

ANIME CITY ICHIBAN: NERIMA!

Revised
edition



Anime Ichiban!



1958

THE WHITE SNAKE ©Toei Company, Ltd.

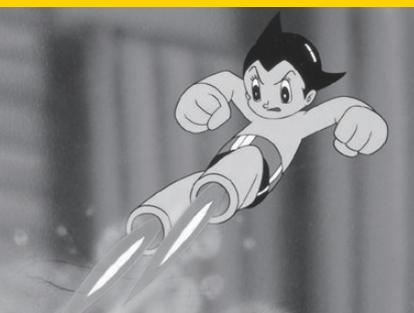
Anime City "Ichiban"

"Ichiban" means "first," "biggest," and "number one" in Japanese. Nerima is called Anime City "Ichiban." That's because Nerima is the place where Japanese animation production first got its start. Nerima boasts the largest number of anime related companies in all of Japan.



1966

Sally, The Witch ©Mitsuteru Yokoyama, Toei Animation



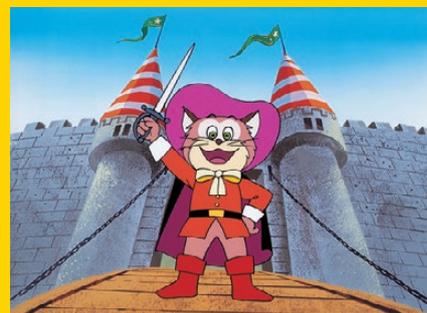
1963

ASTRO BOY ©Tezuka Productions/Mushi Productions.

Anime Comes to Life

The first feature-length anime produced in Japan was "The White Snake Enchantress," released in 1958. It was made by Toei Doga (now Toei Animation). This represents the genesis of commercial anime production in Japan.

Toei Doga was home to many people who would go on to play a major role in anime's development as an artform. Two of Japan's most famous film directors, Hayao Miyazaki and Isao Takahata; top character designers Yasuo Otsuka and Yoichi Kotabe; and popular manga artist Osamu Tezuka all worked on anime for Toei Doga.



1969

Puss'n Boots ©Toei Company, Ltd.



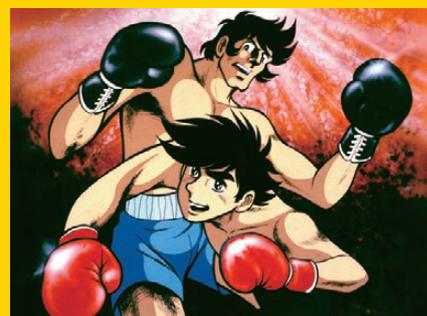
1963

Ken, The Wild Boy ©Hiroo Ohno, Toei Animation

The Beginnings of TV Anime

January of 1963 marked a seminal moment for the anime world: the debut of the Japan's first televised anime series, "ASTRO BOY." It was created by Osamu Tezuka and his studio Mushi Production which he established in Fujimidai.

"ASTRO BOY" became a major hit, which led to an influx of TV stations making requests for their own anime series. Toei Doga also entered into TV anime production, and in November broadcasts of "Ken, the Wild Boy" began. TV anime spread like wildfire, launching many new series and feature-length films, expanding the genre along the way. Of course, this also created many new anime fans – including the next generation of anime creators that shaped the course of Japanese animation.



1970

TOMORROW'S JOE ©Asao Takamori / Tetsuya Chiba / Mushi Productions.



1965

KIMBA THE WHITE LION ©Tezuka Productions/Mushi Productions.



1972

Mazinger Z ©Dynamic Planning, TOEI ANIMATION



1966

Cyborg 009 ©Shotaro Ishimori, Toei Animation

Many Original Manga Started in Nerima

Many popular anime started out as manga, like "ASTRO BOY," and Nerima is home to many famous manga artists such as Leiji Matsumoto, Tetsuya Chiba, and Rumiko Takahashi. Nerima has



1973

Cutey Honey ©Dynamic Planning, TOEI ANIMATION

All sorts of anime is made in Nerima!



1979

GALAXY EXPRESS 999 ©Leiji Matsumoto, Toei Animation



1984

No image

Ken, the Great Bear Fist



1986

No image

Dragon Ball



1998

NHK Character Domo ©NHK-TYO



1999

No image

One Piece

excellent access to the downtown metropolitan area, and is known for its abundant nature and ease of living, so it has been the birthplace of many emotionally riveting manga throughout the years. Those manga have been a major driving force behind the development of anime as a whole.

Home to Many Anime-related Companies

Due to Nerima's long history with anime production, over the years it has become the home to many anime-related companies. The process for creating an anime can be divided up into smaller tasks, but in the end one must create a single, coherent piece. Therefore, it is most efficient for cooperating companies in the industry to be located close to each other. The number of anime industry related companies in Nerima ward exceeds 100. This is the first or second highest in all of Japan!

Nerima considers anime to be its defining industry, and has taken on a number of different campaigns to further promote that industry. This pamphlet is just one of those efforts undertaken in order to further the understanding of just how closely related Nerima and anime truly are.

Famous Anime Produced in Nerima

Anime City "Ichiban": Nerima is the place where many historic anime series were born, starting with classics like "The White Snake," "Astro Boy," and "Ken, The Wild Boy."

The first color TV anime: "KIMBA THE WHITE LION." A science fiction anime that is often remade to this day: "Cyborg 009." The first anime produced for girls: "Sally, the Witch." A famous sports anime: "TOMORROW'S JOE." The foundation for all other mecha anime: "Mazinger Z." The catalyst for the sci-fi anime boom of the 1970s: "Galaxy Express 999." An anime series popular to this day: "One Piece." And the "Pretty Cure" series, still beloved by girls today.

