

# ***ANIME CITY ICHIBAN: NERIMA!***





# The Birthplace of Japanese



The White Snake Enchantress ©TOEI COMPANY,LTD.

1958

## Anime City "Ichiban"

"Ichiban" means "first," "biggest," and "number one" in Japanese, and Nerima is "ichiban" for anime for two main reasons. The first is because it was the birthplace of some of Japan's top animation productions. The second is because Nerima remains home to the largest number of companies related to the anime industry anywhere in Japan.



ASTRO BOY ©Tezuka Productions / Mushi Productions.

1963

## 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.



Ken, the Wild Boy ©Hiroo Ohno, Toei Animation

1963

## 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.



KIMBA THE WHITE LION ©Tezuka Productions / Mushi Productions.

1965



Cyborg 009 ©Ishimori Production Inc. and TOEI COMPANY,LTD.

1966

## 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



Sally, the Witch ©Mitsuteru Yokoyama, Toei Animation

1966



Puss'n Boots ©TOEI COMPANY,LTD.

1969



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

1970



Mazinger Z ©Dynamic Planning ·TOEI ANIMATION

1972



Cutie Honey ©Dynamic Planning ·TOEI ANIMATION

1973

# Anime! Japan's Top Anime City!



Galaxy Express 999 ©Leiji Matsumoto, Toei Animation



Ken the Great Bear Fist



Dragon Ball



NHK Character Domo ©NHK-TYO



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. There are approximately 90 different anime-related companies working within Nerima. This is the highest number of any other municipality in 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

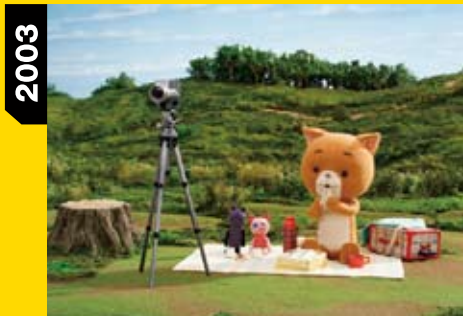
In addition to "The White Snake Enchantress," "ASTRO BOY," and "Ken, the Wild Boy," Nerima is home to a great many other firsts in anime history.

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.



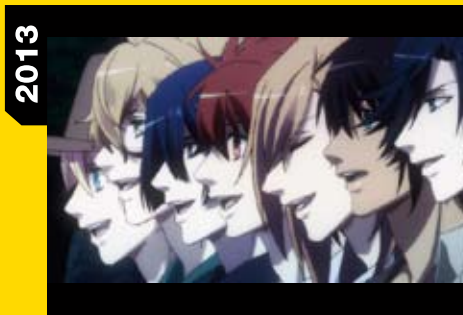
Digimon Adventure ©Akiyoshi Hongo, Toei Animation  
©"1999 DIGIMON ADVENTURE" production committee



Komaneko ©TYO/dwarl-Komaneko Film Partners



Pretty Cure ©Toei Animation, All Rights Reserved



Uta No Prince Sama 2  
(Original game: Broccoli Studio: A-1 Pictures) ©UTA☆PRI-2 PROJECT

Explore the deep relationship  
between anime and Nerima!





## » Toei Animation



Little North Prince Valiant ©TOEI COMPANY,LTD.

No image

One Piece



Dokidoki! Pretty Cure ©Toei Animation, All Rights Reserved



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



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



©Ishinomori Production Inc.



Cyborg 009 ©Shotaro Ishinomori, Toei Animation



SABU & ICHI ©Ishinomori Production Inc.



Ryu, the Cave Boy ©Shotaro Ishinomori, Toei Animation



KAMEN RIDER GAIM ©2013 ISHIMORI PRO-TV-ASAHI-ADK-TOEI  
Began airing October 2013 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

