



PROJECT ANIME

TOKYO, JAPAN

2016 PROGRAM GUIDE



HOSTED BY:



学校法人 東洋美術学校
専門学校
TOYO INSTITUTE OF ART & DESIGN

WEDNESDAY, MARCH 23

Schedule of Events

9:30AM - 10:00AM Meet & Greet

10:00AM - 10:45AM Networking in Japan

The SPJA Director of Entertainment will talk on the finer points of Japanese business etiquette and some best practices when it comes to networking in Japan.

11:00AM - 11:45AM Guest Relations

What makes a good guest liaison/interpreter/handler? What are some good practices when having Japanese guests visiting your convention?

12:00PM - 1:00PM LUNCH BREAK

1:00PM - 1:45PM Concert Management

SPJA Director of Entertainment Jon Baumgardner will lead a discussion and presentation on concert management practices for convention organizers.

2:00PM - 2:45PM Conventions: Bigger and Better

Nobuyuki Takahashi of Studio HARD Deluxe will give a speech on the importance of conventions as they grow into bigger and better events worldwide.

3:00PM - 3:45PM Anime Production and the Committee System

Veteran producer Koji Takeuchi (Lupin the 3rd, Tiny Toon Adventures) gives insight on how anime is produced and explains how the anime production committee system works.

4:00PM - 4:45PM Studio Ordet Q&A

Representatives from Studio Ordet (Wake Up, Girls!) and Studio TRIGGER (Kill la Kill) will share the stage and share news about their companies relevant to convention runners. Ordet will share information on their founder, anime director Yutaka Yamamoto, while TRIGGER will give a short presentation on upcoming projects.

THURSDAY, MARCH 24

Schedule of Events

9:30AM - 10:00AM Meet & Greet Toyo Institute

10:00AM - 10:45AM Creative Guest Programming Toyo Institute

Discussion of creative types of programming that guests can participate in.

11:00AM - 11:45AM VIPO Toyo Institute

Toshifumi Makita of Visual Industry Promotion Organisation (VIPO) will talk about VIPO's experiences with previous editions of JLOP, The Subsidy for the Localization & Promotion of Japanese Visual Media, and what Japanese exhibitors are looking for from conventions around the world

12:00PM - 1:00PM LUNCH Shinjuku

1:00PM - 1:45PM Anime Con PR 101 Toyo Institute

This panel will give an overview of a complete PR strategy - everything from picking out the right PR person and identifying target press outlets to setting up the proper press room and onsite-procedures. The ultimate goal isn't having the most coverage, but having coverage that brings more attendees, guests, industry and funding to your event.

2:00PM - 2:45PM Anime Biz Revolution, 2016 Toyo Institute

Veteran CoMix Wave producer Kazuki Sunami and Japanamerica author and journalist Roland Kelts give us an inside look at this revolutionary year in Japan's anime industry. Topics include: the sudden collapse of domestic DVD sales; the rise of foreign investment and co-productions; and Makoto Shinkai's hotly anticipated Toho-distributed feature film, Kimi no Na wa (Your Name), out this August.

3:00PM - 3:45PM Special Presentation

A presentation from a special guest! (TBA)

4:00PM - 4:45PM Open Forum Toyo Institute

As Project Anime: Tokyo's conference comes to a close, we will open the discussion to other topics that attendees would like to discuss and have some closing thoughts.

CHRISTOPHER MACDONALD



Christopher spent over a decade as the editor-in-chief of Anime News Network, directly involved in day-to-day news and editorial, giving him a very unique understanding of the anime industry as a whole and of industry-press relations. No longer involved in daily editorial, he now handles business development for ANN and provides marketing and PR consulting services to companies entering the anime market.

CEO, Anime News Network

KAZUKI SUNAMI



Kazuki Sunami has been in charge of international licensing for CoMix Wave Films' Animation works, including Makoto Shinkai's films "5 Centimeters per Second" and "The Garden of Words." As a producer, Sunami engaged in producing the CGI movie "NEGADON: The Monster from Mars" (2005), "PLANZET" (2010), and "Peeping Life: We Are the Hero" (2014). Sunami also established YouTube's original anime channel "Anime Bancho" in 2012, introducing the latest and experimental Anime including "Inferno Cop."

Producer, CoMix Wave Films

ROLAND KELTS



Roland Kelts is author of the critically acclaimed and bestselling Japanamerica: How Japanese Pop Culture has Invaded the US. As a journalist, essayist and columnist, he writes for many publications, such as The New Yorker, Time magazine, and The Japan Times, and is an authority on Japan's contemporary literary and popular cultures. He imparts his unique perspective on Japanese pop culture as a media commentator on CNN, NPR, NHK and the BBC. Recently, Kelts delivered a TED Talk in Tokyo at TedxHaneda.

Journalist

KOJI TAKEUCHI



Koji Takeuchi began his career at Nippon Animation Co., Ltd. in 1976. He later joined Telecom Animation Film in 1980, where many of his first projects were with Hayao Miyazaki and Isao Takahata. Takeuchi has also worked with numerous non-Japanese studios, including Warner Bros. Animation and Walt Disney Television Animation. Recently, Takeuchi is devoted to nurturing young animation creators and designs workshops with the Japanese government's Agency for Cultural Affairs. He is currently director of the Young Animator Training Project.

Agency for Cultural Affairs

NOBUYUKI TAKAHASHI



Nobuyuki Takahashi has been active in the publication, advertisement, product development, and image media fields as a producer and planner. Takahashi's work is focused on the idea of "A Boy's Dream," with themes of "Future Life," "Science and Industry," "Entertainment and Communication," and "International Communication" present in any project he works on. Takahashi's leading fields are animation, science fiction movies, video games, toys and digital devices. He interacts with many magazine editors, designers, and movie directors.

CEO, Studio HARD Deluxe

TRIGGER

Studio TRIGGER is a Japanese animation studio founded by former GAINAX employees Hiroyuki Imaishi and Masahiko Otsuka in 2011. Starting with production assistance on various series, TRIGGER released their first original animation short film, Little Witch Academia and its first television series, KILL la KILL in 2013. TRIGGER is currently working on their new original animation series Kiznaiver and Space Patrol Luluco.

www.st-trigger.co.jp

TOSHIFUMI MAKITA



Following his career in various international corporations, Toshifumi Makita joined Visual Industry Promotion Organisation (VIPO) in 2013. Apart from his duties at VIPO, Makita has been active as an Akira Kurosawa expert who also excels in Japanese film in general.

Deputy Managing Director, VIPO

Reception at Bon Salute KABUKI

Thursday, March 24, 6:30pm - 8:30pm



Shinjuku Toho Bldg, 1-19-1 Kabukicho, Shinjuku



PROJECT ANIME

LOS ANGELES, CA, USA



JUNE 29 - 30, 2016

The Westin Bonaventure Hotel, Los Angeles, CA