Throughout history and until the end of time... Nerima will continue to remain the birthplace of countless anime that resonates with the hearts and souls of anime fans throughout the world.



1999

DIGIMON ADVENTURE ©Akiyoshi Hongo, Toei Animation ©"1999 DIGIMON ADVENTURE" production committee



2003

Komaneko ©TYO/dwari-Komaneko Film Partners



2004

Pretty Cure ©Toei Animation. All Rights Reserved Film ©2004 Toei Animation Co., Ltd



2015

Utano☆Princesama Revolutions (Original game: Broccoli Studio: A-1 Pictures) ©UTA☆PRI-R PROJECT

Explore the deep relationship between anime and Nerima!



» Toei Animation



THE LITTLE NORTH PRINCE VALIANT ©Toei Company, Ltd.

No image

One Piece



Witchy Pretty Cure! ©Toei Animation. All Rights Reserved
Film ©2016 Toei Animation Co., Ltd



Mazinger Z ©Dynamic Planning · TOEI ANIMATION



Ikkyu-san ©Toei Animation. All Rights Reserved

Toei Animation started in the Oizumi area of Nerima in 1956, and remains at the forefront of Japanese animation to this day. It was originally known as Toei Doga. The first feature-length anime movie in Japan was "The White Snake Enchantress," released in 1958. In over 55 years since then, Toei Animation has been involved in the production of many significant anime. "Little North Prince Valiant" was directed by Isao Takahata and was also worked on by Hayao Miyazaki. Then there is "PUSS'N BOOTS," a fun-loving feature-length animated film featuring the lovable main character Pero, who is now the logo for Toei Animation. Toei Animation also produced "Dragon Ball," a TV series which has seen considerable popularity around the world, and the "Pretty Cure" series which is extremely popular with girls. Toei Animation remains the cornerstone of Japanese animation, and to this day continues to produce some of the most popular anime for every generation.



» Osamu Tezuka and Mushi Production

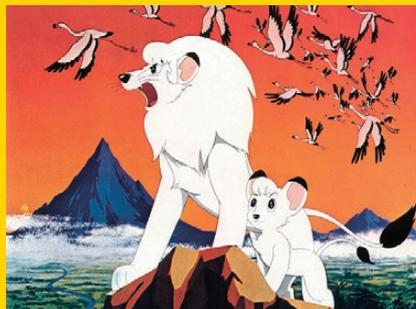


Photograph: Tezuka Productions

ANIME CITY HIGHLIGHTS



ASTRO BOY ©Tezuka Productions/Mushi Productions.



KIMBA THE WHITE LION ©Tezuka Productions/Mushi Productions.



PRINCESS KNIGHT ©Tezuka Productions/Mushi Productions.



DORORO ©Tezuka Productions/Mushi Productions.

Osamu Tezuka (often referred to as the "god of manga"), worked throughout his life in Nerima. He lived in Fujimidai from 1960 on, and in addition to his work in manga he also participated in anime productions at Toei Animation. Mushi Production was founded by Tezuka in 1962, and was responsible for the production of the first TV anime series ever aired in Japan: "ASTRO BOY." Later he worked on the production of many popular anime series based on his own original manga works, such as "KIMBA THE WHITE LION." Mushi Production would also go on to become the home of some of the future greats in the anime world, such as Osamu Dezaki and Yoshiyuki Tomino.

Profile

Osamu Tezuka

(1928 - 1989) Born in Osaka, Japan. Pioneered many of the techniques used in modern manga. Left a rich legacy including works such as "ASTRO BOY," "Phoenix," and "Black Jack."

» Shotaro Ishinomori



©Ishimori Production Inc.

▶▶ ANIME CITY HIGHLIGHTS ◀◀



Cyborg 009 ©Shotaro Ishinomori, Toei Animation



SABU & ICHI ©Ishimori Production Inc.



Ryu, The Cave Boy ©Shotaro Ishinomori, Toei Animation



KAMEN RIDER EX-AID ©2016 ISHIMORI PRO-TV-ASAHI-ADK-TOEI
Began airing October 2016 on TV Asahi

Shotaro Ishinomori was such a prolific manga artist that he earned a spot in the Guinness Book of World Records. He worked out of the Sakuradai area of Nerima and pioneered techniques that pushed the boundaries of the artform. Many of his manga went on to become anime, including "Cyborg 009," which has been remade many times. He also greatly contributed to the production of many influential live-action series such as "Kamen Rider," "Robot Detective," and "Goranger" (Five Rangers). He is considered a founding father of Japanese entertainment.

