

Statement



We want to believe that animation has a future.

It has been 100 years since the establishment of commercial animation. The sales from related industries have exceeded 3.5 trillion yen, and as a culture that symbolizes the nation, anime has taken the world by storm.

On the other hand, the production studio, far from being a factory that nurtures dreams, is a place where creators are supported solely by “the love of the craft” to the limit of their physical and mental strength, and it is no exaggeration to say that the site is on the verge of collapse.

Will Japanese animation production continue to be a field where one must be prepared to live in poverty in order to break into the industry?

Will it continue to compensate for the depletion of human resources by relying on overseas production systems?

With the global shift in work styles and the increasing scrutiny on the issue of employment inequality, can we afford to allow this state of affairs to continue until the government takes a scalpel to it?

We at the Nippon Anime & Film Culture Association (NAFCA) are not an organization that only seeks to improve conditions. The management and production sides must understand each other’s situation, be aware of their responsibilities, and use their respective wisdom to dissolve the accumulated stagnation in order to achieve a greater goal. We would like to be an organization that works together with the national cultural strategy and aims even higher.

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If everyone involved in this world, regardless of their position, loves animation, the way will surely open up. This is what we believe.

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Nippon Anime & Film Culture Association (NAFCA)