

# JAPAN ANIME MAP



Japanese manga, anime, and games have evolved in many different ways and become a proud part of Japanese culture. The word “otaku” is now a global phenomenon, and is commonly understood by people around the world.

# OTAKU CULTURE

When people think of otaku culture, they instantly think of watching anime and playing video games. But that’s just the tip of the surface. True otaku enjoy “cosplay” (costume play), collect figures, and have an uncompromising affection for the characters and anime they seek to identify with.

## Cosplay

Cosplay is about “becoming” one of the characters in your favorite anime or video game. People get all the right clothes and accessories and literally bring that character to life!



### Enjoy Cosplay Purikura!

Purikura booths can be found at game centers all across Japan, and is something that all young Japanese people love. When taking pictures, you can choose from a variety of backgrounds and then print the developed pictures on stickers. Lots of otaku enjoy taking purikura in full cosplay. Some game centers even have outfits you can rent!



## Figure

Figures are models of characters that are painstakingly reproduced with an incredible level of detail. Many snacks and candy come with figures, so you’ll have a collection going before you know it. From giant models to the smaller *kawaii* types, the range of figures is practically endless!



## Game

Games form a part of Japanese culture that it proudly exports worldwide. Japan is particularly known for the stunning graphics and storylines of its RPGs (role-playing games). Along with RPGs, there are many large game centers in business districts throughout Japan where you can find old video games, such as action games and shooters, as well as UFO catcher machines, *purikura* and more. Recently growing in popularity are *oto-ge* (sound games), in which players dance in time with the music and earn points for each move they nail. This added competition factor has made these games a huge hit!

### Hatsune Miku – Project DIVA Arcade

This *oto-ge* spun off from *Hatsune Miku*, which is one of the many “Vocaloid” games that allows players to enter lyrics and melodies as they sing their hearts out. This game lets players go head to head online!

[URL] <http://miku.sega.jp/arcade/>



# EVENT

Tons of events in the international spotlight!! Colorful cosplayers transform the atmosphere of any venue with their fresh and original creations!!

## Comic Market [URL] <http://www.comiket.co.jp/>



Traditionally held in August and December, this is Japan’s biggest event for manga and anime fans. While mainly set up for people selling their own published works, there is still plenty to see and do. Today there are more than 30,000 exhibition groups and over 500,000 people that come to Comic Market. Take a walk around and you’re sure to find lots of cosplayers.

Date: August and December  
Place: Tokyo International Exhibition Center (TOKYO BIG SIGHT)  
Admission: Free Note: Cosplayers can only be photographed in special areas.

## Ita-G Festa [URL] <http://www.geibunsha.co.jp/mook/ita/>

Event where people draw their favorite anime or video character on their cars, transforming them into *itasha*. Some people even show up driving a decorated Ferrari or limousine!

Date: Unspecified Place: Odaiba, Tokyo  
Admission: Charged  
Note: Separate charge for cosplayers.



## Animelo Summer Live [URL] <http://pc.animelo.jp/> (Animelo mix HP)

Japan’s biggest anime music event, where established and up-and-coming anime voice actors and vocalists all take the stage together!



Date: August Place: Arena in the Kanto region Admission: Charged

## Wonder Festival [URL] <http://www.kaiyodo.co.jp/wf/>



At Wonder Festival you’ll find people selling their “garage kits”, which are original models. Many “maniac character” products unavailable on the market can be found here. People from all over the country flock to this event to snatch up these one-of-kind items!

Date: Summer and Winter Place: Makuhari Messe, Chiba or Tokyo International Exhibition Center (TOKYO BIG SIGHT)  
Admission: Charged

## WORLD COSPLAY SUMMIT [URL] <http://www.tv-aichi.co.jp/wcs/>

Cosplayers from all over the world get together to see who’s the greatest of them all. The preliminary competitions held in participating countries prove that this event means business.

Date: July or August  
Place: Nagoya (venue changes by year)  
Admission: Charged  
Note: Preliminary competitions held in participating countries.



## M3 [URL] <http://www.m3net.jp/>

The event for music lovers. Here you can find exhibitions of anime works, booths selling anime goods, stands where you can listen to CDs, and people shooting PR videos of Vocaloid groups and individuals performing covers of anime songs.

Date: Spring (April or May) and Fall (September or October)  
Place: Venue in Tokyo Admission: Charged



# GOODS

Recommended goods to treat yourself or give to friends.



### Ganpura

This realistically painted Gundam saves you all the hard work! Easy to assemble plastic model.



### Sofubi

Figures made from soft vinyl. With a number of popular figures, such as the classic Ultraman and Kamen Rider, this series has a lineup that transcends generations.



### Food

Sake and moe foods with labels sporting cute moe characters. More and more popular products in regions across Japan are going moe.



### Nendoroid

Word coined from “nendo” (Japanese word for clay) and “droid”. This series of figures features slightly deformed anime characters. The hand-made feel and wide range of options make these little figures incredibly popular.

### Character straps

Standard accessory straps for mobile phones. Practically every major character is available. Great souvenir for friends back home.



### Dakimakura (hugging pillows)

Pillows with a massive printed image. Make that dream of being united with your favorite character come true!

# AREA

Beginning with the world famous Akihabara, there are other areas where otaku shops are concentrated. Here we highlight the main otaku district across Japan. Anime tourism is all about uncovering shops related to anime. This section introduces selected areas in major cities where you can find a number of well-known shops.

\*Note that JNTO does not particularly recommend any of these shops and ultimately provides this information for reference only. JNTO does not take responsibility for any of the services or merchandise offered by the shops introduced here. In addition, information regarding these stores is constantly changing. We recommend that you check beforehand when planning to visit any of these shops.