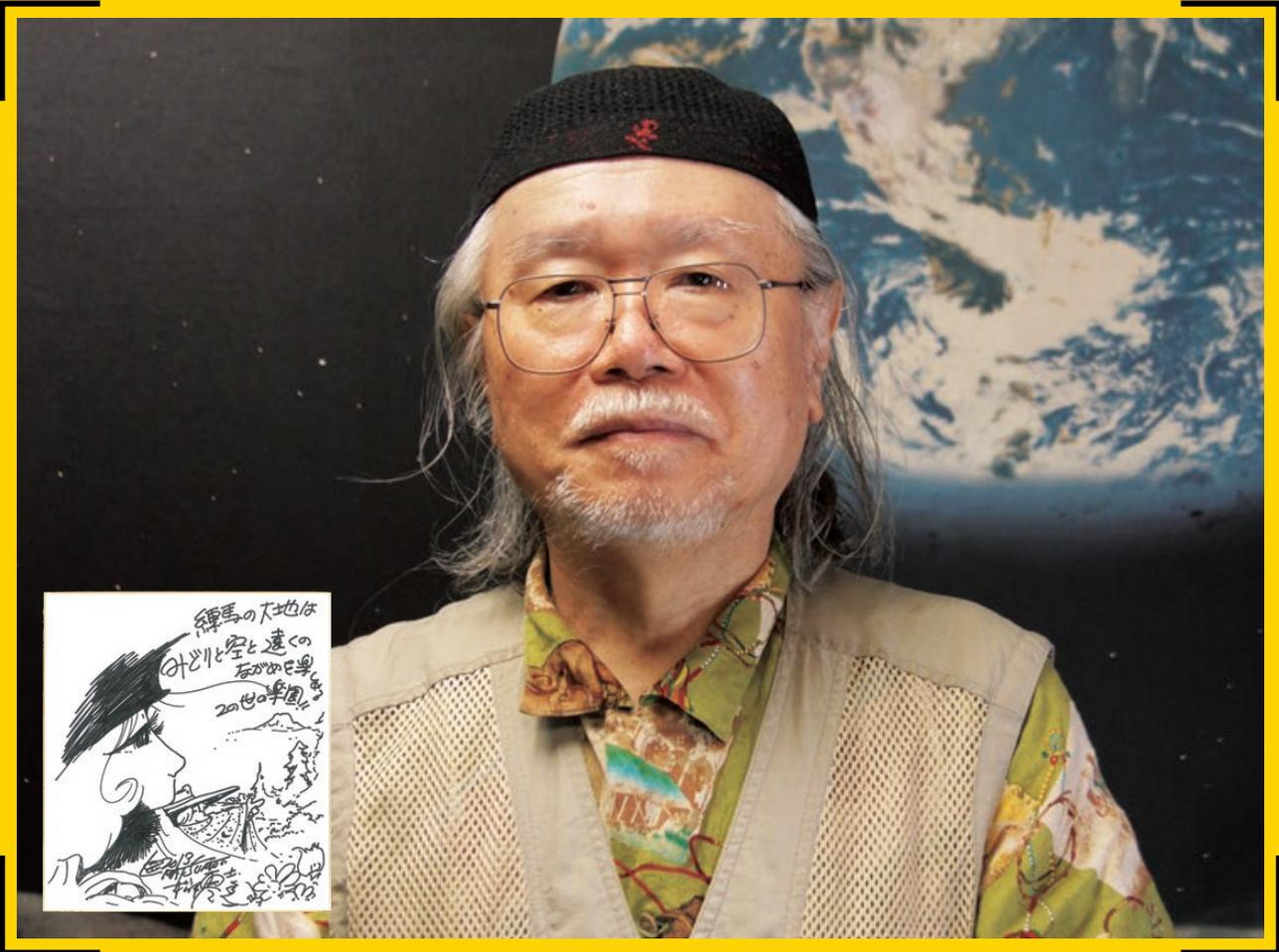
Profile

Shotaro Ishinomori

(1938 – 1998) Born in Miyagi, Japan. In addition to the above, he is also credited for many other works such as "Jun," "SABU & ICHI," "HOTEL," and "Japanese Economics through Manga."



» Leiji Matsumoto



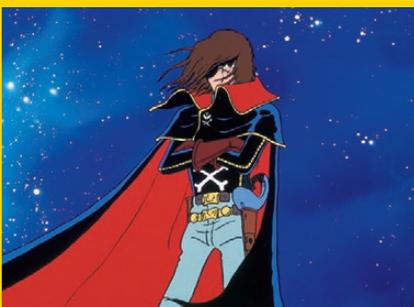
ANIME CITY HIGHLIGHTS



Harlock: Space Pirate ©LEIJI MATSUMOTO / CAPTAIN HARLOCK Film Partners



Galaxy Express 999 ©Leiji Matsumoto, Toei Animation



SPACE PIRATE CAPTAIN HARLOCK ©Leiji Matsumoto, Toei Animation



Planet Robot Danguard Ace ©Leiji Matsumoto, Toei Animation

Creator of the original manga from which "Galaxy Express 999" and "Space Pirate Captain Harlock" were born, which went on to spark the anime boom of the 1970s. He moved to the Oizumi area of Nerima over 50 years ago because of its beautiful natural scenery, as well as its proximity to the metropolitan areas. He created many different manga series in a wide variety of genres. He has stated that there are three factors that are the most important in the production of any manga or anime: superb art, a compelling story, and a clearly defined reason behind its creation.

Profile

Leiji Matsumoto

(1938 -) Born in Fukuoka, Japan. Besides his most famous works in the science fiction genre, he is also known for his other works in a wide variety of other genres such as "Otoko Oidon," or the war story "Stanley's Witch." Since 2008 he has been recognized as an honorable citizen of Nerima.

» Tetsuya Chiba



▶ ANIME CITY HIGHLIGHTS ◀◀



TOMORROW'S JOE ©Asao Takamori / Tetsuya Chiba / Mushi Productions.



HURRICANE-KUNIMATSU ©Tetsuya Chiba / Mushi Productions.



Akane-chan ©Tetsuya Chiba, Toei Animation



THE CHAMPION ©Asao Takamori-Tetsuya Chiba / Kodansha-TMS
"The Champion," the sequel to "Tomorrow's Joe"

Renowned for his sports manga. He has spent over half a century in Nerima, and during that time he has produced many famous works like "TOMORROW'S JOE," the definitive boxing manga; the girls' manga "Misokkasu" (made into an anime under the title "Akane-Chan"), and many more. He says he loves Nerima because he loves staying active, and there are many facilities where he can play tennis, baseball, and other sports. His works are often about dreams and hopes for the future, and his vast library of stories continue to inspire today.