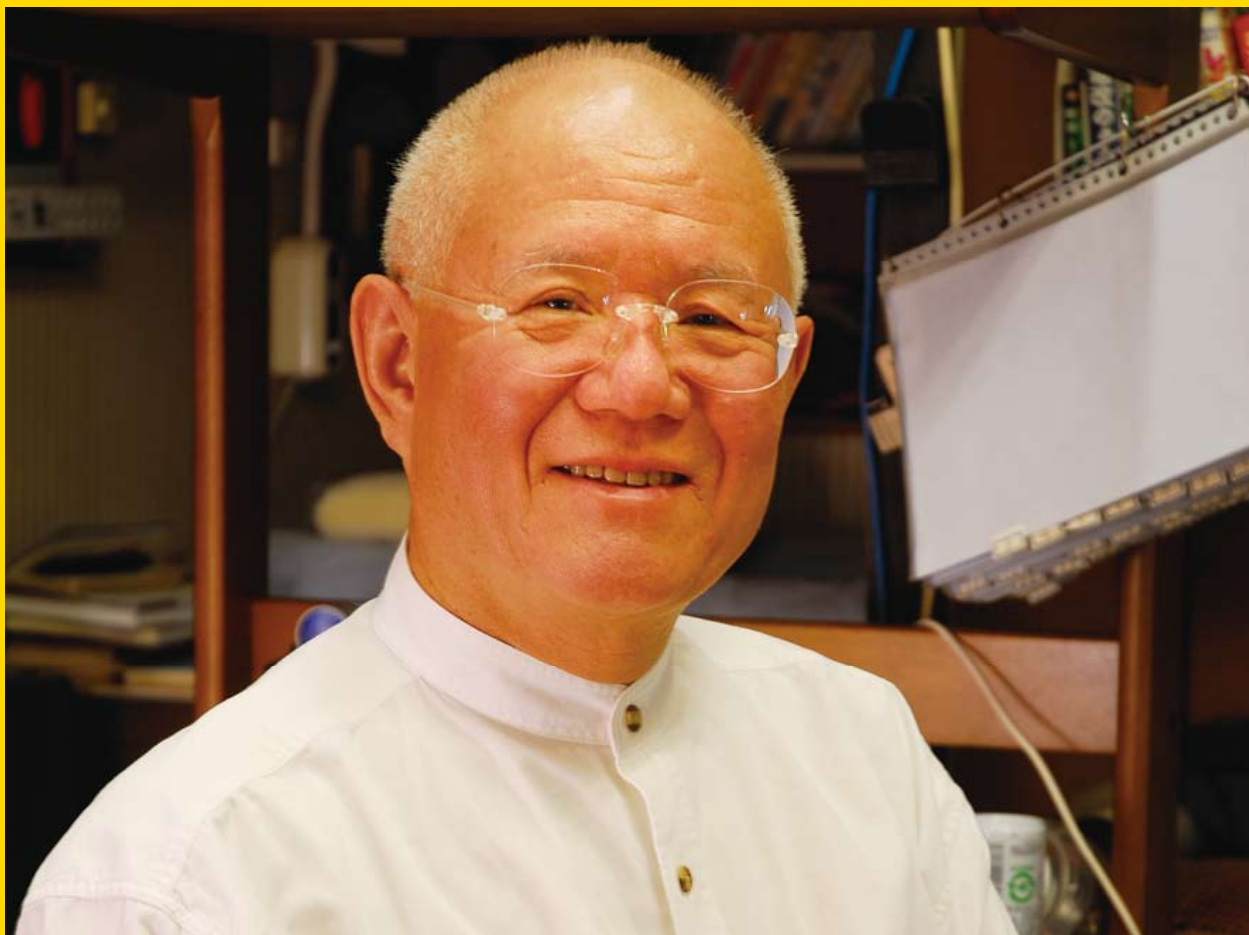
Creator of the original manga from which "Galaxy Express 999" and "Space Pirate Captain Harlock" were born, which went on to spark the anime boom of the 1970s. He moved to the Oizumi area of Nerima over 50 years ago because of its beautiful natural scenery, as well as its proximity to the metropolitan 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



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



HURRICANE-KUNIMATSU ©Tetsuya Chiba / Mushi Productions.



Akane-Chan ©Tetsuya Chiba, Toei Animation



THE CHAMPION ©Asao TakamoriTetsuya Chiba / KodanshaTMS  
"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. Her latest work, "RIN-NE," runs in Weekly Shonen Sunday.



### » "LOVE LAB"

**Studio: Dogakobo**  
**(Production: Fujijyo Council)**

Based on the four-panel manga "LOVE LAB," this anime aired from July to September of 2013.