## 1 TOKYO Akihabara

Besides being known as the “sacred land” of the otaku legions, Akihabara itself is a world famous tourist spot. In addition to the otaku shops for anime, cosplay, computers, and video games, there are also a number of original restaurants and shops offering unique goods.



## Cosplay Karaoke

Japan not only gave the world anime, but also karaoke. This place offers lots of special services for anime fans and cosplayers.

## Pasela Akihabara [URL] <http://www.pasela.co.jp/main.html>

Concept rooms based on various anime and menus replete with colorful anime motifs. Also a popular cosplayer hangout.



## Concept Café

Immensely popular café featuring staff in maid outfits and anime-themed interiors.



**Mai Dreamin**  
(Akihabara Main Shop)  
[URL] <http://maidreamin.com/en/index.html>  
Based on the concept of *Yume no Kuni* (Dream Land), this maid café & bar delivers an experience that’s out of this world.



**GUNDAM Café**  
[URL] <http://g-cafe.jp/english/index.html>  
The official café for all things Gundam, complete with staff dressed in Gundam uniforms.



**cure maid café**  
[URL] <http://www.curemaid.jp/>  
This is one of the longest running maid cafés in Akihabara. A place with a soothing atmosphere founded on the concept of “healing”.

## Don Quijote, Akihabara

4-3-3 Soto-Kanda, Chiyoda-ku, Tokyo  
[TEL] 03-5298-5411  
[URL] [http://www.donki.com/index\\_en.php](http://www.donki.com/index_en.php)

A store that has everything, from everyday wares to brand goods. The Akihabara shop is known for its great selection of cosplay goods.



## 2 TOKYO Nakano Broadway [URL] <http://bwj.jp/>

Following the opening of the large manga store “Mandarake”, a number of otaku shops sprung up along “Nakano Broadway”. This eclectic otaku spot has stores selling anime, video games, movies, and music, as well as a number of other shops devoted to specific “subcultures”.



**Mandarake**  
Specialized shop that buys and sells second-hand Japanese manga and anime goods. There are more than 10 shops offering goods for anime fans and second-hand games. Some of the shop clerks even cosplay on the job!

## 3 TOKYO Ikebukuro OTOME ROAD

While Akihabara is known for having a lot of shops that cater to the male otaku, Ikebukuro has a number of shops that offer products aimed at women, such as *fujoshi*, *yaoi*, and BL items. Shops selling these items can be found in crowded areas such as “Otome Road” (Maiden Road).



## Animate – Ikebukuro Main Store [URL] <http://www.animate.co.jp/>

Large chain of anime shops that has spread across the country. Building located in the heart of the Otome Road district and offering an incredible range of anime related goods, through 1st to 8th floor (while 9th floor is reserved for events).



## 4 AICHI Nagoya Osudenkiqai

Large electric town located in the Chukyo area. Known as the birthplace of otaku cafés, Nagoya’s Osudenkiqai ranks up there with Nipponbashi in Osaka and Akihabara as one of the Japan’s three largest otaku districts.



**GAMERS Nagoya Shop**  
[URL] <http://www.anibro.jp/>  
The name says it all. A shop that sells anything and everything related to games.

## Nagoya Omotenashi Bushotai

Group inspired by the generals of the *Sengoku* (Warring States) period that were closely connected to Nagoya. They keep the samurai spirit alive by conducting a number of special events such as “Samurai Theater”.



## 5 OSAKA Nipponbashi Otaku Road

“Akiba” in the east, “Ponbashi” in the west: Japan’s two largest otaku districts.



### Neon

This iconic character was created to help revitalize the Nipponbashi area. The design was created by Ito-Noizi, who is well known as the illustrator of the *Haruhi Suzumiya* series.

## GEEISTORE Osaka [URL] <http://www.geeistore.com/>

Offers a range of goods and costumes.



## 6 KANAGAWA Yokohama LANDMARK PLAZA

On the 4th floor you can find Donguri Kyowakoku (Acom Republic), a store that offers a selection of Studio Ghibli character goods, as well as SHUEISHA’s official shop.

### Donguri Kyowakoku (Acom Republic)

[URL] <http://www.denic.com/service/donguri.php>

This shop sells a variety of merchandise featuring characters from movies such as “My Neighbor Totoro”, “Spirited Away”, and many more.



## 7 HOKKAIDO Tanuki-Koji Shopping Arcade in Sapporo

There are many anime and otaku shops along the Tanuki-Koji Shopping Arcade that extends from Sapporo Station.

### LASHINBANG Sapporo Shop [URL] <http://www.lashinbang.com/>

In addition to this shop, there are also two other shops located on the same floor, “Game Kan” (Game shop) and “Isho Kan” (Costume shop). Together these three shops form the center of otaku culture in Hokkaido.



## 8 HIROSHIMA Hiroshima OTEMACHI

The area around Otemachi, Hiroshima offers a number of anime shops. This area has also hosted an international anime fair.

### Yellow Submarine – Hiroshima Shop [URL] <http://www.yellowsubmarine.co.jp/>

Hobby shop that specializes in trading cards. There is even a corner where visitors can enjoy some intense card game action.



## 9 FUKUOKA Tenjin AREA

A typical commercial area of urban Japan, Tenjin has a lot of large anime and manga shops. This is the number one otaku district in Kyushu.

### Animate Fukuoka-Tenjin [URL] <http://www.animate.co.jp/>

This shop boasts the largest floor space in Western Japan and proudly offers a large selection of comics, music, videos and more.