Profile

Tetsuya Chiba

(1939 -) Born in Tokyo. Produces manga in a variety of genres for both boys and girls. His most famous works include "TOMORROW'S JOE," "Ore wa Teppei." Chairman of the Japan Cartoonists Association since 2012.



» Rumiko Takahashi



Urusei Yatsura ©Rumiko Takahashi / Shogakukan



Maison Ikkoku ©Rumiko Takahashi / Shogakukan



Ranma 1/2 ©Rumiko Takahashi / Shogakukan



INUYASHA ©Rumiko Takahashi / Shogakukan, YomiuriTV, Sunrise2000



Mermaid Forest ©Rumiko Takahashi / Shogakukan

Rumiko Takahashi is most famously known as the creator of "Urusei Yatsura," which changed the history of boys' manga. She has said that her goal is to create "easy-to-read, enjoyable manga." Her uniquely female perspective has led to a string of long-running hits. 2013 marks her 35th year in the industry. She has worked for nearly 30 years in Nerima, and says that her favorite things about the area are the convenient location, quiet neighborhoods, and beautiful cherry blossoms.

Profile

Rumiko Takahashi

Most famously known for "Maison Ikkoku," "INUYASHA," "Ranma 1/2," and "Mermaid Forest." Many of her manga have been made into anime. In 2009, "RIN-NE" began being serialized in Weekly Shonen Sunday magazine.

» "Monthly Girls' Nozaki-kun"

Studio: Dogakobo

(Production: GEKKAN SHOJO NOZAKI KUN Production Committee)

An animated show that aired from July to September 2014, based on the 4-panel comic series "Monthly Girls' Nozaki-kun" published by Square-Enix. It's a unique comedy centering on the exploits of young Nozaki, a high school boy student who's also a popular girl's comic creator. Dogakobo was established in Nerima in 1973, and has worked together with Toei Animation, Studio Ghibli, and other studios throughout the years. Recently they have animated popular titles such as "UMARU-CHAN!" and "PLASTIC MEMORIES."



©Izumi Tsubaki/SQUARE ENIX,GEKKAN SHOJO NOZAKI KUN Project

» "Komaneko"

Studio: dwarf

Stop motion animation is a technique in which figures, small props, and sometimes the camera itself are moved slightly each frame. "Komaneko" was created using this method. It has since become known worldwide and is popular for its soothing movement and lovable characters. It was produced by dwarf, also known for their work on NHK's "Domo." dwarf was established in 2003 by director Tsuneo Goda. With a studio and office in Nerima, they continue to work on a variety of anime today.



©TYO/dwarf-Komaneko Film Partners

» "Utano☆Princesama Revolutions"

Original game: Broccoli (Studio: A-1 Pictures)

(Production: Uta☆Puri R Production Committee)

Based on the romantic adventure game "Uta No Prince Sama," this popular anime series has enjoyed three broadcast seasons, and as of this writing in December 2015 is slated for a season4. (Image shown is from season 3.) The debut of the original game in 2010 was followed by a variety of sequels, not only in anime form but also as music CDs and other character goods. It enjoys great popularity among female fans. The publisher of the original series, Broccoli, is a content producer headquartered in Nerima. They have worked on a variety of other popular series, including the trading card game "Z/X."



©UTA☆PRI-R PROJECT



» "MOBILE SUIT GUNDAM IRON-BLOODED ORPHANS"

Background art design: KUSANAGI
(Studio: Sunrise)

"MOBILE SUIT GUNDAM IRON-BLOODED ORPHANS," began airing in October of 2015. The show's dramatic storyline and the evolution of a "new generation Gundam" has led to great popularity since its debut. The art direction, background art, and scenery were all overseen by the cutting-edge, Nerima-based art team Kusanagi. In addition to work on the theatrical anime "ONE PIECE FILM Z" (art direction, background art) and "Mobile Suit Gundam 00 -A Wakening of the Trailblazer-" (art direction), they have provided backgrounds for the game "LovePlus+"

©SOTSU-SUNRISE-MBS



» "ACTUALY I am"

Background art direction: Stereotype smartile
(Studio: TMS ENTERTAINMENT)

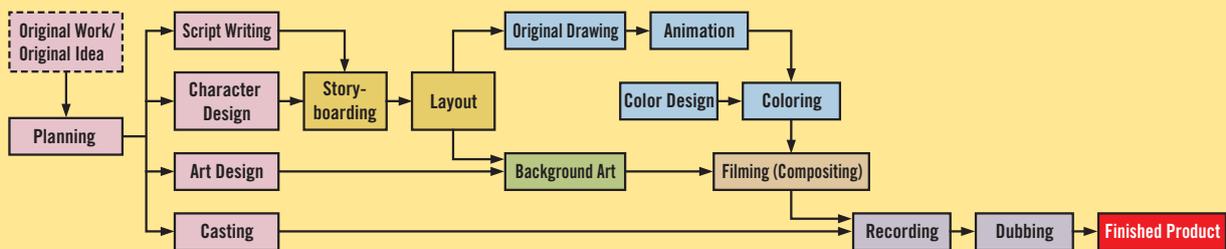
The televised anime based on the popular romantic comedy with monster heroine serialized in Weekly Shonen Champion. Aired from July to September 2015. The setting is modeled on Nerima itself, with portrayals of popular spots such as Toshimaen and Nakamurabashi. The art direction was overseen by Nerima-based Stereotype smartile whose key person is Yasutada Kato, well known for his art direction on many hit TV anime series such as "Major." Stereotype smartile continues to evolve into a total production company.

