

CoFesta 2008



This autumn Tokyo hosted the 2nd Japan International Contents Festival (CoFesta), showcasing an array of world-class media content produced in Japan: *anime*, *manga*, games, music, films and related characters. Organized by the Ministry of Economy, Trade and Industry, the festival aims to generate synergy by holding numerous events for various types of content in one region. Fifteen official events and a range of related forums and festivals took place throughout the greater metropolitan area

from September 30 to October 28.

The main event of CoFesta, the 21st Tokyo International Film Festival (TIFF), the nation's largest film festival, left its mark by establishing ecology as a major event theme. Brisk business also took place at TIFF, as buyers from 42 countries and regions convened to vie for the rights to promising films.

Visitors to the Digital Content Expo, held in the Odaiba district, came away with an appreciation of how advanced technologies are opening up new



1: An innovative exhibit displayed as part of the Digital Content Expo featuring an image of the earth, which when walked upon ripples in waves and is accompanied by the sound of water.

3



2: The Tokyo Sakura Grand Prix was given to *Tulpan*, the work of Kazakh filmmaker Sergey Dvortsevoy (left), who is accompanied by the two stars of the film at the 21st Tokyo International Film Festival.

3: Popular anime character Keroro Gunso (Sergeant Frog) on stage at the Akihabara Entamatsuri.

4: A unicyclist robot called Murata Seiko-chan at CEATEC Japan.

4

possibilities for content, and saw displays of the latest 3D and ultra-high-definition TV technologies.

CEATEC Japan was another event bursting with gadgets straight from the pages of science fiction. Held at Makuhari Messe in Chiba Prefecture, this is Asia's biggest exhibition of cutting-edge IT and electronic devices. Visitors were wowed by Murata Manufacturing's unicycle-riding robot.

Tokyo's Akihabara district, renowned as a paradise for *otaku*, was host to the Akihabara Entamatsuri,

an "entertainment festival" celebrating entertainment media. Major publishers displayed hit comics, and stage appearances by popular voice actors and anime characters set the venue buzzing.

Japanese content is now firmly embedded in global culture, and CoFesta is the place to go for a sense of its rich variety and the technological expertise that underpins it.

@ ON THE INTERNET

<http://www.cofesta.jp/2008/english/index.shtml>