This is a "love research comedy" that focuses on student life of the five members in the school's student council of Fujisaki Girls Academy.

This anime was praised for critics for its high quality and fans are hoping for a sequel.

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 "YuruYuri" and "Galactic Armored Fleet Majestic Prince."

©Ruri Miyahara/Houbunsha,Fujijyo council



### » "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



### » "Uta No Prince Sama 2"

**Original game: Broccoli (Studio: A-1 Pictures)**  
**(Production: Uta☆Puri 2 Production Committee)**

An anime series based off the dating adventure game "Uta No Prince Sama." Season 1 aired in 2011, and season 2 aired from April to June in 2013 (the image shown is from season 2). Since the original game was published in 2010, many sequels have been released, as well as song CDs, comics, and other related goods. The series is very popular with the female demographic. The publisher of the original series, Broccoli, is based in Nerima. They are a popular media production company known for their trading card game "Z/X." An anime based on "Z/X" is scheduled for release in 2014.

©UTA☆PRI2 PROJECT







## » "CODE GEASS Akito the Exiled"

**Background art design: KUSANAGI**  
(Studio: Sunrise)

This is a spin-off of the popular dark-themed sci-fi robot anime "CODE GEASS." Chapter 1 was released in 2012, and Chapter 2 was released in theaters in 2013. The art design for this production was taken on by KUSANAGI, an elite art production group based out of Nerima. KUSANAGI has worked on such projects as the feature-length anime ONE PIECE FILM Z (art direction, art design), Mobile Suit Gundam OO -A wakening of the Trailblazer- (art direction), and has even worked on the background art for the game LovePlus+.

©SUNRISE/PROJECT G-AKITO Character Design ©2006-2011 CLAMP-ST



## » "ARMORED TROOPER VOTOMS Case;IRVINE"

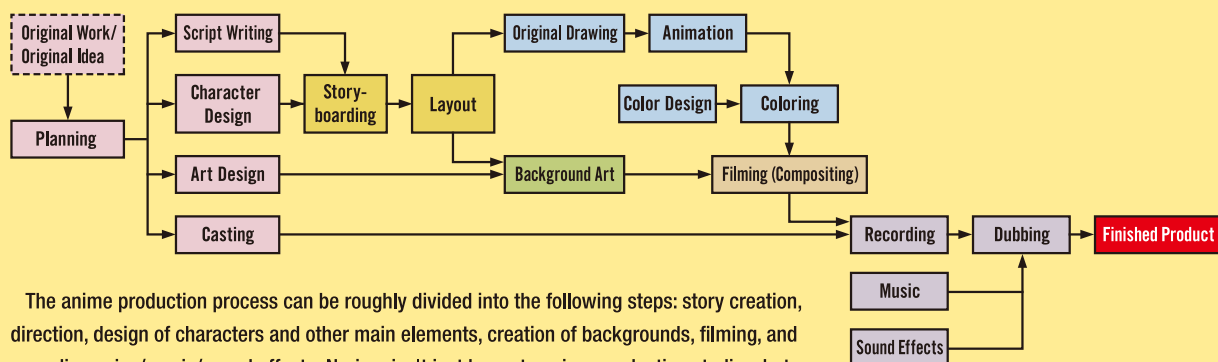
**Background art direction: Stereotype smartile**  
(Studio: Sunrise)

This is a spin-off of "ARMORED TROOPER VOTOMS," a TV anime popular in the 1980s. After a special screening in 2010, it was released on DVD and Blu-ray the following year. It maintains the realistic feel of the world depicted in the original production, and generated a lot of buzz because of the production staff coming from "CODE GEASS." The background art direction for this project was handled by Nerima's Stereotype smartile. It is centered around Yasutada Kato, art director for many titles such as the TV anime "Major," and is transitioning into a total-package content production company, including animation.