©Eiji Masuda (Akitashoten) / Jitsuwata Film Partners



↑ MORE ANIME FROM NERIMA! ↓

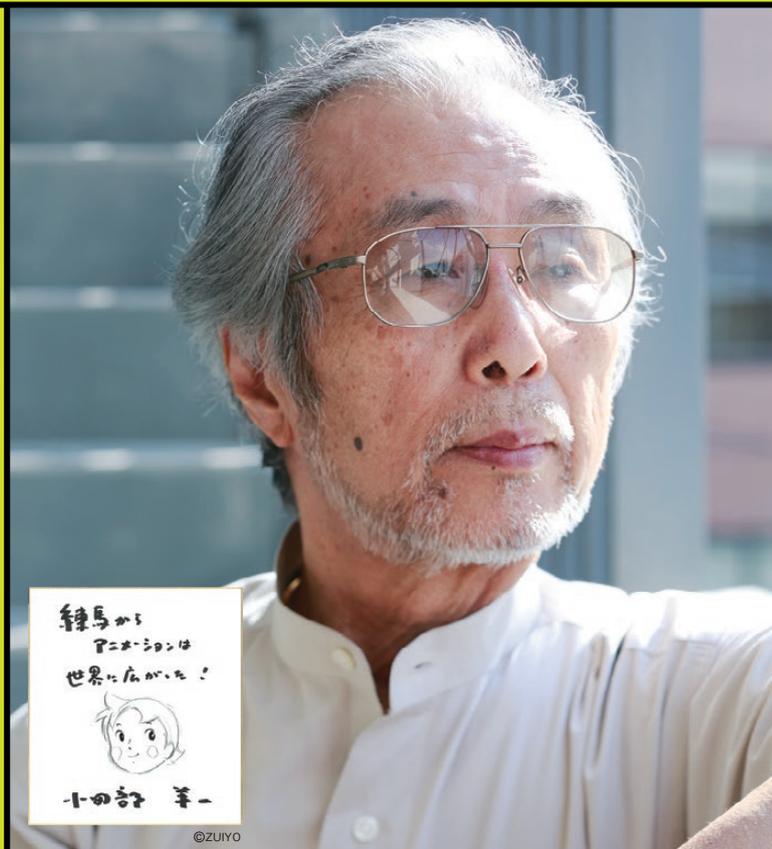
Sidebar » The Basic Anime Production Process



The anime production process can be roughly divided into the following steps: story creation, direction, design of characters and other main elements, creation of backgrounds, filming, and recording voice/music/sound effects. Nerima isn't just home to anime production studios, but also to many subcontractors that specialize in various parts of the production process. The final products represent the efforts of many different companies and people.

The Appeal of Anime: Exploring Other Worlds

INTERVIEW TO YOICHI KOTABE



A Little Ninja, Fujimaru ©Toei Animation



FLYING PHANTOM SHIP ©Toei Company, Ltd.

Interview

Animation Director/Character Designer ("Flying Phantom Ship" "Heidi")

Yoichi Kotabe

When I was a child my father always encouraged me to draw. I also really liked animated films. Like Disney's "Snow White" or "The Little Humpbacked Horse" from Russia. I thought I would apply to Tokyo University of the Arts and somehow I managed to get in. But when it came time to graduate there just weren't any jobs. Then I happened to come across a job listing for Toei Doga (now Toei Animation). That was back in 1959. I was hired alongside the likes of Isao Takahata ("Princess Kaguya") and Hiroshi Ikeda ("Animal Treasure Island"). Hayao Miyazaki would also join us about 5 years later.

Back then animation was done by about 7 or 8 different teams. I was assigned to Daikichiro Kusube's team, who would later go on to start A Production (which would later become Shin-Ei Animation). I remember one of my superiors telling me it was like a clash of the titans back then! Each team had a talented leader running the show. It was an eye-opening experience.

Those really were interesting times. There was a good student/master system in place, and I learned a lot from everyone. My friends and I still talk about how it was basically like an animation school. TV animation debuted around that time, but with limited techniques (Editor's Note: a method that reduces the number of frames used per second) so I remember thinking if it was really okay for things to be this easy. I don't remember ever working that hard or having any troubles. Oizumi, where Toei Doga was located, had a lot of nice fields and grasslands. During our breaks we would always go out there and wrestle or go for walks. Every once in a while we'd see a

Japanese ratsnake and Kusube-san would pick it up and start swinging it around. (Laughs) It really was the countryside back then.

Later on I moved to A Production with Takahata and Miyazaki where we produced "Panda! Go, Panda!," then I went on to Zuiyo Animation where I worked on "Heidi." This was the first TV anime set outside of Japan so we scouted locations abroad. I remember Miyazaki analyzing the buildings and furniture, memorizing how everything worked.

After that I was invited to Nintendo by Ikeda-san who had worked on "Super Mario Bros." and some other titles. People often told me that Super Mario was never the same after I got there. (Laughs)! It makes me happy to think I played a part in the connection between games and animation.

When I was a child I would often fantasize about stepping into my picture books, and that is exactly what animation allows us to do. Animation is literally making something from nothing. Normally that's something only gods get to do. I couldn't think of a better job in the world.

Profile ▶ Yoichi Kotabe

(1936 -) Born in Taipei. Graduated from Tokyo University of the Arts with a degree in Japanese painting. After joining Toei Doga, moved to A Production, then to Zuiyo Animation where he worked as a character designer for "Heidi." He then worked on many different projects as a freelancer before being hired by Nintendo to work on the visuals for Super Mario and other game titles. Today he teaches at university and is head animation supervisor for Pokémon, among other projects.

