



## Present Situation of CGI Animation in the Japanese Market

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### Abstract:

Japanese CGI animation has only recently become popular in its domestic market. In 2014, topical movies such as “*Rakuen Tsuiho: Expelled from Paradise*” and “*Stand by Me, Doraemon*” were released, and TV series such as “*Knights of Sidonia*” and “*Ronia the Robber's Daughter*” were broadcast. The second decade of the 21st century sees more CGI animation films produced and released with an increasing number of their audience than the beginning of the century. Furthermore, CGI animators have improved their skill, which has led to high-quality CGI animation, appealing to the Japanese market. I analyse the trends of CGI animation in the Japanese market, focusing on “*Rakuen Tsuiho: Expelled from Paradise*” and “*Kado: The Right Answer*” that were produced by Toei Animation Co., Ltd.

### Biography:

KOICHI NOGUCHI is a Producer and VFX Supervisor at Toei Animation, Japan. He is a leading producer, CGI director and VFX supervisor, he has designed, directed animation and VFX sequences for USA and Japanese movies for over a hundred feature films, ‘Species (1995)’, ‘Godzilla: Final Wars (2004)’, ‘One Piece: Baron Omatsuri and the Secret Island (2005)’, ‘Digimon Savers (2006: TV Animation)’, and ‘Expelled from Paradise (2014)’ to name a few.



Besides features, he has lent his expertise across various verticals: art installations, new media, and commercials.

### Publication of speakers:

1. Koichi Noguchi et al; *Kado: The Right Answer* [mp4] (Japan), SIGGRAPH ASIA Computer Animation Festival 2016
2. Koichi Noguchi: *Rakuen Tsuiho - expelled from paradise*. SIGGRAPH Computer Animation Festival 2015
3. Koichi Noguchi: *Stand by Me, Doraemon* 2014
4. Koichi Noguchi: *Ronia the Robber's Daughter* 2014
5. Koichi Noguchi: *Digimon Savers the Movie - Ultimate Power! Burst Mode Invoke!!* 2014