©SUNRISE



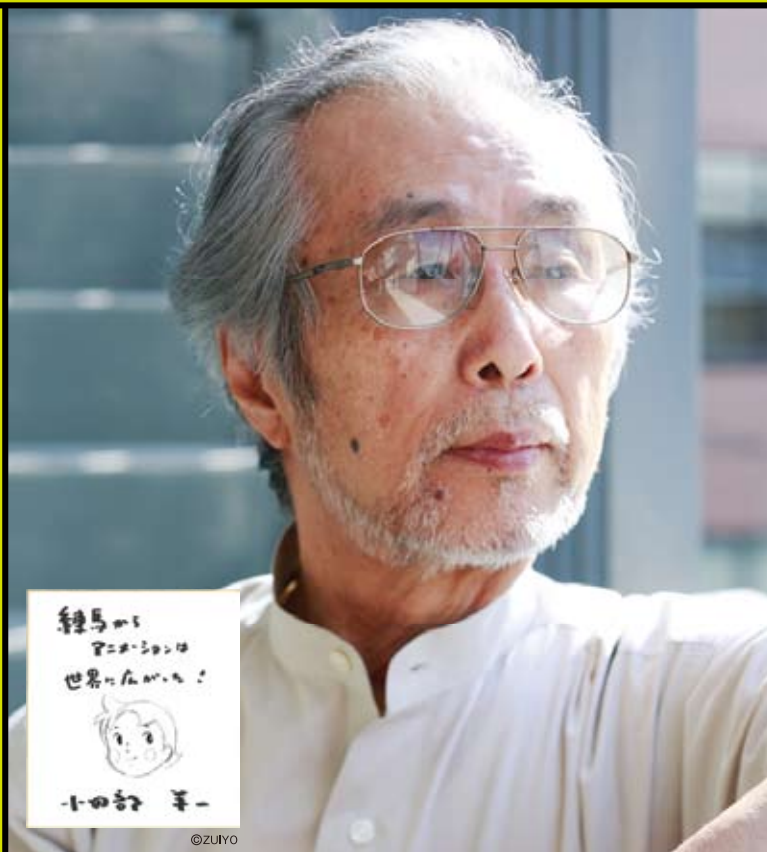
## Sidebar » The Basic Anime Production Process



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



A Little Ninja, Fujimaru ©Sanpei Shirato, 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.

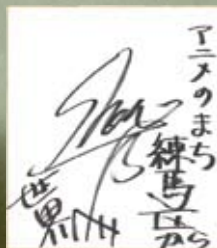
After that I was invited to Nintendo by Ikeda-san who had worked on "Super Mario Bros." and some other titles. People often told me that Super Mario was never the same after I got there. (Laughs)! It makes me happy to think I played a part in the connection between games and animation.

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 Ishinomori Production/Cyborg009 Production Committee



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

## 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 120 cities in 25 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).

# Welcome to Anime City Ichiban!



## Events

### ○ Nerima Anime Carnival



This carnival is held yearly to promote Nerima as Japan's top spot for everything anime. Enjoy live stage events like character shows and live anime song performances, theater showings, workshops, and more! There are also cosplay shows, and appearances by famous voice actors. It keeps growing every year.

### ○ Anime Project in Oizumi



©Toei Animation, All Rights Reserved

This is an anime event held in the Oizumi area of Nerima, the place where Japanese animation was born. Spanning four event areas, starting with the Oizumi Yumaetel Shopping Street, you can enjoy a wide variety of events such as character shows, street vendors, anime production courses taught by pros, and more! You can also experience the history of anime at the Toei Animation Gallery.

## Town & Transport

### ○ 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!

### ○ Galaxy Express 999-themed Train



©Leiji Matsumoto, SEIBU Railway Co., LTD.

A train designed with a "Galaxy Express 999" motif, by Leiji Matsumoto, an honored citizen of Nerima, has been part of the Seibu Railway since 2009. Matsumoto's wish was to "design a train that would stoke the dreams of children" and to "raise awareness about environmental conservation by utilizing a design that includes beautiful imagery of the Earth". The train is still in operation on the Seibu Ikebukuro and Toshima Lines.



### 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.

### 999 Electric Car



©Leiji Matsumoto

This electric car has a full body paint job based on Leiji Matsumoto's ultra-popular "Galaxy Express 999" characters. The two cars, named Galaxy 1 and Galaxy 2, were built as part of Nerima's campaign against global warming. We use both cars to raise awareness for the environment. These are the first municipally-owned cars with a full body paint job of anime characters in Japan.