The Desire to Evolve as an Actor



CYBORG 009
©2001 Ishimori Production/Cyborg009 Production Committee



Nerima daikon brothers
©2006 Aniplex Inc./Studio HIBARI Co.,Ltd

INTERVIEW TO SHOWTARO MORIKUBO

Interview

Voice Actor ("Naruto" - Shikamaru Nara, "Yowamushi Pedal" - Yusuke Makishima)

Showtaro Morikubo

I never wanted to be a voice actor. I wanted to be a stage actor. I knew about the profession, I just never thought I'd be doing it. It was hard at first and I didn't like it because I wasn't any good. Trying to say my lines to match up with the video was so stressful. But, as the years went by and I saw these veteran voice actors all doing their job and looking so happy, I realized that this must be a great job if they are still that passionate about it after all these years, and so I changed my outlook. I knew I just didn't like it because I wasn't any good at it, so I started to study on my own. I had jumped into the world of voice acting after the fact, so I had to re-learn the techniques to make up for my weaknesses. I had a bit of a complex about my voice, so I never thought I would make that voice into my career. It really was a surprise. I feel like it just sort of fell in my lap.

For me, I think I came into this career at just the right time. Those that came before me paved the way for us, way back before the genres or even the culture existed. We were only able to expand that road because it was paved so cleanly for us. I feel that our generation was set to take that baton from our predecessors at an amazing time in history.

I was given the opportunity to play Jet Link from the Heisei remake of "CYBORG 009" (TV), but I felt a lot of pressure on that one because it was a series that I watched and enjoyed as a kid. Ishinomori's story brings up many conflicts such as what good and evil truly are, human dignity, and that is just scratching the surface. Ishinomori's genius was distilling these huge concepts into a scale kids could understand. I finally saw that as an

adult. That is why his stories stand the test of time. I think he is really amazing.

Anime is infused with the essence of the Japanese people and has been cultivated carefully over a long period of time. I think that is why now there are so many anime that are revered and loved around the world. That's why everyone watches it as kids, both boys and girls. That is why it is so influential. And it's totally free. There are no limitations. There is such a wide window of enjoyment in anime that appeals to viewers of all ages.

I know that the quality of anime will continue to evolve over time, and as an actor myself I must continue to evolve with it. I can't always stand on the shoulders of my betters. I have to grow so that I can be able to support those that come after me as well! I truly want to become that person so that I can support this great culture of anime that has been passed down to me from its roots in Nerima.

Profile ▶ Showtaro Morikubo

(February 25, 1974 -) Born in Tokyo. Represented by VIMS. Besides voice acting, he is also a stage actor, radio personality, and musician. He appeared in "Nerima daikon brothers," which is set in Nerima. Starting in Autumn 2013, he played Yusuke Makishima in the TV anime series "Yowamushi Pedal." In Spring of 2014 he will play the part of Okita Soji in the movie "Hakuoki Chapter 2 Shikonsokyu." He is also known for his roles in "Major" (as Goro Shigeno) and "Naruto" (as Shikamaru Nara).

What Anime has Brought to Japan

by Takamasa Sakurai

Nowadays, when someone thinks "Made in Japan", the most likely thing that will pop into their head is "anime." Not electronics, not cars, but anime. Why is that?

In 2008 I proposed an "anime cultural exchange" as a result of some lectures I gave in Saudi Arabia and Burma, and since then I have given lectures in over 120 cities in 25 countries around the world, started a fashion show, and produced a variety of Japan-related events. Through these activities I talked to many people from around the world who absolutely love Japan.

What kind of country do they imagine Japan to be? Japan is a country that produces things wholly unique to Japan.

The biggest example of that worldwide is anime.

That is what I heard numerous times in my travels. Japan is a country that takes the creation of things very seriously. That is because Japanese people have always placed a high value on tradition.

The core that supports Japan's creations is the Japanese spirit of "mastery". The world sees that mastery in Japan's anime.

When I first proposed this anime cultural exchange, most people in the government thought that people who liked anime just like anime. That didn't mean that they liked Japan. And so they decided to focus exclusively on traditional culture.

Over the years I worked to persuade government officials as to the wrong-headedness of excluding anime from cultural exchanges. Anime includes elements of not only modern Japan, but of all aspects of Japanese society, culture, and life. "I started to play shogi because of anime." "I learned about Japanese food from

anime." Anime is a doorway that connects Japan to the rest of the world. Traditional culture and pop culture like anime are not at odds with each other. In fact they complement one another.

For example, Japanese bento boxes are surging in popularity around the world. "Obento" has even become a buzzword for cute lunchboxes in the English language. Anime often features junior and high school students as characters, and inevitably there will be scenes where they are eating their bento in school. These scenes are often short one or two second cuts, but animators put their all into animating them. That is one aspect of Japanese anime "mastery," and it resonates abroad, stoking interest among foreign viewers.

There are a multitude of conventions and events around the world that focus on Japanese culture via anime, and it is not uncommon for them to see 10,000 visitors or more. The majority of these events are organized by the locals for the locals. I suspect Japan is possibly the only foreign country celebrated abroad in this way.

Will a day ever come when all the countries of the world can truly fully understand each other? In this world full of conflict wherever we turn, I put that hope in anime. That sense of common values from all the young people of the world who grew up watching Japanese anime. I believe that Japanese people should maintain a close relationship with the people of the world, and think long and hard about why the world thinks of anime when they hear the phrase "made in Japan".

Nerima is home to many anime-related companies. I think that how Nerima acts, thinks, and reacts is very important to Japan.



Anime cosplayers at the "Salon des Manga" in Barcelona, Spain

Profile

Takamasa Sakurai

(1965 -) Born in Tokyo. A content media producer, author, and professor at Digital Hollywood University. Also a member of the council of advisors for the Ministry of Foreign Affairs' anime cultural exchange, and communications for the Ministry of Foreign Affairs' fashion pop culture program. He gives lectures and produces fashion shows in over 150 cities in 27 countries around the world for cultural exchange. Author of many books and articles such as "Anime Cultural Exchange" (Chikuma Shinsho), "Chinese Girls Who Like Japan too Much" (PHP Shinsho), and "Worldwide Kawaii Revolution" (PHP Shinsho).

