/annai/animesangyo/nerimakuanime/index.html> \*Japanese

## **Contact**

shokokanko02@city.nerima.tokyo.jp

+81-3-5984-1276

Anime Industry Promotion Division of the Commercial Tourism Section, Nerima Ward Office