### 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.

### 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.



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



ネリマアニメウォーク2 安彦良和先生



This website contains information about events and activities related to anime going on in Nerima. It is full of great information about Nerima and the history of anime, student-made animations, interview videos with manga artists who live in Nerima, and more to help the world understand more about Nerima and anime. Check it out! (English also available.)

## 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 710,000 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!"





# Check it out! Nerima Anime Map

## 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.



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

### Yahara Gas Tanks

This memorable spot makes an appearance in the tokusatsu series The Return of Ultraman.



### Hikarigaoka

This is the setting for "Digimon Adventure." A fierce battle erupted here in the first theatrical release of this series!

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

### Toei Movie Studios

These are the studios for the movie production company Toei. "Kamen Rider" and other tokusatsu TV series are filmed here.

(Note: Not open to the public.)

### T-Joy Oizumi

A 9-screen movie theater next to the Toei Movie Studios. Enjoy plenty of anime and tokusatsu on the big screen!



### Ōizumi-gakuen

"Robot Girls Z" is set in the Koshiryoku-cho (fictional) area of Oizumi Gakuen.

© Robot Girls Laboratory

### Oizumi Yumaetel Shopping Street

This shopping arcade stretches from the north exit of the Oizumi Gakuen Station towards Toei Animation. The streetlights are even decorated with a "Galaxy Express 999" motif.

© Leiji Matsumoto, Toei Animation

### Ōizumi-gakuen station

Oizumi Gakuen Station is full of "Galaxy Express 999" themed motifs. Inside the ticket gates is a full-sized figure of the Conductor from the anime, the north exit features a large mural, and the melody that plays when a train departs is of course from "Galaxy Express 999."

© Leiji Matsumoto, Toei Animation

### Toei Animation Gallery

Here you can find many historical materials related to Toei anime on display.

(Tickets: Free, 9:30 AM to 5:00 PM (Last Entry: 4:30 PM), Closed: Mondays (If Monday is a public holiday, closed Tuesday) and the year-end and New Year holidays)  
http://www.toei-anim.co.jp/tag/index.html

### Resources

#### Recycling Center (Yahara)

This facility is used to gather and recycle natural resources. Maetel from "Galaxy Express 999" is painted on the building. (A visitor center is also available. For details, call 03-3995-6711.)

© Leiji Matsumoto

### Mushi Production

Started by Osamu Tezuka, Mushi Production has produced many popular anime, and the first TV anime ever in Japan ("ASTRO BOY").

(Note: Not open to the public.)



### Chikatetsu-akatsuka

### Tobu-nerima

### Heiwadai

### Hikawadai

### Nihon University

#### Fine Arts Department

Many famous figures in the anime industry like director Yoshiyuki Tomino ("Mobile Suit Gundam"), director Sunao Katabuchi ("Mai Mai Miracle"), voice actor Toshio Furukawa, and voice actor Daisuke Ono have graduated from here!

### Kotake-mukaihara

### Musashino Academia Musicae

The setting for "Nodame Cantabile," the Momogaoka College of Music, is based upon the Musashino Academia Musicae.

### United Cinemas Toshimaen

A 9-screen movie theater. There is also an IMAX screen for the ultimate movie experience.

### Toshimaen

The only Amusement park in Nerima. Also home to the Nerima Anime Carnival.

### Nerima-kasugachō

### Nakamurabashi

### Fujimidai

### Nerima-Takanodai

### Shakujii-kōen

### Ōizumi-gakuen

### Oizumi Salon

This apartment was home to many female manga artist pioneers as Keiko Takemiya and Moto Hagio. Basically, it was the female version of the famed Tokiwa-so apartments that launched many male manga artists. It was located in Oizumi around 1970.

### Shakujii-kōen

Shakujii Park appears in the original manga of "The Gutsy Frog."

© Yasumi Yoshizawa / Office YasuTMS

### Seibu Ikebukuro Line

The Seibu Ikebukuro Line features a train fully decked out in a "Galaxy Express 999" motif.

© Leiji Matsumoto, SEIBU Railway Co., Ltd.



### Nerima Shakujii-koen Furusato Museum

You can learn all about Nerima's history and culture at this museum. There are also many anime-related exhibitions, like a multipane camera.