Takamasa Sakurai, who passed away just as this pamphlet was being finished.

Welcome to Anime City Ichiban!



Town

○ Oizumi Anime Gate



©Tezuka Productions ©Leiji Matsumoto, Toei Animation
©Asao Takamori-Tetsuya Chiba / Kodansha-TMS ©Rumiko Takahashi / Shogakukan



This popular spot opened in April 2015 on the pedestrian deck outside the north exit of Oizumi Gakuen station as a symbol of "Anime City Ichiban: Nerima." It features life-sized statues of popular anime characters originating in Nerima, an epicenter of Japanese animation. In addition to bronze statues of Mighty Atom (Astro Boy) from "ASTRO BOY," Jo Yabuki from "TOMORROW'S JOE," Tetsuro Hoshino and Maetel from "Galaxy Express 999," Lum from "Urusei Yatsura," the site offers a Nerima Anime Chronology and a "Graphic Wall" for visitors to experience and enjoy Nerima animation.

Events

○ Nerima anime carnival



Stage from Nerima Anime Carnival 2015

A carnival held every fall, helping to spread the word about "Anime City Ichiban: Nerima" both inside and outside the city. Starting in 2014, it has been held outside the north exit of Nerima Station. Panel discussions with voice actors and creators, anime song concerts, and character shows onstage are complemented by anime showings, workshops, displays and vendors. It just gets better every year – don't miss out!

○ Anime Project in Oizumi



Go! Princess Pretty Cure Show

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Film ©2015 Toei Animation Co., Ltd

An anime event held annually with the cooperation of local studios such as Toei Animation, centered on the Oizumi local shopkeepers association. Numerous events are held on and around the Oizumi Yumeetell Shopping Street, including anime industry panel discussions, street bazaars by local shops, anime workshops hosted by professional animators, and a variety of other fun events. Visitors can also enjoy anime song concerts and character shows.

Anime Industry Exchange Agreement with Annecy, France



The world's largest international animated film festival (once part of the Cannes International Film Festival) is held yearly in Annecy, France. A trade fair is also held at the film festival, and is visited by anime industry people from around the world. In 2009, Nerima entered into an Anime Industry Exchange Agreement with Annecy. It was established to promote the exchange of information required for international business, better organize events, and further the industry on an international scale. This is the first such attempt to connect cities from around the world through anime.

Connecting the Anime Industry and Education



Nerima is also involved in educational programs that utilize its unique assets in the anime industry. We hope to utilize anime culture to increase interest in the region, and encourage growth and development by enabling people to learn about the fun that comes through creativity and how professionals in the industry work. We are also involved in exchanging anime with the children of Annecy in France to encourage an international exchange through the combination of anime and education.

Oizumi Yumaetel Shopping Street



©Leiji Matsumoto, Toei Animation

©Leiji Matsumoto

Oizumi Gakuen is located to the west of Nerima and is full of beautiful natural scenery. The large shopping area located near Toei Animation, outside the north exit of Oizumi Gakuen Station on the Seibu Ikebukuro Line, is called the Oizumi Yumaetel Shopping Street. It was named with the cooperation of famous manga artist Leiji Matsumoto, who resides in Oizumi, and is a combination of the Japanese word for "dream" (yume) and his famous character Maetel. Events like the Anime Project and obon dance festivities are often held here, and the shopping street even has its own original character: Yumaetel-chan!

999 License Plates



©Leiji Matsumoto

Starting from 2012, we offer license plates for motorized bikes, featuring the character Maetel from "Galaxy Express 999." Bikes with the Maetel license plates can be seen all around town promoting Nerima's anime culture. There are also license plates featuring the official Nerima anime character Nerimaru.



Nerima Animation Site



<http://animation-nerima.jp/>
[twitter: @anime_nerima](https://twitter.com/anime_nerima)



A special website for finding out the latest information about Nerima related anime interviews, local animation spots, Nerima's official anime character, Nerimaru, and the PR anime "Time capsule+" Also includes info about anime events and businesses, helping publicize the deep connections between Nerima and the anime industry. A must see for anime fans!

Activities in Nerima city

Nerima is located in the northwest region of Tokyo, the capital of Japan. Since its establishment in 1947, it has developed as an eco-friendly town full of nature, with a current population of around 720,000 people.

Nerima is also the birthplace of Japanese anime. Many famous works of anime have been produced here, and anime has since become a significant cultural phenomenon around the world. The history of anime truly is the history of Nerima.

Nerima is involved in a variety of activities to promote anime both as an industry and as a culture, and we hope that these activities will further not only the economic success of the region but the pride of our citizens and our culture as well.

We look forward to Nerima continuing to shine and grow as "Anime City Ichiban!"



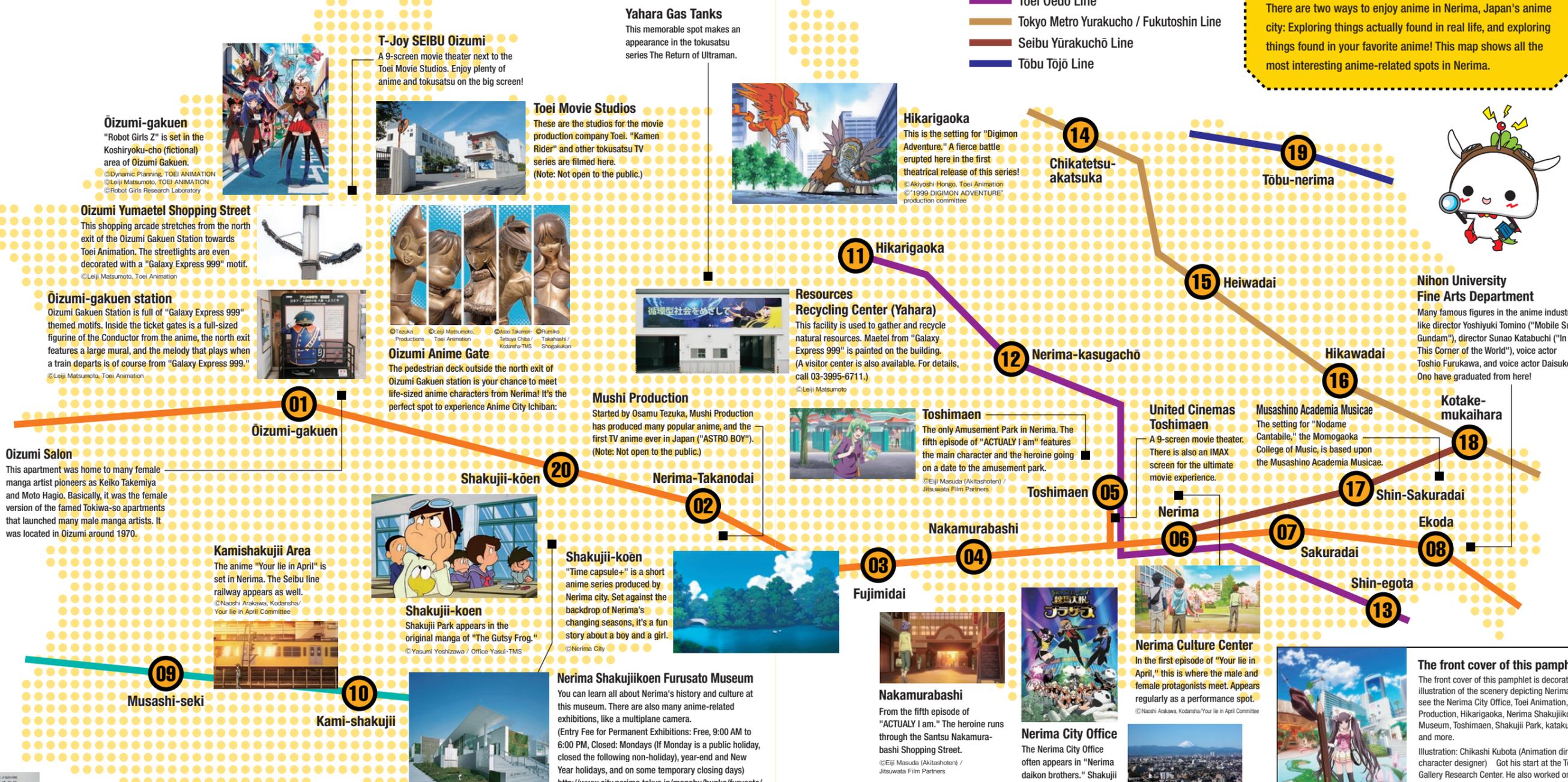
▲ BUT WAIT, THERE'S MORE! ▼

Check it out! Nerima Anime Map

- Seibu Ikebukuro Line
- Seibu Shinjuku Line
- Toei Oedo Line
- Tokyo Metro Yurakucho / Fukutoshin Line
- Seibu Yurakuchō Line
- Tōbu Tōjō Line

Experience the fun of anime in Nerima!

There are two ways to enjoy anime in Nerima, Japan's anime city: Exploring things actually found in real life, and exploring things found in your favorite anime! This map shows all the most interesting anime-related spots in Nerima.



Train Station Tourism Guide Boards

These boards are decorated with anime characters that can tell you all the cool spots to visit near the train station. As of October, 2013, these guide boards are located at 19 train stations. Look for them when you get off the train!



CHECK IT OUT! NERIMA ANIME MAP

CHECK IT OUT! NERIMA ANIME MAP

It's me, Nerima's official anime character: **Nerimaru!** "Neri" nice to meet you!



ねりわ
NERIMARU

Our aptly named hero was born to spread the word about Nerima being Japan's "anime city," both domestically and throughout the world. His name comes from the "Neri" in Nerima and the Japanese word from round, "marui", because of his round shape! His shape is also modeled after the Nerima daikon (radish) and that of a horse, because the "ma" in Nerima means horse.

I'm spreading the word about Nerima!

In order to spread the word about Nerima's anime culture, my picture is all over promotional materials in the city and I often show up to anime events and festivals to get the party pumping!



©Nerima City

Nerimaru: The Anime!

The Nerimaru anime depicts the daily life of Nerimaru and shows off some of the facilities and events you can find in Nerima. You can watch it on the official website or on YouTube.



Nerimaru Goods

There are plenty of cute Nerimaru goods to get your hands on: from cell phone straps to folders, there is something for everyone! Check the website for details!



Plush cell phone strap



File folder



LINE Stickers

Latest Updates



Twitter: @nerimaru_nerima

Official homepage: <http://www.animation-nerima.jp/nerimaru.html>



*Anime City Ichiban: Nerima!

Printed: Nerima Commerce and Tourism Division

First Printing: December, 2013

Revised edition: December, 2016

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Nerima Homepage <http://www.city.nerima.tokyo.jp/>

Nerima Animation Site <http://www.animation-nerima.jp/>

Editing/Production: Right Stuff

All information in this pamphlet is accurate as of the date of printing. Some information may be changed.



Supported by Agency for Cultural Affairs
Government of Japan in the fiscal 2016