(Entry Fee for Permanent Exhibitions: Free, 9:00 AM to 6:00 PM, Closed: Mondays (If Monday is a public holiday, closed the following non-holiday), year-end and New Year holidays, and on some temporary closing days)  
http://www.city.nerima.tokyo.jp/manabu/bunka/furusato/



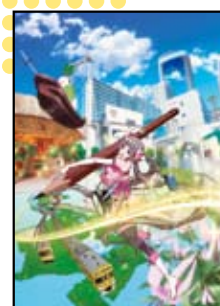
### Kami-shakujii

### Musashi-seki

### The front cover of this pamphlet

The front cover of this pamphlet is decorated with an illustration of the scenery depicting Nerima. You can see the Nerima City Office, Toei Animation, Mushi Production, Hikarigaoka, Nerima Shakujii-koen Furusato Museum, Toshimaen, Seibu Railway, Shakujii Park, katakuri flowers, and more.

Illustration: Chikashi Kubota (Animation director and character designer) Got his start at the Toei Animation Gallery Research Center. He also worked on various Toei Animation productions such as "Magical DoReMi" and "Tomorrow's Nadja." He worked as animation director for "The Girl Who Leapt Through Time," directed by Mamoru Hosoda.



### Nerima City Office

The Nerima City Office often appears in "Nerima daikon brothers." Shakujii Park also appears in an episode of this series.

© 2006 Aniplex Inc./Studio HIBARI Co., Ltd.

You can also meet a figurine of Nerimaru on the 20th floor of the city office in the observation deck lobby. Don't miss the amazing view!

## 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!



01 Ōizumi-gakuen  
Galaxy Express 999  
© Leiji Matsumoto, Toei Animation



02 Nerima-Takanodai  
TOMORROW'S JOE  
© Asao Takamori, Teisyu Chiba / MUSHI PRODUCTION



03 Fujimidai  
ASTRO BOY  
© TEZUKA PRODUCTIONS



04 Nakamurabashi  
Ge Ge Ge No Kitaro  
© Toei Animation



05 Toshimaen  
Yes! Pretty Cure 5 Go Go!  
© Toei Animation, All Rights Reserved



06 Nerima  
The White Snake Enchantress  
© TOEI COMPANY, LTD.



07 Sakuradai  
Cyborg 009  
© Ishimori Production Inc. and TOEI COMPANY, LTD.



08 Ekoda  
Nodame Cantabile  
© N-K/N



09 Musashi-seki  
Ikkyū-san  
© Toei Animation, All Rights Reserved



10 Kami-shakujii  
THE SUPER DIMENSION FORTRESS MACROSS  
© 1982 BigWest



11 Hikarigaoka  
Digimon Adventure  
© Akiyoshi Hongo, Toei Animation



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



13 Shin-egota  
Komaneko  
© TOYO/dwarf/Komaneko Film Partners



14 Chikatetsu-akatsuka  
The Secret of Akko-chan  
© Fujio Production, Toei Animation



15 Heiwadai  
KIMBA THE WHITE LION  
© TEZUKA PRODUCTIONS



16 Hikawadai  
Sarutobi Ecchan  
© Shotaro Ishinomori, Toei Animation



17 Shin-sakuradai  
Magical DoReMi  
© Toei Animation, All Rights Reserved



18 Kotake-mukaihara  
BRAVE STORY  
© 2006 FUJI TELEVISION / GONZO / WARNER ENTERTAINMENT JAPAN / DENTSU / SKY Perfect JSAT Corporation



19 Tobu-nerima  
Sally, the Witch  
© Mitsuteru Yokoyama, Toei Animation



20 Shakujii-kōen  
Currently under construction

?



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 Anime Story Contest

We started a contest looking for the best original stories for the Nerimaru anime in 2012. Winning stories will be made into an anime for everyone to see. The winning story of the first contest can be seen in episode 11 of the Nerimaru anime.

## 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



## Latest Updates

Twitter: @nerimaru\_nerima

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



"Anime City Ichiban: Nerima!"

Printed: December, 2013 Nerima Commerce and Tourism Division

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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 the Agency for Cultural Affairs  
Government of Japan in the fiscal 2013